

SMU FOOTBALL KICKOFF CELEBRATION

Event Reference Guide

EVENT OVERVIEW & PURPOSE

Overview: A premium, football-centered NIL fundraising experience that brings donors closer to SMU Football through exclusive access, hospitality and engagement.

Purpose: To strengthen relationships between supporters and the program while generating resources that expand NIL opportunities for SMU student-athletes.

EVENT DETAILS

Date & Time: Saturday, August 15, 2026 | 5:30-9:30 PM
Location: Armstrong Fieldhouse | Dallas, Texas
Purpose: An NIL fundraising event supporting SMU student-athletes
Attire: Business casual
Theme: Barbecue and Bourbon
Guest Experience: Dinner, featured SMU talent and special guests, live music, premium activations, live and silent auction, and a fundraising appeal

EVENT FLOW

5:30 PM VIP Boulevard Society Cocktail Hour
6:30 PM General Arrival & Reception
7:00 PM Seated Dinner
7:45 PM Program
8:30 PM Live Auction & Fundraising Appeal
9:00 PM Live Music & Close
9:30 PM Event Concludes

TICKETS, TABLES AND SALES DEADLINES

TIER	PRICE	WHAT IT INCLUDES	AVAILABILITY / DEADLINE
Mustang	\$50,000	8 purchaser seats + 2 SMU-reserved seats; head coach-hosted; premium table placement; program recognition; VIP gift	1 table
Hilltop	\$30,000	8 purchaser seats + 2 SMU-reserved seats; AD-hosted; premium table placement; program recognition; VIP gift	1 table
Varsity	\$20,000	8 purchaser seats + 2 SMU-reserved seats; player-hosted	10 tables
VIP	\$15,000	8 purchaser seats + 2 SMU-reserved seats; football representative-hosted	10 tables
Individual Seat	\$1,500	Dinner and program access	Through July 31
Individual Seat	\$2,000	Dinner and program access	August 1-14

Table structure: All tables seat 10. Purchasers receive 8 seats; 2 seats are reserved for the designated SMU host and an additional SMU guest/representative. Inventory is first come, first served.
***Approx. 40 seats have been reserved as complimentary tables for staff and special guests.

POSITIONING STRATEGY

IMPACT	ACCESS	EXPERIENCE	URGENCY
A direct opportunity to support SMU student-athletes through a premium NIL-focused fundraising event.	A football-centered evening with SMU leadership, coaches, student-athletes, talent and special guests.	Seated dinner, live music, partner activations and exclusive live and silent auction opportunities.	This is the inaugural event, and table and individual-seat inventory is intentionally limited.

KEY CONSIDERATIONS

General:

- **Event Website** – Givergy <https://us.givergy.com/SMUFootballCelebration>
- **Event related questions** can be directed to the Mustang Partners email (mustangpartners@smu.edu)

Event Details

- **Program portion of the evening** to include recognition of sponsors and key donors, Head Coach & Athletic Director address, Captains panel
- **Additional seats are not guaranteed for table purchases.** Requests should be directed to Mustang Partners and will depend on capacity and inventory.

VIP Cocktail Hour:

- **Cocktail Hour** is currently reserved only for the Boulevard Society **and society member guests**
- **VIP Cocktail Hour access should not be sold or promised separately** unless an approved option has been created.

NIL & Fundraising:

- **Event proceeds** help support NIL programming and opportunities benefiting SMU student-athletes.
- **Donors interested in supporting the initiative without purchasing admission** should be prompted to the event website or connected with Mustang Partners to discuss the appropriate giving option.

Payment & Donations

- **Purchases can be completed** through the approved event website or through another approved payment process coordinated by Mustang Partners.
- **Purchases/Donations are not tax deductible**
- **Ability to pledge now and pay later will be reviewed on a case-by-case basis by Mustang Partners**

Guest & Event Logistics

- **Guest list changes must be finalized by July 31, 2026 at 11:59 PM**
- **Complementary Valet will be provided**
- **Auction purchases** will be completed through our event platform, Givergy. These purchases are not tax deductible
- **Auction experiences transferability** will depend on Mustang Partners approval and the terms attached to the individual package.