



Dear Friends and Family,

The world of college athletics is changing. As we navigate these dynamic times, our athletics program continues to benefit from the unrivaled dedication of our cherished Orange and Blue faithful. Your commitment, resolute and steady, has fueled our spirits and ignited a transformation within Illinois Athletics.

Together, we have embarked on a remarkable journey, laying the foundation for sustained Fighting Illini excellence. Thanks to your loyal support, we have built needed infrastructure, instilled a winning culture, and planted the seeds of success. Yet our mission is far from over.

Today, in an effort to continue pushing ever-higher, we are redefining what it means to be a supporter of our program. Beginning in Fall 2025, Illinois Athletics is introducing Illini ERA – a revamped I FUND Membership and Priority Seating contribution program for football and men's basketball.

Illini ERA prioritizes equity, simplicity, and accessibility, resulting in an improved seating structure that allows every fan the opportunity to immerse themselves in the excitement of Fighting Illini Athletics. The Illini ERA initiative's comprehensive changes stem from months of thoughtful analysis and consideration of fan feedback, including requests to create a more equitable, affordable, and easily understandable pricing model throughout Memorial Stadium and State Farm Center. Similar fan input led to the development of a redefined and simplified I FUND Membership Program, which maximizes tax deductibility while offering exclusive benefits and an elevated game day experience to those who wish to be closest to the program.

As we stand on the brink of a thrilling new chapter for college sports and Illinois Athletics, the aim for the Fighting Illini remains unchanged: we will rise to the top, academically and athletically, and become the national model for sustainable excellence at the intersection of learning and competition. This remains an audacious goal. Now more than ever, elite resources are necessary to sustain elite performance. As we embark on this new chapter of our journey, we invite you to be part of the Illini ERA – honoring our past while shaping our future for sustained success.



With respect and gratitude,

Josh Whitman

Director of Athletics

WELCOME TO THE ILLINI ERA

THE ILLINI ERA MODEL MARKS A TRANSITION TO A **CUSTOMER-CENTRIC** APPROACH, EMPOWERING FANS TO TAKE OWNERSHIP OF THEIR EXPERIENCE.

Illinois Athletics is a brand with a rich legacy of tradition, bolstered by the steadfast loyalty of fans and supporters. This collective support has propelled the Fighting Illini to rise to each opportunity and challenge in the competitive landscape of intercollegiate athletics. As we embark on the next phase of our evolution, Illini ERA, we will honor our past while charting a course for sustained success in the future. To deliver an unparalleled experience for student-athletes and fans alike, we must continue to **evolve, refine, and advance** our approach to reach our championship goals.



HOWEVER, IN THE CURRENT TICKETING STRUCTURE, ONLY **20%** OF FIGHTING ILLINI SEASON TICKET HOLDERS USE THEIR MAXIMUM TICKET ALLOTMENT.

Part of this ongoing effort is the modernization of the annual giving, season ticket, and parking processes to better serve our supporters. Illini ERA aims to expand access to season tickets, easily onboard a new generation of fans, and empower current season ticket holders to tailor their experience.

BEGINNING WITH THE 2025 SEASON, THE CURRENT ANNUAL GIVING MODEL WILL EVOLVE INTO THE I FUND PRIORITY SEATING MODEL, CREATING A ONE-STOP-SHOP EXPERIENCE FOR EACH SEASON TICKET HOLDER FOR FOOTBALL AND MEN'S BASKETBALL.

Creating a pathway for new fans while empowering current season ticket holders is an essential step toward elevating competitive success in the years ahead - from ensuring Illinois has the resources necessary to support student-athletes at the highest level to creating and maintaining the best possible fan experience. The simplified process will offer fans the opportunity to view all season ticket options and their total value, streamlining the donor and ticket holder experience. This will encompass a reseating process for both venues. Following the 2025 reseat at both Memorial Stadium and State Farm Center, we will transition to a cadence that alternates venues every two years. **Premium Seating areas will not be a part of the reseating process.**

MEMORIAL STADIUM
RESEATING SCHEDULE

2025 · 2031 · 2035



STATE FARM CENTER
RESEATING SCHEDULE

2025 · 2029 · 2033



With the competitive environment of intercollegiate athletics and a growing Big Ten Conference, this updated model empowers the famILLy to be the difference-maker in producing championship-caliber programs.

THE FUTURE OF FIGHTING ILLINI ATHLETICS
BEGINS WITH ILLINI ERA.

REDEFINING THE I FUND DONOR EXPERIENCE

WITH OPTIONS TO SUIT EVERY LEVEL OF COMMITMENT, WE'RE PAVING THE WAY FOR A BRIGHTER FUTURE TOGETHER.

