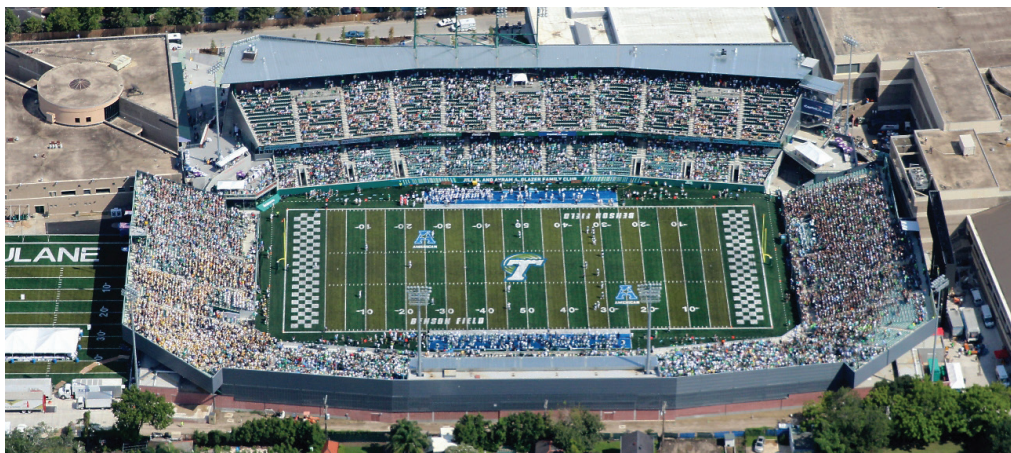




TULANE ATHLETICS

YULMAN STADIUM SURVEY RESULTS AND UPGRADES



SEASON TICKET HOLDER STATISTICS:

52	average age of ticket holders
24%	are under 40 years old
44%	have children in the household
79%	live in Louisiana
79%	said Tulane is their favorite team
35%	are not affiliated with Tulane in any way

THE POSITIVES:

The feedback we received about Yulman Stadium was overwhelmingly positive. The pageantry of collegiate football on a college campus is simply unmatched. The student support, the open-air stadium, sightlines and tailgating all received rave reviews. Over 70% of the respondents said they were either satisfied or greatly satisfied with the overall experience. This is an excellent number, but our jobs won't be finished until that number drives past 90%.

WHAT MET AND EXCEEDED EXPECTATIONS:

- Feeling of safety in and around the stadium
- Seat location
- Tailgating
- Guest Services staff
- Traffic flow
- Restroom cleanliness and convenience



THE IMPROVEMENTS:

Sound – We discovered that the sound was too strong in some places, and not loud enough in others. We are going through a sound study to ensure this issue is fixed by the start of the 2015 season.

Food offerings – We heard from multiple ticket holders that there is a need for more New Orleans flair – be on the lookout for new food and beverage offerings this season.

Cell Service – We are installing a Distributed Antenna System (DAS) which will eliminate any issues with making calls, sending texts and accessing data plans. While Wifi still remains a priority, having adequate cellular and data coverage took priority from a safety and security standpoint.

Social Media Efforts – Over 50% of our fans receive their information from the web or social media. We will dramatically upgrade our approach to digital media, including the creation of a Tulane Athletics app that will encompass not only football, but all of our athletics programs.

Band & Spirit – Incorporate more band. Done. In addition, we are working with student groups and cheerleaders to incorporate a better way to promote our traditional chants and cheers.

Stadium Flow – We are working on a plan that will allow the general public to enter through the Birdoff Tunnel (SE entrance under the Reily Center). Unfortunately, there are set times when we have to block access to get the teams in and out of the tunnels. We are currently working to cut down those times, making your wait shorter.

ADDITIONAL CHANGES & IMPROVEMENTS FOR 2015:

Video & Ribbon Boards – We will continue to use these boards to promote excitement and bring more fun to the games. New for the 2015 season, we will be adding two ribbon boards to the west side of the stadium to keep you updated on other games being played around the country.

Camera Angles – We are aware that the TV angle is not ideal. Plans are in place to dramatically enhance this viewing experience for those who aren't able to join us in the stadium.

Premium Seating – We are working on ways to make the experience in the Jill H. and Avram A. Glazer Family Club and all of our premium seating areas even better. We have added new premium seating options: Westfeldt Terrace 3 (requires a \$500 donation) and Premium East 1 (next to the Glazer Family Club, requires \$1,000 donation). The Westfeldt Terrace will also have access to additional food and beverage options this season. Additionally, any donor at \$1,500 and above qualifies to purchase up to six seats with no additional donation required.

Family Zone – We have expanded this section by nearly 400 seats.

Parking – We are able to commit to on-campus (or steps away) parking for all donors who give \$500 or more. In addition, we will offer single game parking passes for anyone who purchases a tent in Tailgate Village.

Personal Ticket Representatives – Every season ticket holder will have their own personal ticket representative for the year. This does not replace our excellent staff or development officers – we are still here to answer any questions you may have.