

A MEMBERSHIP PROPOSAL

Nittany Football Club

A unified donor model: three tracks, fourteen tiers, one program.

Penn State's NIL ecosystem is currently fragmented across multiple entities, leaving donors confused and businesses without a clear front door. The Nittany Football Club consolidates personal and corporate giving under one brand with a single, transparent ladder — anchored by The 107, our flagship premium circle, capped at 107 members on rolling 4-year commitments with renewal eligibility.

	TIER	NAME	ANNUAL	ANCHOR BENEFIT
PERSONAL	05	WE ARE	\$100	Digital membership + Lasch Vault content + welcome kit
	04	LION WALK	\$250	Monthly merch drops + multi-city meet & greets
	03	S-ZONE	\$500	Athlete cameo videos + tailgate VIP + spring practice access
	02	WHITE OUT	\$1,000	All-season cocktail hours + private practice day + assistant coach dinner
	01	MOUNT NITTANY	\$5,000	Sideline pass + custom jersey + Lasch tour + Campbell personal note
CORPORATE	05	MAIN STREET	\$1,000	NLBA directory + signage + employee discount
	04	KEYSTONE	\$2,500	Annual athlete appearance + co-branded social campaign
	03	MARQUEE	\$5,000	Two appearances + tailgate bundle eligibility + home-game activation
	02	CORNERSTONE	\$10,000	Reserved hospitality + 'Official Partner' category designation
	01	TITLE PARTNER	\$50,000	Category exclusivity + all-game hospitality + Campbell dinner
PREMIER	04	THE 107: MEMBERS	\$100,000	Numbered seat + sideline pass all home games + Lasch wall recognition
	03	THE 107: CAPTAINS	\$250,000	Recruit-Experience Day + film with coaches + Berkey Creamery flavor
	02	THE 107: COUNCIL	\$500,000	Beaver Stadium ID + Campbell dinner + team plane + suite
	01	FOUNDERS CIRCLE	\$1,000,000	Named position group/coach + Founder Suite + exec board meeting

Structure: Personal and Corporate tiers operate on annual memberships. The 107 (Premier track) operates on 4-year commitments with renewal eligibility, with the 107-member cap maintained across all four sub-tiers. Page 1 is the structure at a glance — pages 2–7 break out each track with the top benefits.

TRACK ONE / INDIVIDUAL MEMBERSHIP

Personal

TIER 05

WE ARE

ANNUAL

\$100

Entry into the Club. The starting point.

- Digital membership card + Lasch Society decal + welcome letter signed by team captain
- Lasch Vault digital content: practice clips, insider notes, member livestreams
- Monthly newsletter + members-only Discord community
- Early access to merch drops, free shipping, Lion Coins loyalty (100 pts/\$1)
- Annual mystery gift + branded koozie

TIER 04

LION WALK

ANNUAL

\$250

Pre-game tradition, year-round access.

+ EVERYTHING IN WE ARE, PLUS:

- Multi-city Meet & Greets (Philly / Pittsburgh / NYC / DC / Harrisburg)
- PSU Football Shirt of the Month — recurring physical drop
- Spring practice viewing access (1 day, 2 tickets)
- Tier-branded "Lion Walk" t-shirt + welcome kit upgrade
- 5% off team store + 1.5× Lion Coins

TIER 03

S-ZONE

ANNUAL

\$500

Student-section energy at every level.

+ EVERYTHING IN LION WALK, PLUS:

- Personalized Cameo-style video from a Penn State athlete (1/year)
- Gameday Eve cocktail hour (1 home weekend) + tailgate VIP (1 game)
- Quarterly virtual coach insider — rotating coordinators
- Tier-branded quarter zip + annual swag box + 2 signed trading cards
- NLC Priority Points begin accruing

TIER 02

WHITE OUT

ANNUAL

\$1,000

The loudest night of the year, in your wardrobe and calendar.

+ EVERYTHING IN S-ZONE, PLUS:

- Gameday Eve cocktail hours at ALL home weekends + Lion Shrine photo each game
- 1-on-1 athlete Zoom chats (2/yr) + cameo videos (2/yr)
- 1 private practice day (4 passes) + virtual "Chalk Talks" with analysts
- Group dinner with assistant coaches + reserved table at coaches show
- Blue/White Course outing with athlete + 2 experiential events (TopGolf, etc.)
- 15% off team store, \$50 NIL shop credit

TIER 01

MOUNT NITTANY

ANNUAL

\$5,000

The peak of the personal track — as deep as a private donor goes before invitation.

+ EVERYTHING IN WHITE OUT, PLUS:

- Sideline pass for 1 home game (2 ppl) + tailgate access at ALL home games
- Private Lasch Building tour + 2 private practice days + position-group viewing
- Private dinner with assistant coaches + coffee with a coordinator
- Personal note from Coach Campbell
- Custom jersey with member's last name + premium signed memorabilia
- Mount Nittany hike with players + Spring Game VIP + 20% off store + \$100 NIL credit

TRACK TWO / BUSINESS MEMBERSHIP (NLBA)

Corporate

TIER 05

MAIN STREET

ANNUAL

\$1,000

Entry for the local business that wants to be on the map.

- NLBA partner directory listing + storefront window decal
- 1 social media recognition post/year on NLBA channels
- Member newsletter + eligibility to bid on athlete appearance hours
- 5% PSU Football merch discount for all employees
- Invite to annual NLBA business breakfast

TIER 04

KEYSTONE

ANNUAL

\$2,500

Backbone tier — Pennsylvania businesses that anchor the program.