I FUND MEMBERSHIP PROGRAM

An enhanced I FUND Membership Program will be your gateway to Priority Seating, exclusive benefits, and the opportunity to make a difference. Annual contributions to Illinois Athletics are the most important part of our ability to remain relentless in our pursuit of victory. All gifts to the I FUND help provide educational opportunities for student-athletes and ensure our coaches have the resources to compete for conference and national championships. Beginning in 2025, I FUND membership levels will be comprised of all contributions made to the Football Priority Seating Fund, Men's Basketball Priority Seating Fund, and Illini Excellence gifts within a specific membership period. I FUND members have access to exclusive benefits like complimentary season parking, priority for postseason tickets, single-game presales, member-only events, and much more.



I FUND PRIORITY SEATING

As part of Illini ERA, many seat locations for football and men's basketball will require a Priority Seating contribution, in addition to the season ticket cost. **At Memorial Stadium, 23% of seats will require a contribution, and at State Farm Center, 63% of seats will require a contribution.** Both venues will still offer several sections that will not require an I FUND Priority Seating contribution. Every dollar given through I FUND Priority Seating directly offsets \$13 million in educational support provided to Illini student-athletes. Not only will your Priority Seating contribution enhance the lives of student-athletes, but it will also be your gateway to the best season ticket experience at Memorial Stadium and State Farm Center. I FUND Priority Seating contributions will earn one (1) Priority Point per \$1 donated.

I FUND FOOTBALL PRIORITY SEATING CONTRIBUTION

- EARNS 1:1 PRIORITY POINTS
- CONTRIBUTIONS QUALIFY FOR MEMBERSHIP BENEFITS
- NOT TAX DEDUCTIBLE

I FUND MEN'S BASKETBALL PRIORITY SEATING CONTRIBUTION

- EARNS 1:1 PRIORITY POINTS
- CONTRIBUTIONS QUALIFY FOR MEMBERSHIP BENEFITS
- NOT TAX DEDUCTIBLE

REDEFINING THE I FUND DONOR EXPERIENCE

ABOVE AND BEYOND CONTRIBUTIONS TO THE I FUND

ILLINI EXCELLENCE GIFTS

Contributions to the I FUND that are above and beyond the I FUND Priority Seating requirement are considered Illini Excellence gifts. The impact of Illini Excellence giving goes far beyond providing access to a University of Illinois education. Illini Excellence gifts demonstrate a commitment to building, supporting, and maintaining a competitive advantage by helping educate, train, and fuel our student-athletes to out-perform the competition. Gifts in support of Illini Excellence will earn two (2) Priority Points per \$1 donated and be up to 100% tax deductible.

ILLINI EXCELLENCE GIFTS

- EARNS 2:1 PRIORITY POINTS
- CONTRIBUTIONS QUALIFY FOR MEMBERSHIP BENEFITS
- UP TO 100% TAX DEDUCTIBLE

WHEN TO MAKE AN ILLINI EXCELLENCE GIFT:

MAKING AN ILLINI EXCELLENCE GIFT IS A GREAT WAY TO INCREASE YOUR I FUND MEMBERSHIP LEVEL FOR THE PURPOSES OF SECURING YOUR FAVORITE PARKING LOCATION, ADDING TO YOUR PRIORITY POINTS TOTAL, INCREASING YOUR ALLOCATION RANKING FOR POSTSEASON TICKETS, OR ACCESSING OTHER MEMBER BENEFITS THAT WOULDN'T OTHERWISE BE AVAILABLE BASED ON YOUR I FUND PRIORITY SEATING MINIMUM CONTRIBUTION.



