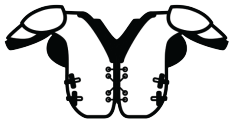


Football Operations Center

QUICK



FACTS



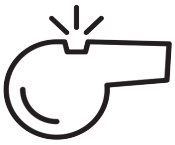
What is the estimated total cost of the Football Operations Center?

The 40,000 square-foot *Football Operations Center* will cost approximately \$15 million. This is in line with peer institution football facilities of a similar nature.



Where will the Football Operations Center be located?

The *Football Operations Center* will be situated in close proximity to the 25,000-square-foot Athletics Performance Center located across from Hooper Eblen Center.



What features will be included in the Football Operations Center?

The *Football Operations Center* will include a contemporary team locker room, hospitality suite, conference rooms, coaches' offices, theatre-style meeting room, open-air lighted practice field and more. It will place specific emphasis on state-of-the art technology, with touch screens and displays in the lobby, and will be a showcase for Tech football.



How will the Football Operations Center be funded?

Tennessee state regulations do not allow state appropriated funds to be used for the construction and maintenance of athletics facilities and venues. The *Football Operations Center* must be 100% funded through philanthropic support.



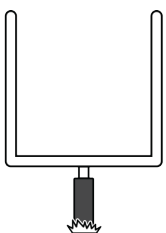
Why does Tech need a Football Operations Center?

Tech is engaged in the most expansive building campaign in the history of the university, but no significant enhancements have been made to Tucker Stadium and Overall Field in 50 years. It will help Tech recruit and retain students, provide an exciting and affordable entertainment experience for the Upper Cumberland, create regional and national media coverage and level the playing field among Big South - OVC peers and other FCS institutions.



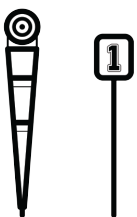
How is Golden Eagle Football funded?

Like most FCS and mid-major football programs, Tech Football generates revenue but is not self-supporting. Revenue for the athletics program comes from university subsidy, student fees, NCAA distributions, gate receipts, season ticket sales, corporate sponsorships, game guarantees and, most importantly, donor support.



What is the economic impact of Tennessee Tech?

Tech's annual impact on the State of Tennessee is \$1.57 billion, which translates to more than \$20 for every \$1 invested in the state. Tech's contribution to the Upper Cumberland region alone is \$765 million annually, and the university supports the local communities through employment, gross domestic product, output and personal income across the region and state. New football facilities will help Tech reach its enrollment goal of 12,000 students by 2025. One Tech student brings \$40,000 to the local economy, and 100 Tech students bring in \$3-4 million. Imagine the impact of 2,000 additional students!



Why are colleges and universities adding football programs?

Higher education institutions are adding and investing in football programs to increase student enrollment, garner national publicity, expand their donor base and help support the local economy. In the last six years, 27 new football programs have been added to college and university athletics across the nation.



What does Tennessee Tech's success mean to our community?

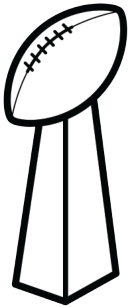
A successful university results in higher per capita income, an increased number of graduates from which to hire and a more attractive and livable community that inspires families to relocate. Tech improves the quality of life for Upper Cumberland residents by providing a first-class facility to host athletic and entertainment events.

Football Operations Center

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What is the return on investment (ROI) to the business community?

The Cookeville-Putnam County Visitors Bureau estimates that the TSSAA BlueCross Bowl had an annual economic impact of \$2.5 to \$3 million from visitor spending. In 2021, the championship games moved to Chattanooga. Why? Better football facilities.

Upgraded facilities will result in additional wins for Tech Football. A winning football team increases ticket sales and philanthropic support. It impacts hotels, restaurants and local retailers. Tech students stay in Cookeville on weekends to watch a winning team.

Better football facilities → better football team → better local business community.



What is the estimated timeframe for construction?

It will take 24-36 months to secure funding and complete construction.



Is the university committed to this project?

President Phil Oldham and Tech's senior leadership are committed to the Football Operations Center. Vice President of University Advancement Kevin Braswell and Associate Athletic Director of Development Bobby Taylor are actively engaged in fundraising efforts. Athletic Director Mark Wilson and Head Football Coach Bobby Wilder consistently share future plans with football alumni and Golden Eagle fans. Two passionate and engaged volunteers spearheaded this project: the late Ottis Phillips, a former Tech football player and business executive, and M. Dianne Murphy, a former NCAA Division I athletics director. And a steering committee of football alumni, Tech employees, donors and local business owners meet biweekly to discuss next steps.



What other expansion and upgrades are planned for Tech Football?

Plans for a reimagined, reinvigorated and reinvented stadium on the west side are in progress; however, fundraising for the *Football Operations Center* and stadium must coincide. To have a winning football program, one cannot exist without the other.



How can my company help?

Make an investment! We will work with you to find publicity and recognition opportunities that are meaningful to you. Naming opportunities at all major gift levels are available, and your company's name can be prominently displayed on a space of your choice within the *Football Operations Center*.

Who should I contact if I want to make a gift?

Multi-year pledge opportunities are available, and we can guide you through the options to help you decide what and how to invest.

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