



To better illustrate how our Priority Points system works, below is a points report for a fictional John Purdue Club member, Purdue Pete.

<b>Priority Point Category</b>	<b>Pete's Points</b>
<b>John Purdue Club Membership Bonus (50 points)</b> <i>Upon joining the John Purdue Club, Purdue Pete automatically receives 50 points.....</i>	50
<b>John Purdue Club, Cumulative Contributions (1 point per \$100)</b> <i>Pete joined the John Purdue Club five years ago. For his first two years, he was a First Team member donating \$200, and the past three years, he's been at the MVP level, donating \$1,000 each year. Pete has donated a lifetime total of \$3,400 to the John Purdue Club so far, which earns him 34 points.....</i>	34
<b>John Purdue Club, Consecutive Years of Membership (2 points per year)</b> <i>Since Pete has been in the Club for five years, he receives 10 points.....</i>	10
<b>Football Season Ticket Purchase (3 points per year)</b> <i>Pete has purchased football season tickets for the past nine years, so he earns 27 points.....</i>	27
<b>Men's Basketball Season Ticket Purchase (3 points per year)</b> <i>Pete has purchased men's basketball tickets for the past five years, totaling 15 points.....</i>	15
<b>Women's Basketball Season Ticket Purchase (3 points per year)</b> <i>Pete has purchased women's basketball tickets for six years and a total of 18 points.....</i>	18
<b>Volleyball Season Ticket Purchase (3 points per year)</b> <i>Pete gets six points for two years of purchasing volleyball season tickets.....</i>	6
<b>*Recruitment of New John Purdue Club Members (Membership Recruitment Program through 2012)</b> <i>Pete has accepted the membership challenge and wants to help solidify his priority points for seating in the new Mackey Arena by going above and beyond the two new member recruiting challenge! With the current Membership Recruitment program, Pete will earn points for each new member, retention of new member over years two and three and for the monetary amount for each new member. Pete recruited five new members so he gets 25 points (5 per new member), three of the new members joined at the First Team level (\$200 x 3 = \$600), one joined at the Captain level (\$500) and one at the All-American level (\$2,500). Based on 1 point per \$100 of each recruited member (\$3,600/100 = 36), Pete earned 36 points. All five of his recruits renewed their memberships for the second and third year so he gets 50 points in year two (5 members recruited and retained x 10 points = 50) and 75 points in year three (5 members recruited and retained x 15 points = 75).....</i>	25 36  Year two: 50 Year three: 75
<b>Suite/Club Seat License Agreement Payments (1 point per \$100)</b> <i>Pete has paid a deposit of \$1,000 for two outdoor club seats at Ross-Ade Stadium and his first-year license agreement payment of \$3,500, so he gets 45 points.....</i>	45
<b>Deferred Gifts to the John Purdue Club (1 point per \$500 in deferred giving)</b> <i>Pete has named the John Purdue Club as the beneficiary of a \$10,000 unitrust, so he receives 20 points now.....</i>	20
<b>President's Council, Active Membership (3 points upon membership)</b> <i>As an MVP-level John Purdue Club member, Pete is also a member of the President's Council, earning him a one-time allocation of three points.....</i>	3
<b>Purdue Alumni Association, Active Membership (3 points upon membership)</b> <i>Pete is a member of PAA, earning him a one-time allocation of three points.....</i>	3
<b>Purdue Varsity Letter Winner (4 points)</b> <i>Pete earned a varsity letter at Purdue as (what else?) Purdue Pete.....</i>	4
<b>Football Bowl Game Ticket Purchase (2 points* for each year of purchase since 1998)</b> <i>Pete has purchased bowl game tickets to each of the Boilers' last three bowl games, giving him a total of six points (*NOTE: Only granted for tickets purchased through Purdue ticket office).....</i>	6

**GRAND TOTAL: 427 Priority Points**