PARKING
ACCESS



INCREASE
RANKING



POSTSEASON
TICKETS



MEMBER
BENEFITS

REFINE

ILLINOIS ATHLETICS **\$21.5**
INVESTS **MILLION**
IN THE STUDENT-ATHLETE EXPERIENCE

\$9.1 M

TUITION & FEES

\$3.1 M

ROOM & BOARD, BOOKS

\$2.9 M

ILLINI FUEL/NUTRITION

\$2.8 M

ACADEMIC PROGRESS AWARDS

\$1.9 M

MEDICAL AID & SUPPORT

\$1.1 M

ACADEMIC SERVICES & CAREER DEVELOPMENT

\$661 K

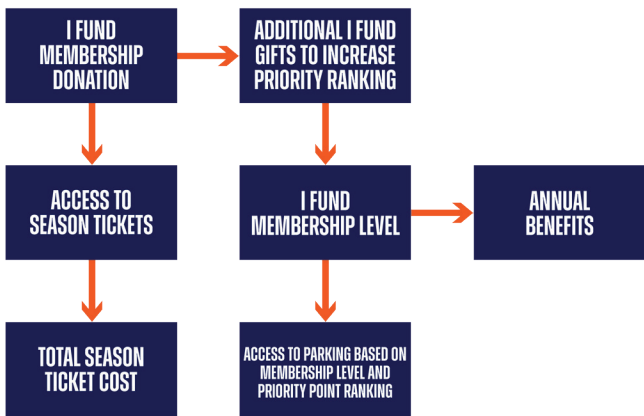
COST OF ATTENDANCE

MODERNIZING THE SEASON TICKET PROCESS

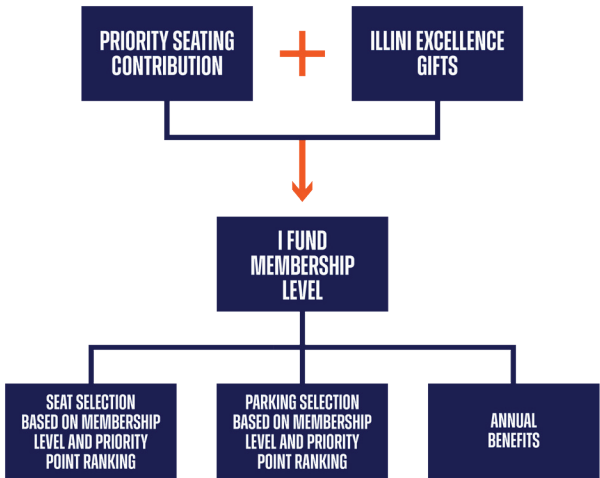
Currently, certain levels of I FUND membership give donors access to a predetermined quantity of tickets in restricted areas that go unused in Memorial Stadium and State Farm Center. This structure has proven to be a model that is outdated, inconvenient for ticket holders, and a challenging obstacle for new fans and supporters.

The revamped structure will provide season ticket holders and donors with a streamlined formula for their I FUND membership level, guiding decisions on season tickets and parking with more clarity. A person’s I FUND membership level and Priority Point ranking will determine their seat and parking selection windows during each venue’s reseating.

PREVIOUS MODEL



ILLINI ERA MODEL



A simplified pricing structure provides each seat with an I FUND Priority Seating requirement in addition to the ticket cost. This new Priority Seating model will integrate seamlessly into the online ticket-buying experience by making season tickets in I FUND Priority Seating areas available for purchase on FightingIllini.com, a feature not previously available.

I FUND MEMBERSHIP BENEFITS

THOSE CLOSEST TO THE PROGRAM WILL HAVE ACCESS TO THE BEST EXPERIENCES.

In 2025 and beyond, I FUND members will see an enhanced benefits structure providing unique engagement opportunities commensurate with their level of giving. Aligning with valuable fan feedback, additional benefits may include, but are not limited to, member-only events, exclusive gameday activities such as pre-game and in-game field access, extended ticket pre-sales, and discounts on concessions food and beverage. To view the 2025 benefits chart online, visit IlliniERA.com.

ANNUAL MEMBERSHIP LEVEL	LOYALTY CIRCLE									
	NEW ILLINI \$100	CAPTAINS \$250	ALL-AMERICAN \$500	CHAMPION \$1,000	OSKEE \$2,500	OLYMPIAN \$5,000	BLOCK I \$7,500	BRONZE \$12,000	SILVER \$20,000	GOLD \$30,000
SUPPORT										
ENHANCE THE EXPERIENCE OF ILLINOIS STUDENT-ATHLETES										
HELP THE ILLINI COMPETE FOR BIG TEN AND NATIONAL CHAMPIONSHIPS										
PROVIDE TUITION FOR ONE STUDENT-ATHLETE PER YEAR										
RECOGNITION AND COMMUNICATION										
ASSIGNED A FIGHTING ILLINI ACCOUNT MANAGER										
ANNUAL MEMBERSHIP PACKAGE										
15% CONCESSIONS DISCOUNT										
10% GAMEDAY SPIRIT DISCOUNT										
NAME LISTED ON JOINTHEIFUND.COM										
RECOGNITION WITHIN AN ILLINOIS ATHLETICS FACILITY										
TICKETS AND PARKING										
EXCLUSIVE PRE-SALES FOR SINGLE GAME TICKETS AND SELECT EVENTS AT STATE FARM CENTER	TIER IV	TIER IV	TIER IV	TIER III	TIER III	TIER II	TIER II	TIER II	TIER I	TIER I
OPPORTUNITY TO REQUEST A COMPLIMENTARY SEASON PARKING PASS FOR FOOTBALL & MEN'S BASKETBALL *										
TICKET PRIORITY FOR BRAGGIN' RIGHTS, BIG TEN CHAMPIONSHIPS, NCAA TOURNAMENT, AND BOWL GAMES										
OPPORTUNITY TO REQUEST LOT 31 PARKING										
OPPORTUNITY TO PURCHASE SINGLE GAME PARKING PASSES FOR FOOTBALL **										
OPPORTUNITY TO PURCHASE A SECOND SEASON PARKING PASS FOR FOOTBALL **										
OPPORTUNITY TO REQUEST A COMPLIMENTARY RESERVED PARKING SPACE FOR FOOTBALL & MEN'S BASKETBALL										
OPPORTUNITY TO REQUEST A COMPLIMENTARY SECOND SEASON PARKING PASS FOR FOOTBALL & MEN'S BASKETBALL *										
EXPERIENCES AND ACCESS										
INVITATION TO I FUND MEMBER-ONLY EVENTS *										
PRIORITY REGISTRATION FOR ILLINOIS BASKETBALL BRAD SCHOOL *										
INVITATION TO MEMBER-ONLY FALL FOOTBALL PRACTICE										
EXCLUSIVE I FUND MEMBER GEAR STORE *										
INVITATION TO MEMBER-ONLY MEN'S BASKETBALL PRACTICE										
I FUND MEMBER FAMILY PHOTO DAY AT MEMORIAL STADIUM										
PASSES TO FOOTBALL STADIUM CLUB PRE-GAME PARTY							4	8	8	8
SIDELINE ACCESS DURING A HOME FOOTBALL GAME #										
INVITATION TO ILLINOIS ATHLETICS CELEBRATION OF GIVING EVENT										
INVITATION TO THE ATHLETIC DIRECTOR'S SUITE FOR A FOOTBALL OR MEN'S BASKETBALL GAME #										
CHARTERED ILLINOIS ROAD TRIP EXPERIENCE *										
INVITATION TO ATHLETIC DIRECTOR'S ANNUAL RETREAT *										

