



## Timeline

>>> **DECEMBER 31, 2012** <<<  
**Hokie Club Point Priority Benefits Deadline**  
 Rankings set for 2013 Cassell Coliseum Reseating

(2013 dates subject to change)

May 2013	Season ticket order forms mailed
June 2013	Basketball season ticket ordering deadline
July 2013	Reseating / 'How-To' Guide mailed to ticket holders
July – August 2013	Appointments for personal selection of seats
October 2013	Basketball season tickets and parking passes shipped
November 2013	First basketball games with the new self-selected seat assignments

## December 31, 2012 – Benefits Deadline

You might ask yourself how can I improve my rank on the Ladder and position myself for the best possible seat location. You have the option to increase your Hokie Club donation to a higher club level prior to December 31, 2012. This Benefits Deadline will determine your position on the Ladder for the 2013 reseating and ultimately factor into your seat

selection time. It is important to note that you must maintain your club level annually post-reseating or your seat location will be reassigned in future years. Additionally, you may consider contacting the Hokie Club to make a major gift or pledge that will increase your point priority ranking and Ladder position as well prior to December 31.

## Ballena Technology Shows Cassell Coliseum Seating Online

- This technology provides customers who have purchased season tickets with a login ID and password to a dedicated website for Cassell Coliseum seating. From this website, members can see available seats, view panoramic diagrams, and personally choose their seats at their appointed time for the 2013 season.
- Ticket purchasers can monitor what seats are available before their selection appointment occurs and easily choose seats that reflect their preferences. The website updates seat selections in real time so that customers may accurately track availability.
- The technology was used during the recent reseating of Lane Stadium and promises to make the process easier, more transparent and more convenient for Hokie fans.

