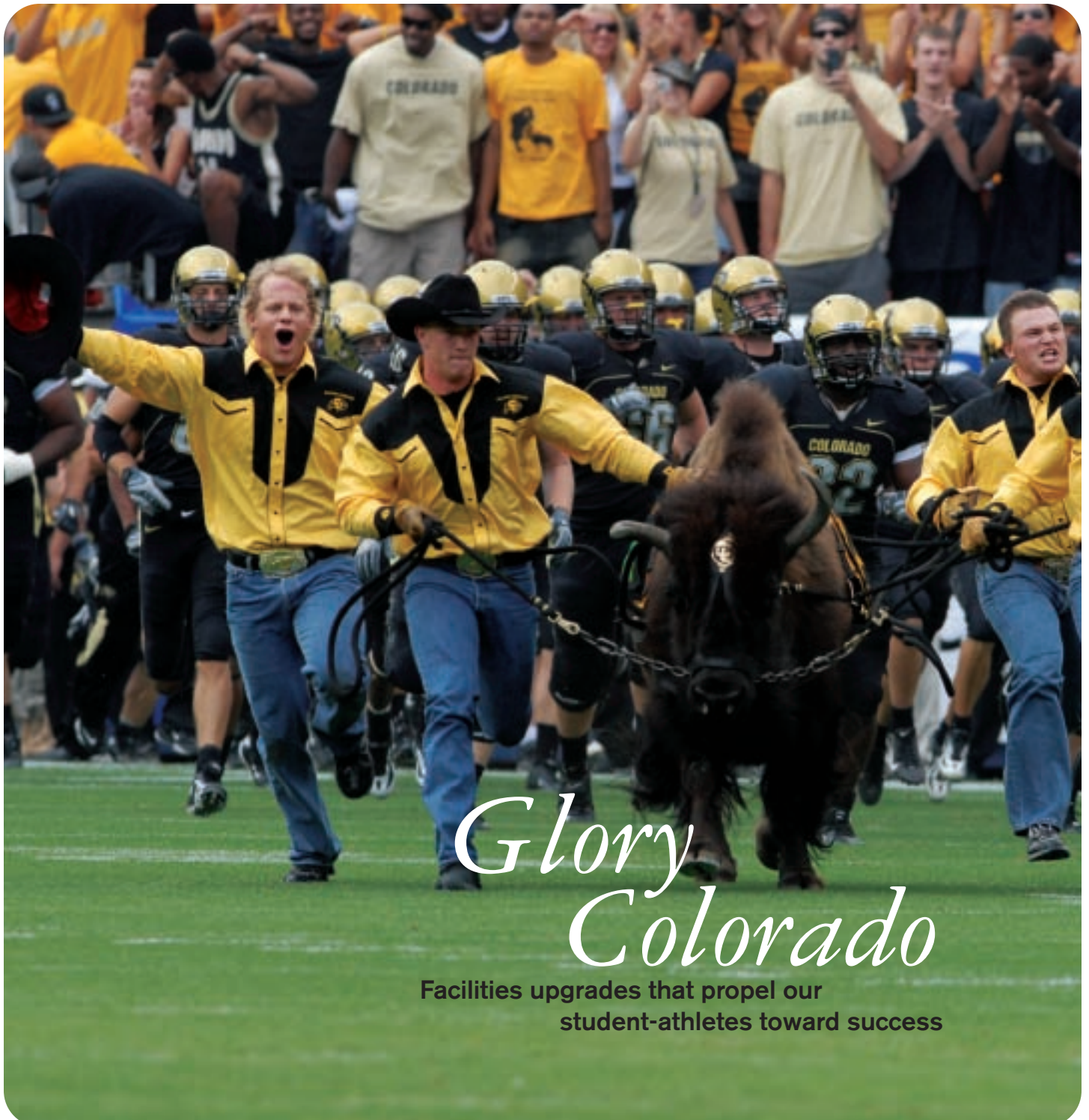


Creating Futures

University of Colorado *at Boulder*



*Glory
Colorado*

Facilities upgrades that propel our
student-athletes toward success



Dear “Your Team” Partner,

We are proud to introduce you to the Glory Colorado initiative, which will improve our facilities for the betterment of University of Colorado at Boulder athletics. As you know, the University of Colorado Athletic Program enjoys a rich history with a prominent tradition.