* BASED ON AVAILABILITY

* ADDITIONAL EXPENSES MAY APPLY

RESTRICTIONS MAY APPLY

* LIMITED TO SEASON TICKET HOLDERS ONLY FOR MEN'S BASKETBALL

ILLINOIS FOOTBALL SEATING MAP AND SEASON TICKET PRICING

8

OUT OF

10

FANS WHO SELECT THEIR SEASON TICKETS IN THE SAME OR SIMILAR LOCATION AT MEMORIAL STADIUM AND STATE FARM CENTER WILL PAY THE SAME PRICE OR LESS IN 2025.



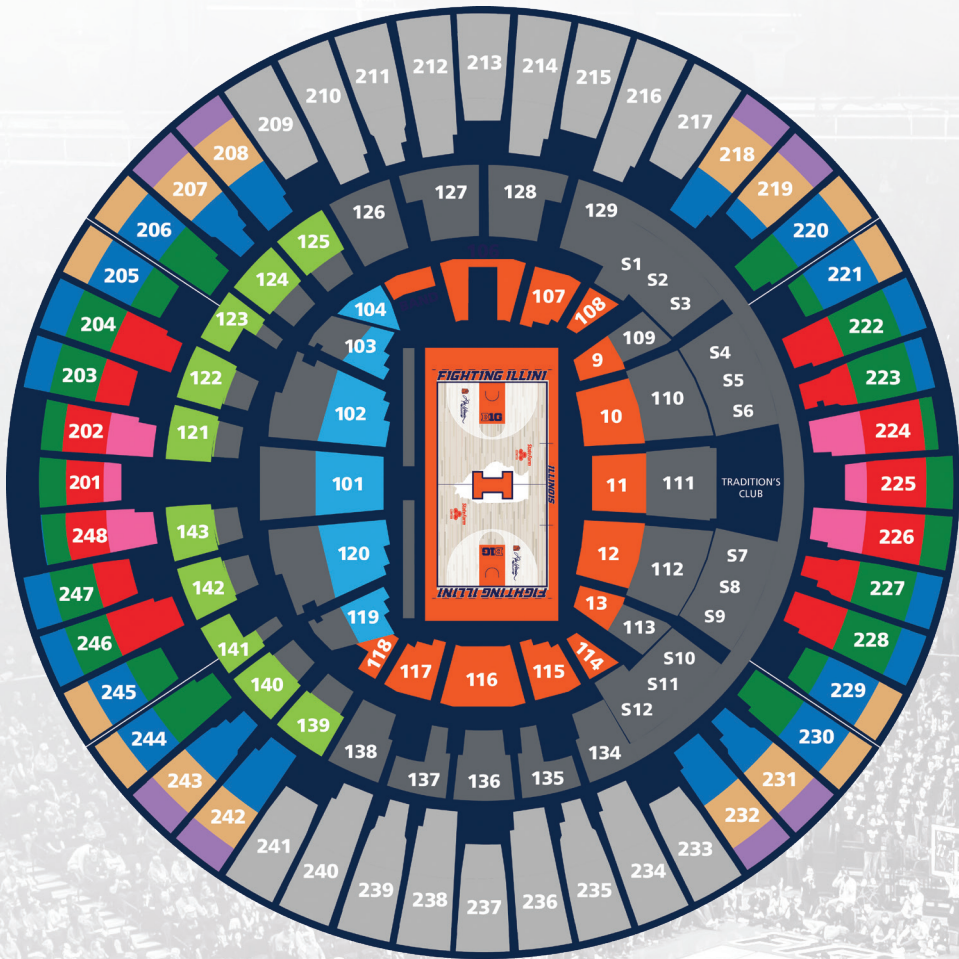
HOW WILL THE COST OF TWO SEASON TICKETS CHANGE?