## General Information for

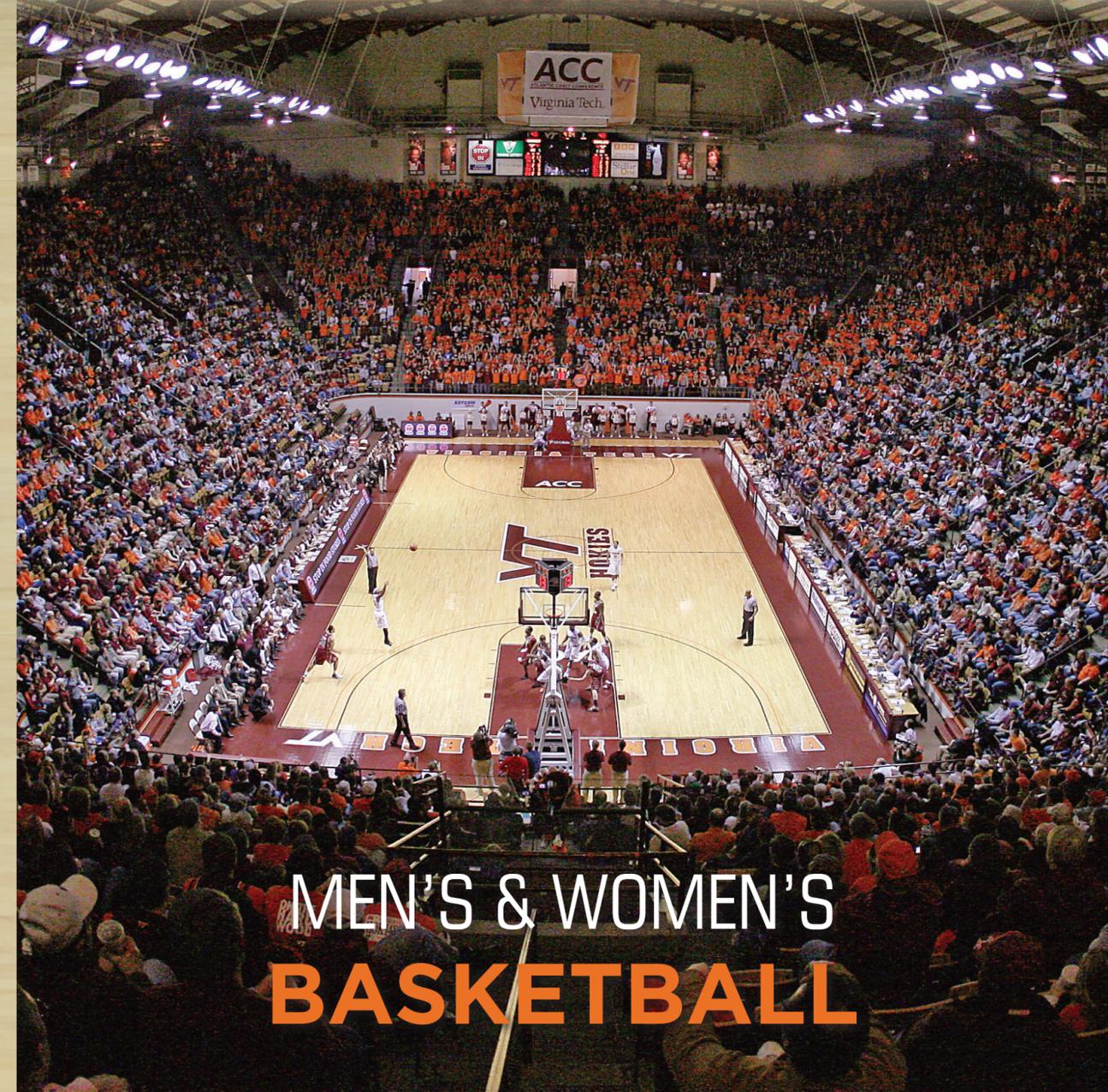
# 2013

## CASSELL COLISEUM RESEATING

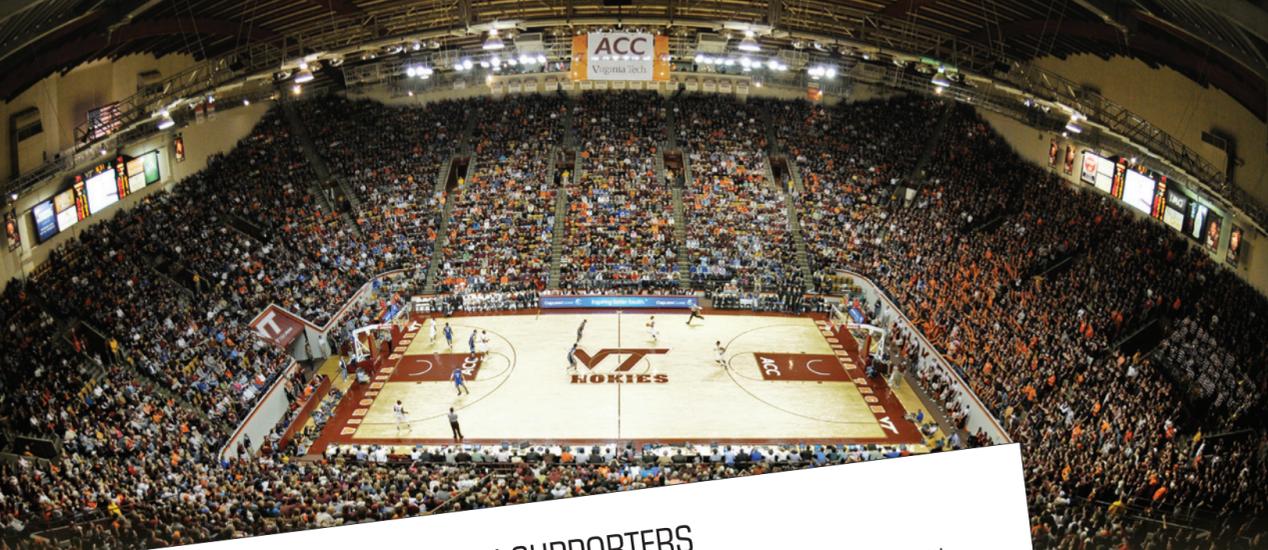
- All season tickets in Cassell Coliseum will be reallocated for the 2013 season.  
**NOTE:** Seats assigned to Pioneers, corporate written contractual agreements, student seating, visiting teams and the athletics departmental commitments are not available during the selection process.
- **Men's Basketball Pioneers** (continuous season ticket purchases since 1966) will retain their locations as well as keep their same number of seats and may not add seats unless they opt to choose their seats from Step #3 on the Ladder.
- **Women's Basketball Pilots** (continuous season ticket purchases since 1999 – 2000) will select their seats on Step #1 of the Ladder.
- Selections will be determined by "the Ladder," which integrates athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned; and will be applicable to Hokie Club members and all season ticket holders.
- During your priority selection time, you will only be able to select seats that fall within the Ladder "in-priority" limits.  
**Men's Basketball:** The "in-priority" ticket limit for Benefactors, Century Champion, Golden Champion, Diamond and Platinum Hokies is six season tickets. The "in-priority" ticket limit for all other patrons is four season tickets.  
**Women's Basketball:** The "in-priority" ticket limit for all season ticket holders is six tickets.
- You may renew the same number of season tickets that you have during the 2012-13 season, but the "in-priority" limits as noted above will be selected at your priority selection time during the 2013 Cassell Coliseum reseating.
- Additional season tickets may be ordered subject to availability and the "in-priority" guidelines.
- Season tickets exceeding priority limits will be selected apart from "in-priority" seat locations after all other seats are chosen within the Ladder (Step #15 for **Men's Basketball** and Step #14 for **Women's Basketball**).
- All 2013 season ticket patrons will receive a letter notifying them of their selection time when they will have an opportunity to select their seats.
- Customers will not be allowed to choose a seat location that strands a single seat. For example, if a block of three seats remains in a row, you will not be able to select two of them thereby stranding a single seat. This maximizes seating capacity in Cassell Coliseum and limits the number of unsellable single tickets.
- The Athletics Ticket Office reserves the right to move your seats one to the left or right to avoid stranding single tickets or odd numbers of seats in a row. However, this will not be utilized to move seats off an aisle or if it disturbs a block of seats "stacked" back-to-back on two rows.
- Customers wishing to group seat with others need to coordinate selections with the appointment time of the lowest ranked person within your group; and, at that time, each group member can log into the online system and choose your seats based on availability.  
**NOTE:** since all seats will be selected online, each person in the group will need access to a separate computer when coordinating the location of your seats to simultaneously make your selections.
- Hokie Club members will retain their seats in subsequent years by maintaining an active Hokie Club membership and not allowing their giving level to decrease based on your 2013 Ladder position at the time your seats were selected. Should your membership become inactive or downgraded, your seats will be moved to a different location the following year.
- Parking will be determined for qualifying members based upon their Hokie Club point priority ranking.