The exhilaration that all Buff fans experience when Ralphie takes the field is unparalleled, and the *fight, fight, fight fight fight!* that concludes the fight song resonates not only around Folsom Field but in the hearts and minds of everyone who calls CU their team.

In our quest to return CU Athletics to national prominence and build upon the glory of our predecessors, we must act now. The capital-improvement elements within the Glory Colorado initiative are significant and sustainable. These strategic investments will dramatically increase the Buffs ability to recruit and graduate student athletes of the highest caliber, and will translate into success on the courts and fields of competition.

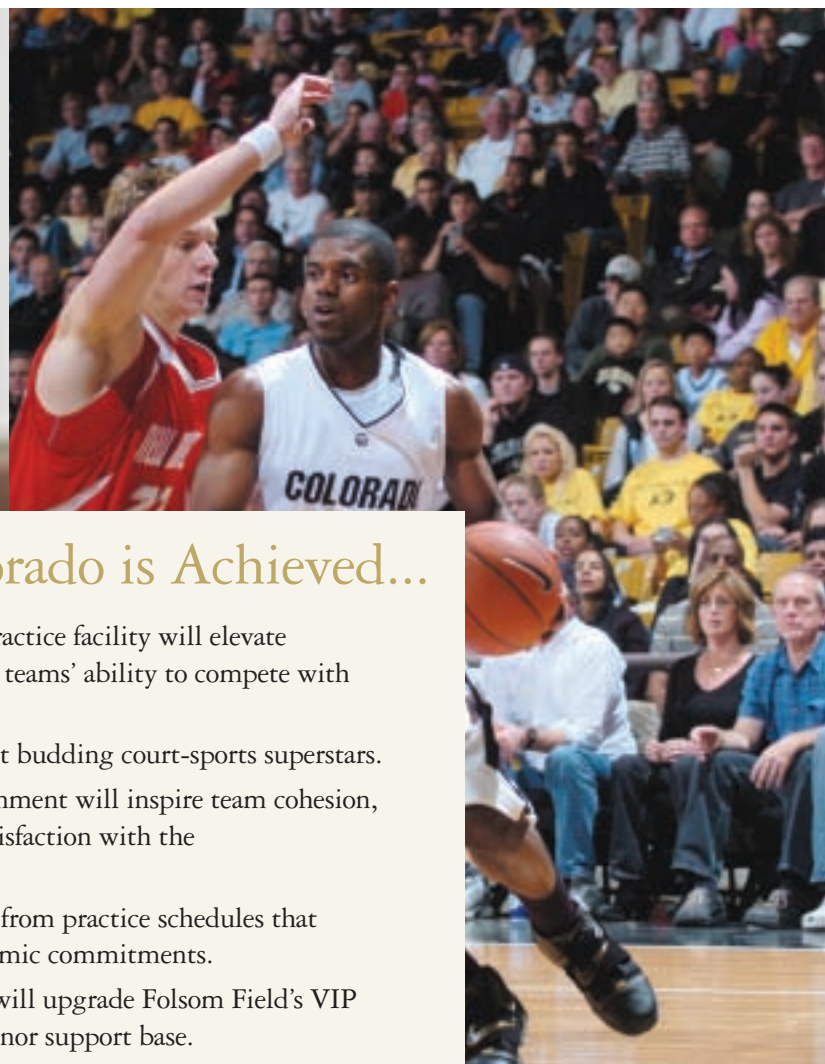
The philanthropic culture that surrounds CU Athletics is changing for the betterment of Colorado’s student-athletes. The baseline of support for scholarships continues to expand. New initiatives such as the Buff Club Cabinet and unrestricted contributions have announced to our supporters that being average at CU will just not do. The passion and desire for excellence that all ticketholders, alumni, and donors hold so dear and expect from Colorado Athletics requires exemplary leadership investments.

I invite you to preview the elements that comprise the Glory Colorado initiative presented within this brochure. A proud future for CU Athletics requires stature and distinction. These signature projects will produce sustainable revenue for the department from donations, ticket sales and corporate sponsorships. Glory Colorado will produce a legacy that will solidify the viability of all of CU’s sports teams.

