



Dear FSL Reservation List,

First of all - I just want to thank all of you for your support to this point - especially those who have *purchased* 49ers Seat Licenses. Your commitment is really making a difference, but we still have a long way to go. Football at UNC Charlotte is not guaranteed. Just like in the game itself - going after what you want takes courage and achieving it takes everyone.

In an effort to keep you updated with the latest information, I wanted this group to be the first to know where we are in the process and answer some of the questions that are coming up along the way.

HOW MANY FSLs HAVE YOU SOLD TO DATE?

We've sold 1,645 FSLs to date, but we must sell 5,000 FSLs or 49ers Football won't happen. We are approximately 33% to our goal.

HAS THE PRICING STRUCTURE CHANGED?

The \$1,000 FSLs that were first unveiled are still available for purchase, but we've also added some additional tiered pricing options for more flexibility and options for purchasing. These are as follows:

Green Tier - \$1,000

Seats are from the 30-yard line to the end zone as determined by your Athletic Foundation rank.

Green Tier Permanent - \$1,000 + (\$250 minimum annual Athletic Foundation contribution to make seats permanent*)

Seats are permanent and located from the 30-yard line to the end zone as determined by your Athletic Foundation rank.

Gold Tier - \$2,500 (\$1,500 minimum annual Athletic Foundation contribution*)

Seats are located between the 30-yard lines as determined by your Athletic Foundation rank.

*Athletic Foundation contributions are not required until fiscal year 2013.

ARE YOU GOING TO OFFER A PAYMENT PLAN?

Yes, we've developed a payment plan that will allow you to have a payment deducted each month from your credit card. With this plan if you purchased one Green Tier FSL today, your payment could be as little as \$26.32 per month until June 2012. To begin this payment option please call (704) 687-4950 or (704) 687-4949.

HOW MUCH WILL SEASON TICKETS COST?

Season ticket pricing is dependent on many factors, including the number of home games played, so we are not able to determine the price at this time.

WHAT ARE THE ADVERTISING PLANS?

As a courtesy to our early supporters, our initial effort has been focused on targeting those who signed up on the reservation list. Since the April 3 grace period has passed, we are expanding our efforts to other groups, such as alumni, students, parents, faculty, staff, the corporate community and general public. In addition, we are in the midst of launching a volunteer sales force team to assist in selling FSLs to the above groups. As part of the campaign for the general public, we will be launching some mainstream advertising mediums beginning in June.

WHEN WILL YOU BEGIN TO HIRE FOOTBALL PERSONNEL?

There is a plan in place for hiring and it's dependent upon reaching our funding goals. We've projected hiring a coach in 2011.

HAS THE ECONOMY CHANGED ANY PLANS?

We recognize that it's a difficult time financially for most people and organizations, so we have decided to launch a phased approach to fundraising, which just means that we are prioritizing our goals starting with those most necessary to start football, such as the facilities and staff. But we must keep moving forward toward our goal. Standing still won't help the economy or this University.

WILL COLLEGE FOOTBALL BE A REALITY AT UNC CHARLOTTE?

Only you can answer that. The fate of the game is in your hands.

I'VE ALREADY PURCHASED AN FSL. NOW HOW CAN I HELP?

We're always looking for more volunteers to help us spread the word and gather support. Just call (704) 687-4950 and let us know you'd like to help bring college football to UNC Charlotte.

It's time to take a stand and purchase your FSL. To become a founding member of 49ers Football, call (704) 687-4950 or visit Charlotte49erFootball.com.

Thank you for your time. We'll be following up with a phone call from a member of our staff to answer any questions you may have.

Sincerely,

Judy W. Rose
Athletic Director
The Charlotte 49ers