In 2024, two season tickets in section 126 would cost \$738 plus require a donation between \$100 to \$3,000 depending on the row. In 2025, two season tickets in section 126 will cost \$738, plus \$700 in Priority Seating contributions. Priority Seating contributions are counted toward your I FUND membership level.

Note: I FUND Priority Seating contributions are determined by section/row and are in addition to the ticket price. Several sections do not require an I FUND Priority Seating contribution. Prices listed reflect 2024 football season ticket prices and are subject to change in 2025.

LEVEL	SEASON TICKET PRICE	+ I FUND PRIORITY SEATING CONTRIBUTION	= TOTAL COST PER SEASON TICKET
PRIME A	\$399	\$500	\$899
PRIME B	\$369	\$350	\$719
PRIME B	\$369	\$150	\$519
PRIME C	\$299	\$150	\$449
PRIME C	\$299	\$75	\$374
SIDELINE WEST	\$209	\$0	\$209
SIDELINE EAST	\$199	\$0	\$199
HORSESHOE	\$100	\$0	\$100
EAST BALCONY	\$100	\$0	\$100

ILLINOIS MEN'S BASKETBALL SEATING MAP AND SEASON TICKET PRICING



HOW WILL THE COST OF TWO SEASON TICKETS CHANGE?

In 2024-25, two season tickets in section 205 would cost \$1,140 plus require an I FUND membership between \$100 to \$10,000 depending on the row. In 2025-26, two season tickets in section 205 will cost \$1,140 plus a Priority Seating contribution of \$150-\$600. Priority Seating contributions are counted toward your I FUND membership level.

Note: I FUND Priority Seating contributions are determined by section/row and are in addition to the ticket price. Several sections do not require an I FUND Priority Seating contribution. Prices listed reflect 2024 men's basketball season ticket prices and are subject to change in 2025.

LEVEL	SEASON TICKET PRICE	I FUND PRIORITY SEATING CONTRIBUTION	TOTAL COST PER SEASON TICKET
LOWER 100	\$750	\$4,000	\$4,750
UPPER 100	\$750	\$2,500	\$3,250
200 LEVEL SIDELINE	\$570	\$800	\$1,370
200 LEVEL SIDELINE	\$570	\$500	\$1,070
200 LEVEL SIDELINE	\$570	\$300	\$870
200 LEVEL BASELINE	\$440	\$300	\$740
200 LEVEL SIDELINE	\$570	\$150	\$720
200 LEVEL BASELINE	\$440	\$150	\$590
200 LEVEL SIDELINE	\$570	\$75	\$645
200 LEVEL BASELINE	\$440	\$75	\$515
200 LEVEL BASELINE	\$440	\$0	\$440
200 LEVEL BASELINE	\$440	\$0	\$440
ORANGE KRUSH			
PREMIUM SEATING			

SEASON TICKET HOLDER EXAMPLES



SCAN HERE TO USE THE
PERSONALIZED CALCULATOR



FIGHTING ILLINI FAN HAS TWO MEN'S BASKETBALL SEASON TICKETS IN SECTION 205
AND NO FOOTBALL SEASON TICKETS.

Memorial Stadium Season Tickets				
SEAT LOCATION	QUANTITY	SEASON TICKET PRICE	I FUND PRIORITY SEATING REQUIREMENT	TOTAL
Choose a Level/Section/Row	0			
Choose a Level/Section/Row	0			
State Farm Center Season Tickets				
SEAT LOCATION	QUANTITY	SEASON TICKET PRICE	I FUND PRIORITY SEATING REQUIREMENT	TOTAL
Level/Section: U: 205 Row: 11-15	2	\$1,140.00	\$300	\$1,440.00
Choose a Level/Section/Row	0			
Make an Illini Excellence Gift <input type="text" value="\$200"/>				
Total Required Seat Donation				\$300.00
Total Illini Excellence Gift				\$200.00
I FUND MEMBERSHIP TOTAL				\$500.00
You are currently at All-American level. An additional donation of \$500.00 will bring you to Champion level.				
Total Season Ticket Amount				\$1,140.00
GRAND TOTAL DUE				\$1,640.00