+ EVERYTHING IN MAIN STREET, PLUS:

- 1 athlete appearance per year (up to 1 hour)
- Co-branded social media campaign (1/year)
- Logo placement at NLBA-hosted events
- 4 tickets to annual NLBA gala + pre-sale corporate hospitality
- Wegmans-style Tailgate Bundle co-promotion eligibility

TIER 03

MARQUEE

ANNUAL

\$5,000

Regional brand presence with measurable activation.

+ EVERYTHING IN KEYSTONE, PLUS:

- 2 athlete appearances/year (2 total hours) + 2 co-branded campaigns
- Logo on NLBA website + Tailgate Bundle category sponsorship eligibility
- 8 tickets to NLBA gala + 1 spring practice tour for 8 business clients
- Co-promoted activation at one home game (booth or branded area)

TIER 02

CORNERSTONE

ANNUAL

\$10,000

Major regional partner — branded into the program, not just associated.

+ EVERYTHING IN MARQUEE, PLUS:

- 4 athlete appearances/year + custom Brand Academy NIL campaign
- Reserved corporate hospitality for one home game (party of 12)
- VIP parking for 5 clients each home game
- Quarterly briefing with PSU Football business operations
- 'Official Partner of [Category]' designation eligibility

TIER 01

TITLE PARTNER

ANNUAL

\$50,000

Category exclusivity. Anchor partner status.

+ EVERYTHING IN CORNERSTONE, PLUS:

- Unlimited athlete appearances (within agreed scope)
- Named NLBA Title Partner with category exclusivity
- Premium hospitality for ALL home games (party of 12–16)
- Co-branded activation rights at White Out and Bowl game
- Direct line to PSU Athletics business development team
- Annual private dinner with Coach Campbell + speaking slot at NLBA gala

TRACK THREE / THE 107 · CAPPED AT 107 MEMBERS

Premier

TIER 04

THE 107: MEMBERS

ANNUAL

\$100,000

*The starting line of the capped circle. Numbered seat in The 107.***+ EVERYTHING IN MOUNT NITTANY, PLUS:**

- Numbered seat for the duration of membership ("Member 089 of 107")
- Sideline pass for ALL home games + VIP parking all home games
- Coaches' box access (1 game/season) + press box experience (1 game)
- Coach Campbell quarterly virtual insider + private dinner (Campbell attends)
- Game-worn cleats from chosen player + custom letterman jacket
- 1-on-1 athlete Zoom chats (4/yr) + Adopt-a-Player NIL (1 player)
- \$250 NIL credit + jumbotron recognition + member name on Lasch recognition wall during tenure

TIER 03

THE 107: CAPTAINS

ANNUAL

\$250,000

*Captain-level access — inside the meetings, inside the walls.***+ EVERYTHING IN THE 107: MEMBERS, PLUS:**

- Watch film WITH coaches + quarterly coordinator call + game plan walkthrough
- "Lion's Den" Recruit-Experience Day (full day in life of a recruit)
- Lift/workout session with team + eat at training table + after-hours stadium tour
- Hunting/fishing trip with coaches + Blue/White Course coaches' scramble
- Field passes ALL home games + tunnel walk + team meeting + press conference
- Player game-worn jersey + signed game ball + custom PSU sideline shoes
- Berkey Creamery custom flavor (member-named, sold during membership year)
- Replica Lion Shrine miniature + THON ambassador weekend
- "1 of 107" designation during tenure + member-named scholarship option

TIER 02

THE 107: COUNCIL

ANNUAL

\$500,000

*Council-level — the program's strategic inner ring. You travel with us.***+ EVERYTHING IN THE 107: CAPTAINS, PLUS:**

- Custom annual strategy session with OC or DC
- Travel with team on team plane (1 road game/year) + away weekend trip
- Stadium suite for 1 home game (8–10 guests) + suite access ALL home games
- Bowl game getaway (all-inclusive) + 4-day Spring Game weekend hospitality
- Multi-day hunting/fishing trip with coaches + private chef dinner with HC
- Custom letterman jacket EACH season of commitment
- Council recognition wall installation at Lasch (duration of membership)
- "State of the Program" private briefing with Campbell + AD (annual)
- Featured on "Inside the Lasch" podcast + Adopt-a-Player NIL (3 players)
- White-glove concierge service for all games and events
- Gold ID card with swipe access to Beaver Stadium
- Annual private dinner with Coach Campbell

TIER 01

FOUNDERS CIRCLE

ANNUAL

\$1,000,000

The summit. The deepest imprint on the program a donor can hold.

+ EVERYTHING IN THE 107: COUNCIL, PLUS:

- Named position group or coach — member's name on a PSU football position group or coach for the commitment term
- High-prominence Lasch installation + stadium parking with member name plaque (duration of membership)
- Annual member portrait at Lasch gallery wall + hand-print on Lasch Society wall (one-time, on induction)
- Multi-day team trip access (1 full road trip/season with team)
- International travel option if PSU plays abroad + recruit visit hosting (compliance-permitting)
- "Coach for a Day" shadowing + "Be the GM" experience + Lasch badge for a day
- Custom commemorative season video + championship-style ring upon induction
- Annual Founders Circle retreat with coaching staff
- Honorary Captain experience for member's child + broadcast mention (1 home game/year)
- Multiple member-named NIL deals + speaking opportunity at booster event
- Recognition in official football media guide during tenure
- Gold ID card with swipe access to Beaver Stadium
- Founder Suite for one game
- Executive board meeting access with Coach Campbell, GM, and football staff