We are most appreciative of your loyal support, passion, vision, and leadership. The Colorado Buffaloes couldn’t be more honored than to have you as part of our Athletic Family and instrumental members of “Your Team—The Colorado Buffaloes.”

Go Buffs!

Mike Bohn

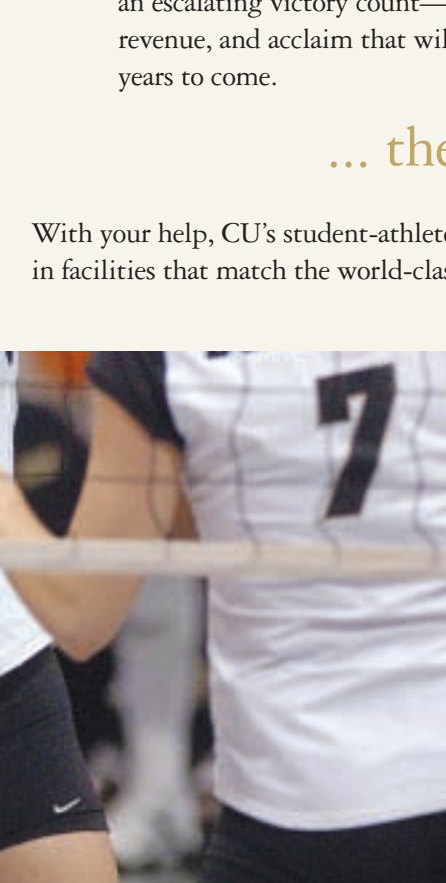


When Glory Colorado is Achieved...

- a new, 35,000-square-foot practice facility will elevate our basketball and volleyball teams' ability to compete with the NCAA's best.
- we'll be fully armed to recruit budding court-sports superstars.
- an improved training environment will inspire team cohesion, morale, performance, and satisfaction with the CU athletics experience.
- student-athletes will benefit from practice schedules that accommodate complex academic commitments.
- an enhanced Flatirons Club will upgrade Folsom Field's VIP amenities, and bolster our donor support base.
- Buff fans will be caught up in a supercharged, pro-quality gameday experience for prime spectator sports, with upgraded scoreboards, video, lighting, and sound.
- fans will flock to the Coors Events Center to lead CU toward an escalating victory count—generating excitement, revenue, and acclaim that will energize CU Athletics for years to come.

... the Sky's the Limit!

With your help, CU's student-athletes will learn, practice, and compete in facilities that match the world-class status of the entire institution.



Filling a Vital Need for Our Court Sports

CU Athletics' \$25 million Glory Colorado initiative will improve our facilities for athletes and spectators alike.

A leading element of Glory Colorado will be a **new court-sports practice facility** that will become the primary training venue for three varsity teams—men's and women's basketball, and women's volleyball—and enhance key resources not only for our student-athletes, but for CU as a whole.

Competition at a championship level requires a first-class venue in which to prepare for games. While the Coors Events Center (CEC) has been a flexible, capable facility for a broad range of activities, it has limitations as a multisport practice facility—just one of the many hats it wears.

For starters, it has only one court for three teams, severely crimping practice time for each. But also, the CEC's primary function is for spectator events—more than 50 home games a year among CU's basketball and volleyball teams, plus events such as convocation, final exams, commencement, concerts, and corporate functions. This makes for unwieldy logistics. Our teams are accustomed to having their practices bumped from the facility due to scheduling overlaps, and they are often forced into conflict with classroom obligations. The CEC also lacks optimized team meeting space, storage, weight facilities, and other key components of a designated practice facility.