IN THIS EXAMPLE, THE SELECTED MEN'S BASKETBALL SEATS REQUIRE A \$150 PRIORITY SEATING CONTRIBUTION PER SEAT. FIGHTING ILLINI FAN DECIDED TO MAKE AN ABOVE & BEYOND ILLINI EXCELLENCE GIFT OF \$200 IN ORDER TO REACH THE ALL-AMERICAN I FUND MEMBERSHIP LEVEL AND OBTAIN THE ASSOCIATED BENEFITS, SUCH AS PRIORITY ACCESS TO POSTSEASON TICKETS.

FIGHTING ILLINI FAN HAS FOUR FOOTBALL SEASON TICKETS IN SECTION 126
AND TWO MEN'S BASKETBALL SEASON TICKETS IN SECTION 205


Memorial Stadium Season Tickets				
SEAT LOCATION	QUANTITY	SEASON TICKET PRICE	I FUND PRIORITY SEATING REQUIREMENT	TOTAL
Level/Section: WM: 126 Row: 6-41	4	\$1,476.00	\$1,400.00	\$2,876.00
Choose a Level/Section/Row	0			
State Farm Center Season Tickets				
SEAT LOCATION	QUANTITY	SEASON TICKET PRICE	I FUND PRIORITY SEATING REQUIREMENT	TOTAL
Level/Section: U: 205 Row: 11-15	2	\$1,140.00	\$300	\$1,440.00
Choose a Level/Section/Row	0			
Make an Illini Excellence Gift <input type="text" value="\$800"/>				
Total Required Seat Donation				\$1,700.00
Total Illini Excellence Gift				\$800.00
I FUND MEMBERSHIP TOTAL				\$2,500.00
You are currently at Oskee level. An additional donation of \$2,500.00 will bring you to Olympian level.				
Total Season Ticket Amount				\$2,616.00
GRAND TOTAL DUE				\$5,116.00

IN THIS EXAMPLE, THE SELECTED FOOTBALL SEATS REQUIRE A \$350 PRIORITY SEATING CONTRIBUTION PER SEAT. THE SELECTED MEN'S BASKETBALL SEATS REQUIRE A \$150 PRIORITY SEATING CONTRIBUTION PER SEAT. FIGHTING ILLINI FAN DECIDED TO MAKE AN ABOVE & BEYOND ILLINI EXCELLENCE GIFT OF \$800 IN ORDER TO REACH THE OSKEE I FUND MEMBERSHIP LEVEL AND OBTAIN THE ASSOCIATED BENEFITS, SUCH AS ACCESS TO REQUEST LOT 31 PARKING AT MEMORIAL STADIUM.

FOOTBALL SEASON PARKING

We recognize how important parking is to the gameday experience and we plan to continue to offer parking as a complimentary benefit of being an I FUND member. Season parking pass locations will continue to be determined based on a member’s I FUND membership level (Football Priority Seating contribution + Men’s Basketball Priority Seating contribution + Illini Excellence gift) and Priority Point ranking.

Illini fans with season tickets for football or men’s basketball and an active I FUND membership will be invited to participate in the annual parking selection process, taking place in May for football and July for men’s basketball. The lots available for a member to select are based on their I FUND membership level as of the posted renewal deadline. Information regarding 2025-26 men’s basketball season parking will be distributed at a later date.



Many fans will reach their projected minimum required I FUND membership level through Priority Seating contributions in 2025.

LEVEL NAME	*PROJECTED MINIMUM MEMBERSHIP LEVEL	ELIGIBLE FOOTBALL PARKING LOCATIONS
CAPTAINS	\$250	LOT 39, 45, 46, 47, 49, RESEARCH PARK
ALL-AMERICAN	\$500	LOT 32, 33, 39, 45, 46, 47, 49, RESEARCH PARK
CHAMPION	\$1,000	LOT 32, 33, 37, 38, 39, 42, 45
OSKEE	\$2,500	LOT 31, 32, 33, 35, 37, 38, 39, 42, 45
OLYMPIAN	\$5,000	LOT 31, 32, 33, 35, 37, 38, 39, 42, 45
BLOCK I	\$7,500	LOT 31, 32, 33, 35, 37, 38, 39, 42, 45
LOYALTY CIRCLE BRONZE	\$12,000	ELIGIBLE FOR ALL PARKING LOTS + LOT 35 (RESERVED SPACES)
LOYALTY CIRCLE SILVER	\$20,000	ELIGIBLE FOR ALL PARKING LOTS + LOT 35 (RESERVED SPACES)
LOYALTY CIRCLE GOLD	\$30,000	ELIGIBLE FOR ALL PARKING LOTS + LOT 35 (RESERVED SPACES)

Note: Listed I FUND minimums display the projected minimum contribution to be eligible to request a specific parking lot. Exact allocation of season parking passes is determined by I FUND Priority Point Ranking.