Visit [www.CassellColiseumReseating.com](http://www.CassellColiseumReseating.com)

# 2013 CASSELL COLISEUM RESEATING



## MEN'S & WOMEN'S BASKETBALL



## A MESSAGE TO TECH SUPPORTERS

As released in March 2011, the Virginia Tech Athletics Department, in conjunction with the Virginia Tech Athletic Fund, announced the second reseating of Cassell Coliseum will occur in 2013. With the current basketball season underway, we are making plans now for next season for those of you who have basketball season tickets or would like to purchase them during the reseating. This brochure will provide a general overview of the 2013 reseating process and assist you in making plans for your priority selection as determined by the upcoming December 31, 2012 benefits deadline.

The Point Priority System and the Integrated Loyalty Ladder, simply known as "the Ladder," will again be the fundamental method used to reseat Cassell Coliseum. It integrates athletic giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are selected. This process will be determined for qualifying members and all season ticket holders. Parking will be determined for qualifying members based upon their Hokie Club point priority ranking.

The 2013 reseating of Cassell Coliseum will impact both the men's and women's basketball programs. As indicated in this brochure you will notice subtle differences for each selection of tickets in terms of what season tickets are available for each sport. However, the overall process and basic guiding principles will be the same for both.

Prior to the 2013 reseating, a more comprehensive brochure and 'How-To' Guide will be distributed to those supporters and patrons actually selecting tickets and experiencing the reseating. You will see more details outlined to assist you in making your selections as easy as possible. We will also use the Ballena Technology online service that allows each qualifying person to select their seats during their individual appointment.

We recognize there will be questions and concerns about the process. Please do not hesitate to contact the Hokie Club office at 540-231-6618 or Athletics Ticket Office at 1-800-828-3244 or 540-231-6731 with your specific questions. We encourage you to read through this publication and familiarize yourself with this information and the timeline for implementation. Thank you for your continued support of our student-athletes and Virginia Tech Athletics.

*Jim*  
Jim Weaver  
Director of Athletics

*Lu*  
Lu Merritt  
Senior Director of Development  
for Intercollegiate Athletics

## MEN'S BASKETBALL: The 'Ladder'

This is the fundamental principle and method that will again be used to reseat Cassell Coliseum. It seeks to integrate athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned; and will be applicable to Hokie Club members and all season ticket holders.

Each person will be assigned an appointment time per their Ladder ranking and all seats will be selected using the following order:

- Pioneers** (continuous season ticket purchaser since 1966) will maintain current seat location or they may go to Step #3 in selecting their seats. You will need to indicate if you wish to select at Step #3 when ordering your tickets.