Your investment toward this new practice facility will:

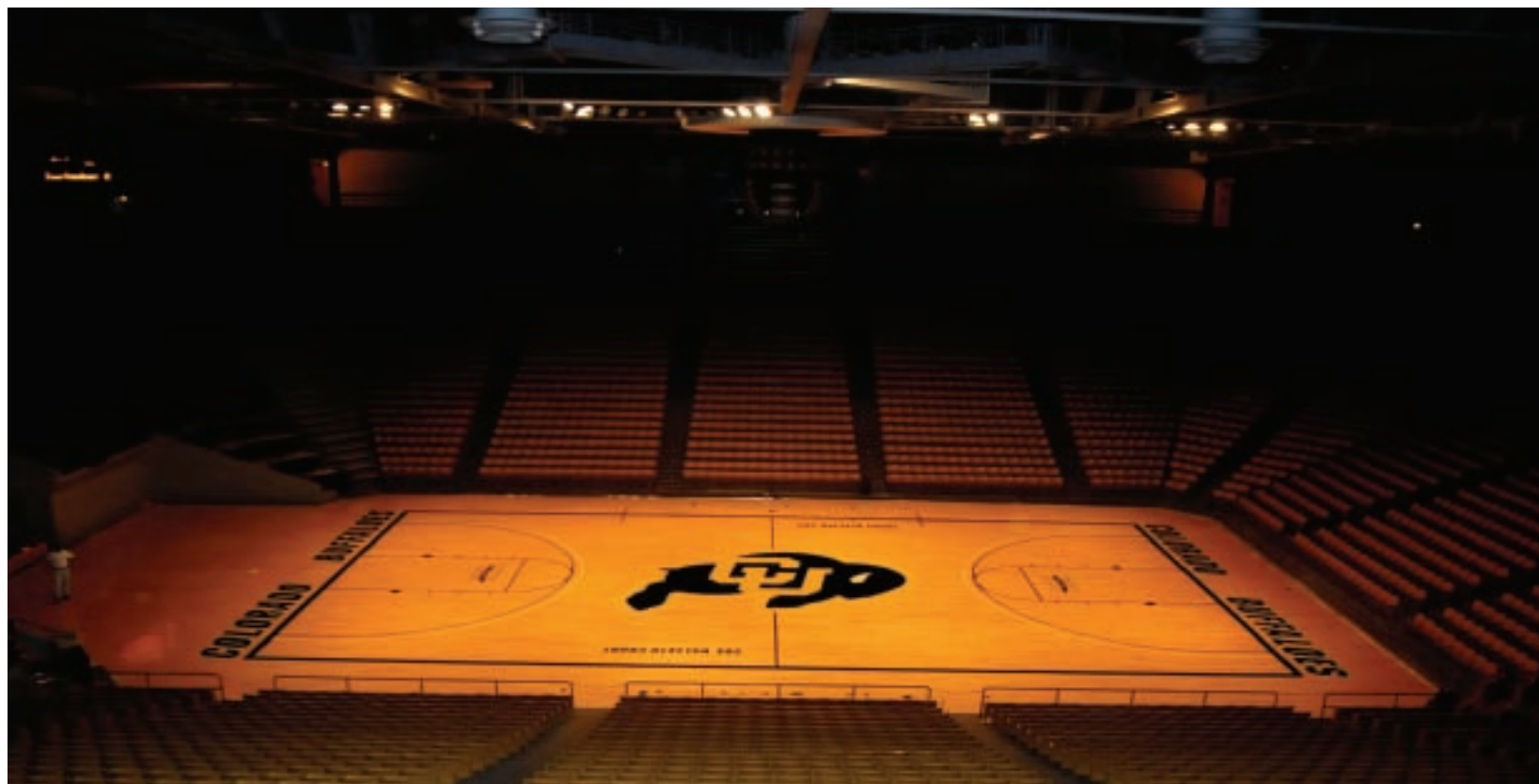
- Enhance the cohesion and effectiveness of our women's and men's basketball and volleyball teams
- Increase scheduling flexibility for the CEC, and reduce logistical conflicts
- Improve our capability to host high-caliber pre- and postgame events
- Benefit our basketball and volleyball summer camps, aiding with revenue and recruitment
- Optimize the time and energy of our student-athletes, thereby optimizing their ability to excel both on the court and in the classroom



“Recruiting is the lifeline of competitive athletic programs. This new, state-of-the-art facility signifies a heightened commitment to CU court sports, the training of our student athletes, and the development of a Top 20 program.”