PRIORITY POINTS

In addition to an enhanced benefits chart, I FUND members will have the opportunity to earn more Priority Points than ever before. The I FUND Priority Points program is a fair and equitable way to allocate benefits to our members.

After the Tax Cuts and Jobs Act of 2018, I FUND members have been limited to only earning one point per dollar for annual gifts related to tickets and parking, and 1,000 points per consecutive year for being a season ticket holder for football or men’s basketball.

ENHANCED PRIORITY POINTS PROGRAM

I FUND FOOTBALL PRIORITY SEATING:	1 POINT PER DOLLAR
I FUND MEN’S BASKETBALL PRIORITY SEATING:	1 POINT PER DOLLAR
ILLINI EXCELLENCE GIFTS:	2 POINTS PER DOLLAR
INVESTORS SOCIETY:	3 POINTS PER DOLLAR
GIFTS TO CAPITAL PROJECTS AND RESTRICTED TEAM SUPPORT:	1 POINT PER DOLLAR
FOOTBALL SEASON TICKET HOLDER:	1,000 POINTS PER CONSECUTIVE YEAR
MEN’S BASKETBALL SEASON TICKET HOLDER:	1,000 POINTS PER CONSECUTIVE YEAR



I FUND MEMBER PRIORITY RANKING RECALCULATION DATES

Priority rankings are determined first by a member’s annual I FUND membership level, and second by total Priority Points within each level. This means that an Oskee member giving \$2,500 per year with 5,000 total points is ranked higher than a Champion member giving \$1,000 per year with 50,000 points. The I FUND will periodically recalculate points for benefit allocations. The timeline below can be used as a guide for paying off pledges, increasing donor levels, or making extra gifts to increase your point total and membership level. Actual dates and deadlines will vary.

FOOTBALL

MARCH 2025

DEADLINE FOR THE RESEATING PROCESS,
FOOTBALL TICKET SEAT UPGRADES
AND PARKING SELECTION

DECEMBER 2025

DEADLINE FOR
FOOTBALL POSTSEASON



REFINE

MEN'S BASKETBALL

MAY 2025

DEADLINE FOR THE RESEATING PROCESS,
MEN'S BASKETBALL TICKET SEAT
UPGRADES AND PARKING SELECTION

MARCH 2025

DEADLINE FOR
MEN'S BASKETBALL POSTSEASON



RESEATING AT MEMORIAL STADIUM AND STATE FARM CENTER

To help usher in the modernization of the I FUND and season ticket programs, and to better allow fans to take advantage of more accessible and affordable seating, existing season ticket holders for football and men's basketball will participate in separate seat selection processes. Seat selection periods will take place in the spring of 2025 for football and in the summer of 2025 for men's basketball. These events will include the opportunity to select seats online or via phone with a Fighting Illini Account Manager.

**DEADLINE TO INCREASE I FUND
MEMBERSHIP LEVEL FOR YOUR
FOOTBALL SEAT SELECTION
WINDOW ALLOCATION:**

MARCH 1, 2025

**DEADLINE TO INCREASE I FUND
MEMBERSHIP LEVEL FOR YOUR
MEN'S BASKETBALL SEAT SELECTION
WINDOW ALLOCATION:**

MAY 2, 2025

SHORTLY FOLLOWING THE I FUND MEMBERSHIP DEADLINE FOR EACH SPORT, SEAT SELECTION TIMES WILL BE ALLOCATED AND DISTRIBUTED TO ALL SEASON TICKET HOLDERS BASED ON I FUND MEMBERSHIP LEVEL AND PRIORITY POINT RANKING. SEASON TICKET HOLDERS WHO ARE NOT I FUND MEMBERS WILL SELECT AT THE END OF THE RESEATING PROCESS.

In each seat selection window, season ticket holders will have the opportunity to either maintain or update their I FUND Priority Seating contribution in order to select seats in their desired location.

As an added benefit to Premium Seat holders, and because these seats are part of multi-year contracts, Premium Seating areas will not be reseated at either venue. For new Premium Seating season ticket contracts, members must meet the minimum I FUND Priority Seating requirement set forth by the University of Illinois.

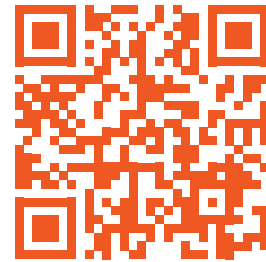
Additional information for each venue's reseating process, including frequently asked questions, will be distributed later this year.

