



“Mining New Niners” One-for-One Campaign

The goal of the “Mining New Niners” new member referral program is to increase membership in the 49er Club, the annual giving program supporting Charlotte 49ers Athletics. Strengthening the 49er Club is critical to help offset the escalating costs for education and resources to maintain and improve the athletics department. Passion for the 49ers can be contagious and we’re hopeful donors will help us recruit more club members. Participants will have the opportunity to enhance their Athletic Foundation Priority Point total by securing new members and selling Football FSL’s.

Participating Member Rewards:

1. Participants receive priority point credit equal to the value of the new members’ donation. For example, Norm Niner secures a new member who contributes \$100. Norm will receive \$100 worth of lifetime point credit on their 49er Club account.
2. Participants who are men’s basketball season ticket holders will receive two (2) hospitality passes for an upcoming game for every new member they sign up. If they are not a men’s basketball season ticket holder, the participant will receive two (2) tickets to a men’s basketball game or other desired sporting event (based on availability).
3. Participants will have the opportunity to provide the new member with two (2) tickets to a men’s basketball home game (based on availability).
4. In addition, any participant who sells a Football FSL will receive a lifetime Priority Point bonus per FSL sold (10 points per FSL).

Why Are Priority Points Important?

If Norm Niner is ranked 1000 in the 49er Club Priority Point system and secures just one donor at the following dollar amount, his new *ranking* would be:

\$49—967

\$250—903

\$1500 (Green Jacket)—638

\$100—953

\$500—820

If you have questions regarding the program, please contact Jim Duncan at (336) 558-5218.