—Kathy McConnell-Miller

Head Coach, Women's Basketball



The Glory Colorado practice-facility initiatives build on work we've already completed to improve the Coors Events Center thanks to donor support including:

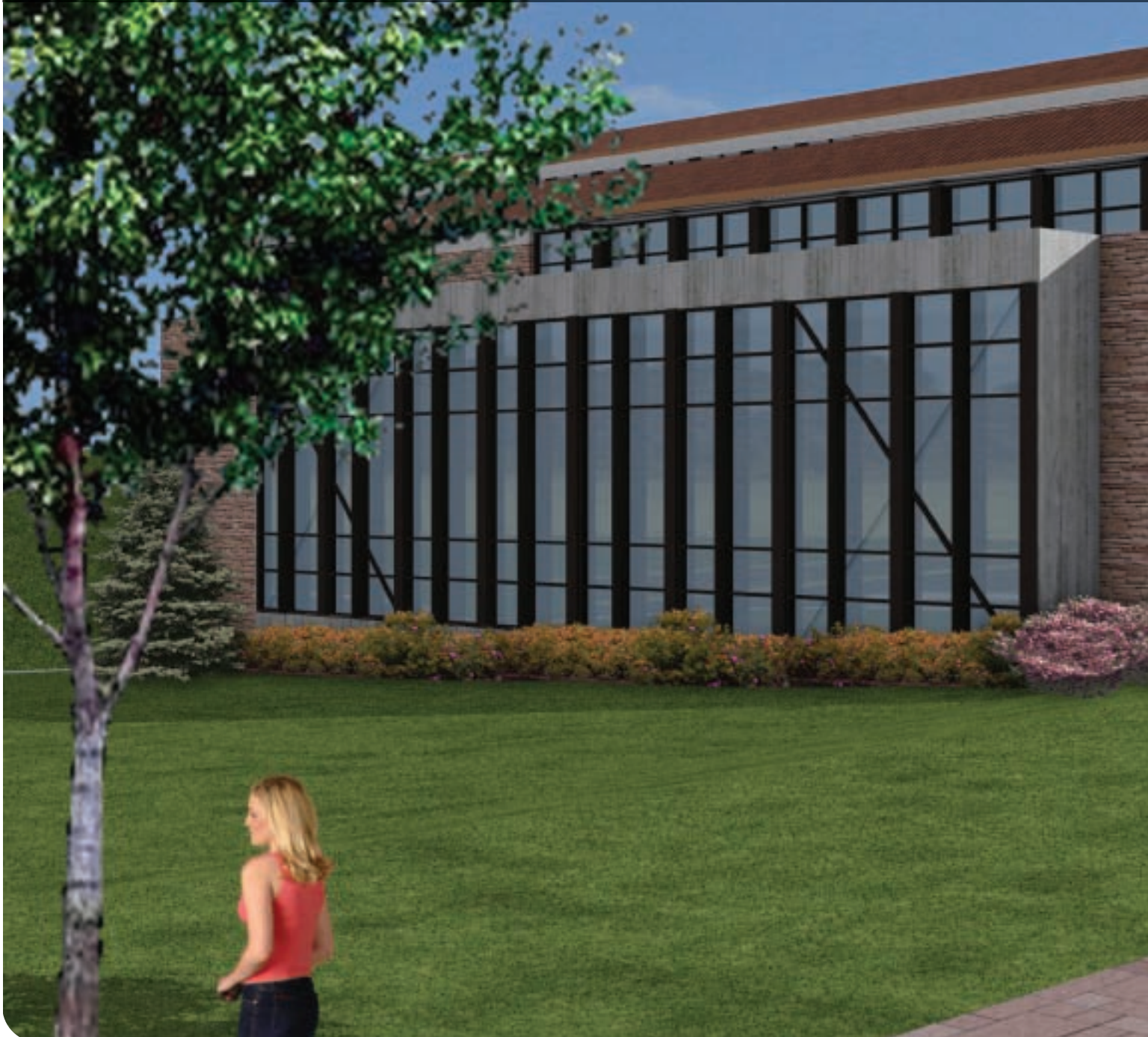
- A new basketball floor
- A newly refurbished basketball locker room
- A new operations center





“Facilities are among the most important factors when a recruit chooses one school over another. This practice facility will give us a leg up in the development of our court sports, just as the bubble does for football.”