IMPORTANT DATES AND DEADLINES

We're here to make sure you are prepared with all the information to help guide your decisions as a season ticket holder and Fighting Illini supporter.

CONNECT WITH US!

SCAN THE QR CODE TO REQUEST AN APPOINTMENT WITH A FIGHTING ILLINI ACCOUNT MANAGER



ILLINOIS FOOTBALL TIMELINE

- DECEMBER 2024:** 2025 I FUND MEMBERSHIP PERIOD BEGINS
- MARCH 1, 2025:** 2025 I FUND MEMBERSHIP DEADLINE FOR FOOTBALL
- MARCH 2025:** SEAT SELECTION TIMES DISTRIBUTED
- APRIL - MAY, 2025:** SEAT SELECTION
- MAY 2025:** PARKING SELECTION SURVEYS DISTRIBUTED
- JUNE 2025:** PARKING LOCATIONS DISTRIBUTED



ILLINOIS MEN'S BASKETBALL TIMELINE

- DECEMBER 2024:** 2025 I FUND MEMBERSHIP PERIOD BEGINS
- MAY 2, 2025:** 2025 I FUND MEMBERSHIP DEADLINE FOR MEN'S BASKETBALL
- MAY 2025:** SEAT SELECTION TIMES DISTRIBUTED
- JUNE 2025:** SEAT SELECTION
- JULY 2025:** PARKING SELECTION SURVEYS DISTRIBUTED
- AUGUST 2025:** PARKING LOCATIONS DISTRIBUTED



FREQUENTLY ASKED QUESTIONS

HOW IS MY I FUND MEMBERSHIP LEVEL DETERMINED?

I FUND membership level is determined by the total contributions toward Football Priority Seating, Men's Basketball Priority Seating, and Illini Excellence Gifts.

WHY SWITCH TO A PRIORITY SEATING MODEL?

The Illini ERA model is cost-effective for most season ticket holders. It provides a low entry point, with several sections that do not require an I FUND Priority Seating contribution. It also provides a simplified method for season ticket holders to calculate ticket prices and required contributions. Additionally, there is more flexibility for season ticket holders to select seats in their desired location. This model is more equitable and accessible for all season ticket holders, and adds the convenient option to purchase any seat online.

WHAT IS THE I FUND?

The I FUND serves as the official fundraising arm of Fighting Illini Athletics. Contributions to the I FUND provide educational resources to more than 500 student-athletes each year and ensure coaches have the resources to compete for conference and national championships.

WHAT IS AN I FUND PRIORITY SEATING CONTRIBUTION?

An I FUND Priority Seating contribution is the minimum amount required to purchase tickets in a designated section/row. I FUND Priority Seating contributions are used to offset nearly \$13 million in scholarships and financial assistance provided to Illinois student-athletes. All I FUND Priority Seating contributions receive 1 point per dollar and count toward a donor's I FUND membership level.

WILL ALL SEATS IN MEMORIAL STADIUM OR STATE FARM CENTER REQUIRE AN I FUND PRIORITY SEATING CONTRIBUTION?

No. Approximately 23% of seats at Memorial Stadium and 63% of seats at State Farm Center will require an I FUND Priority Seating contribution.

ARE PRIORITY SEATING CONTRIBUTIONS CONSIDERED A CHARITABLE GIFT?

No. Under the Tax Cuts and Jobs Act of 2018, contributions tied to a specific season ticket seat location are no longer tax deductible.

WHAT IS A PRIORITY RANKING?

Priority ranking is first determined by your I FUND membership level, and then Priority Points within each level. Donors within each I FUND membership level will be ranked based on their Priority Point total to determine seat selection times during a reseal, parking selection, and ticket allocation for postseason play including neutral site events for football and men's basketball.

HOW ARE PRIORITY POINTS CALCULATED?

The I FUND Priority Points program is a fair and equitable way to allocate benefits to members. Priority Points are earned by making I FUND Priority Seating contributions, I FUND Scholarship contributions, Illini Excellence gifts, Investors Society contributions, and contributions toward facilities projects. Season ticket holders also earn Priority Points for consecutive years of renewing tickets.

WHAT IS THE DIFFERENCE BETWEEN AN I FUND PRIORITY SEATING CONTRIBUTION AND AN ILLINI EXCELLENCE GIFT?

An I FUND Priority Seating contribution is the value of the gift required to purchase a specific seat at Memorial Stadium and/or State Farm Center. An Illini Excellence contribution is a gift above and beyond your required I FUND Priority Seating contribution, which will increase your I FUND membership level to obtain enhanced benefits. The total giving from I FUND Priority Seating contributions plus Illini Excellence gifts will determine your I FUND membership level.