–Jeff Bzdelik
Head men’s basketball coach



A New Basketball/Volleyball Practice Facility

- Directly adjacent to the north side of Coors Events Center
- 35,000 square feet
- Two wood-floored basketball/volleyball courts
- Dedicated, state-of-the-art locker rooms, coaches offices, and team meeting rooms for the women's volleyball team
- Spaces for sports medicine and strength and conditioning
- Equal facilities for all three resident sports, enabling men's basketball, women's basketball, and women's volleyball to practice simultaneously





Glory Colorado's upgrades include a new, high-definition Folsom Field scoreboard more than 300 percent larger than the current scoreboard.



current scoreboard size
27' x 20.5'



new scoreboard size
52' x 34'

Upgrades to CU's Existing Sports Venues

Creating the Ultimate Gameday Experience

Another focus of Glory Colorado is to transform our existing sports infrastructure into a living, breathing entertainment experience that serves players, fans, and the CU community alike.

The spectator experience for sporting events has changed markedly since a generation ago. While once it was enough to simply keep score, today's fan seeks the high-definition, multimedia, information-saturated systems they often get in their own homes. Ticket sales are an integral piece of an athletic enterprise's revenue puzzle—but luxury-box sales, ad revenue, and team merchandise are each fueled by a captivating environment for fans.

In an age of intense competition for entertainment dollars, in a state with abundant natural beauty and leisure options, *CU requires upgrades to its gameday experience*, helping teams “build crowd spirit” and giving them the momentum for victory.

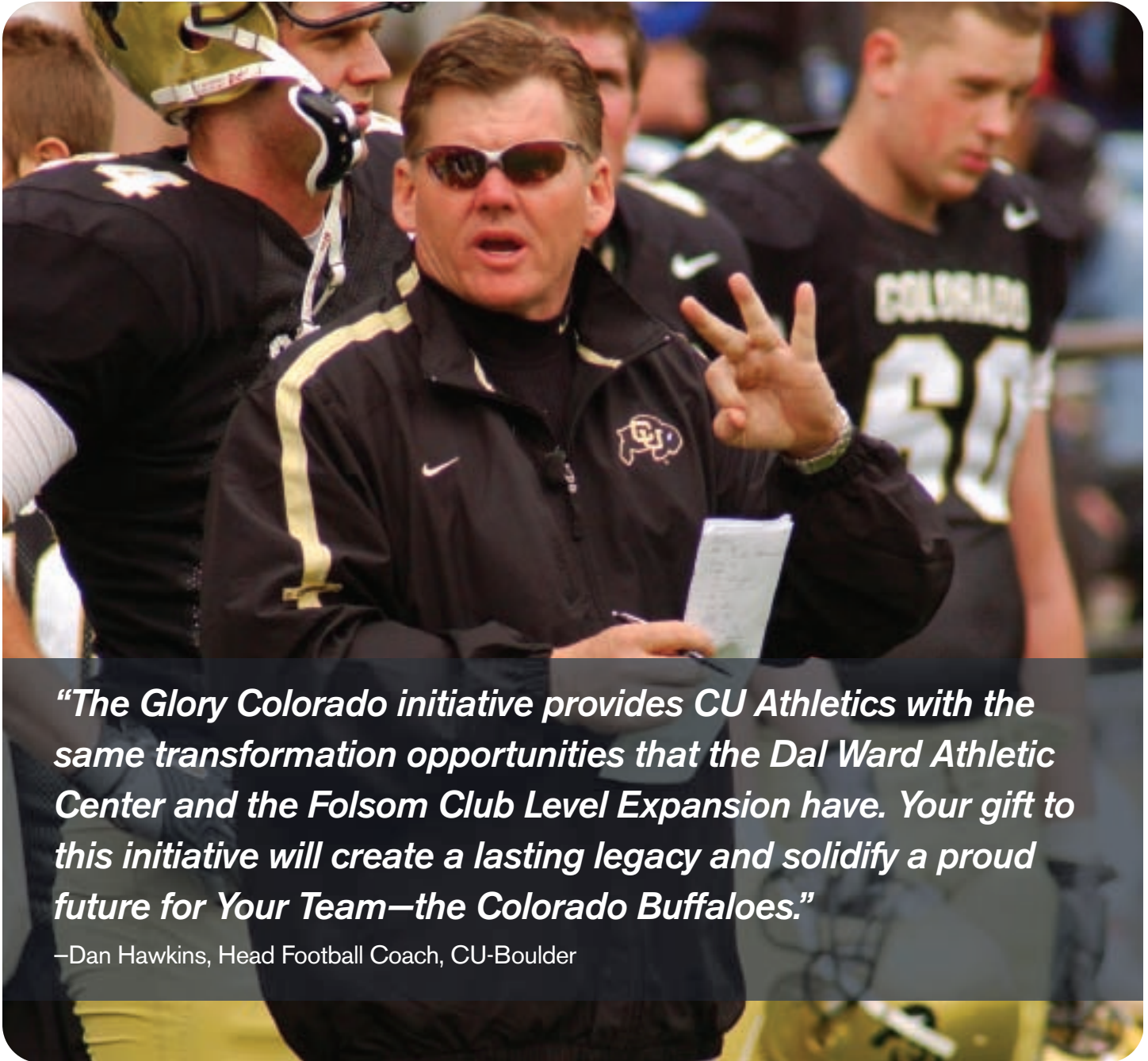
Folsom Field and the Coors Events Center will each benefit from **new video replay boards, sound systems, and lighting**—systems that in some cases date back 30 years. The CEC will be upgraded with a **full-color “ribbon board”** that streams scores, facts, and other information in real time.

A VIP seating mainstay at Folsom Field is the Flatirons Club. This location represents some of the stadium's best seating and viewing. The Glory Colorado initiative will allow us to reconfigure this important asset, which is now 40 years old and is inadequate. The renovations will improve its usage and generate enthusiasm among our fan and donor bases, while adding revenue to our bottom line.

“Just as it did 40 years ago, the Flatirons Club remains Folsom Field's optimal seating section. A major goal of Glory Colorado is to restore and renew the first-class experience associated with this premium seating area. The proximity to the field, intimate setting, and improved comfort, sightlines, and amenities will reestablish the Flatirons Club as one of college football's best seating areas.”

—Jack Vickers
Founder, Castle Pines Golf Club
Founder, Flatirons Club





“The Glory Colorado initiative provides CU Athletics with the same transformation opportunities that the Dal Ward Athletic Center and the Folsom Club Level Expansion have. Your gift to this initiative will create a lasting legacy and solidify a proud future for Your Team—the Colorado Buffaloes.”

—Dan Hawkins, Head Football Coach, CU-Boulder

The Need to Compete

All these improvements will allow CU to truly compete against peer schools for recruits, fans, supporters, and victories. They're not amenities, they're *necessities*—ones that many peer schools already boast. For example, CU is among the Big 12 Conference's only universities to lack a dedicated court-sports practice facility.

CU experiences other challenges in keeping pace. Located in the vibrant Denver/Boulder metro area, we encounter greater competition for the sports-entertainment dollar than most state universities. But time and again, it has been demonstrated that winning breeds a strong enterprise. Currently, we feature just one profitable sports program—football. The Glory Colorado initiative will serve to catapult men's/women's basketball and women's volleyball toward national prominence and fiscal health.

Improving our competitive standing will enhance our long-term financial prosperity—and *we must make these investments now to give all our student-athletes a fighting chance*. By contributing now to the Glory Colorado initiative, you have the opportunity to invest in the achievements of our student-athletes on the field and off, and ensure the glory of CU.

Help us Build a Foundation of Success

A successful athletics program relies on teamwork. Donors like you are our lifeblood; coupled with an outstanding team of coaches, administrators, and staff, the future of the Colorado Buffaloes is bright.

Your contribution to this initiative will enable us to ascend toward the upper echelons of collegiate athletics, and give our student-athletes the best platform from which to learn, compete, and achieve. Join us today in this priority endeavor for Your Team—the Colorado Buffaloes.



“Being a donor to CU is so much more than a financial contribution. It’s a commitment to encouraging and supporting a young person who has chosen to make great sacrifices, in the hopes of representing CU at its best and making their hard work pay off.”

–Jenny Barringer '09

2008 U.S. Olympian, American record-holder, 3000-meter steeplechase



Glory, Glory Colorado
Hurrah for the Silver and Gold!