- Benefactors, Century Champions, Golden Champions, Diamond & Platinum Hokies**

- 46 – 43 years continuous season ticket purchasers; donor and non-donor (since 1967 – 1970)

- Golden Hokies**

- 42 – 38 years continuous season ticket purchasers; donor and non-donor (1971 – 1975)

- Silver Hokies**

- 37 – 33 years continuous season ticket purchasers; donor and non-donor (1976 – 1980)

- Faculty & Staff**

- Bronze Hokies**

- 32 – 28 years continuous season ticket purchasers; donor and non-donor (1981 – 1985)

- Orange & Maroon Hokies**

- 27 – 20 years continuous season ticket purchasers; donor and non-donor (1986 – 1993)

- Hokie Club** with less than 20 years continuous season ticket purchases (since 1994)

- Non-Donor with less than 20 years continuous season ticket purchases (since 1994)

- Tickets in excess of priority limits and according to rank order on the Ladder

## WOMEN'S BASKETBALL: The 'Ladder'

This is the fundamental principle and method that will again be used to reseat Cassell Coliseum. It seeks to integrate athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned; and will be applicable to Hokie Club members and all season ticket holders.

Each person will be assigned an appointment time per their Ladder ranking and all seats will be selected using the following order:

- Pilots** – continuous season ticket purchases since 1999 – 2000

- Benefactors, Century Champions, Golden Champions, Diamond & Platinum Hokies**

- Continuous season ticket purchasers since 2000 – 2001; donor and non-donor

- Golden Hokies**

- Continuous season ticket purchasers since 2001 – 2002; donor and non-donor

- Silver Hokies**

- Continuous season ticket purchasers since 2002 – 2003; donor and non-donor

- Faculty & Staff**

- Bronze Hokies**

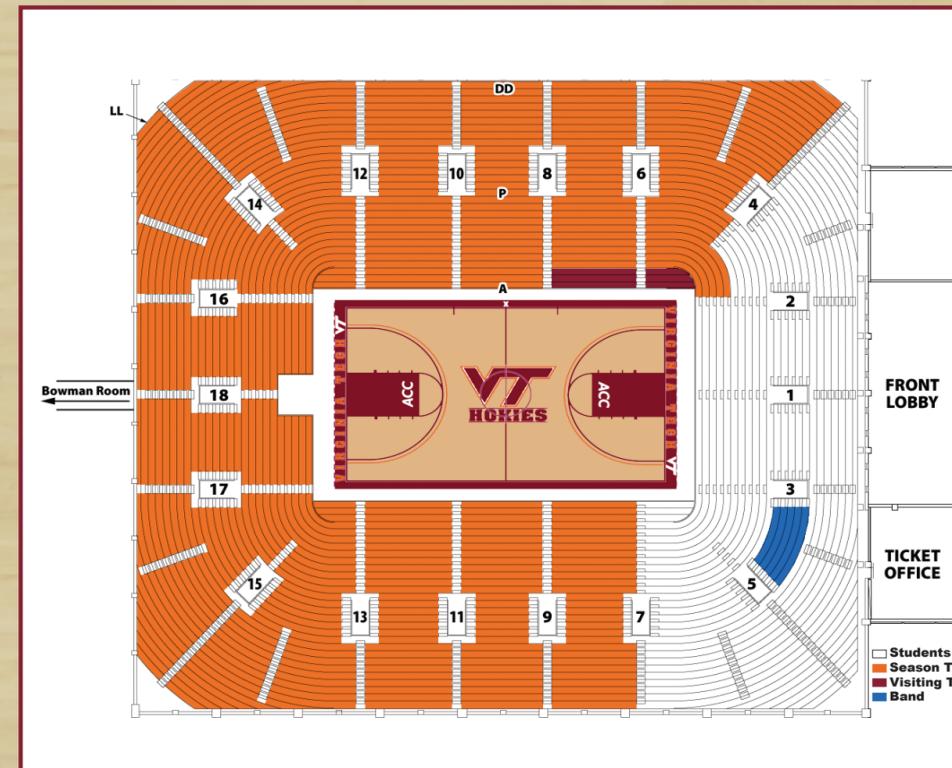
- Continuous season ticket purchasers since 2003 – 2004; donor and non-donor

- Orange & Maroon Hokies**

- Hokie Club**

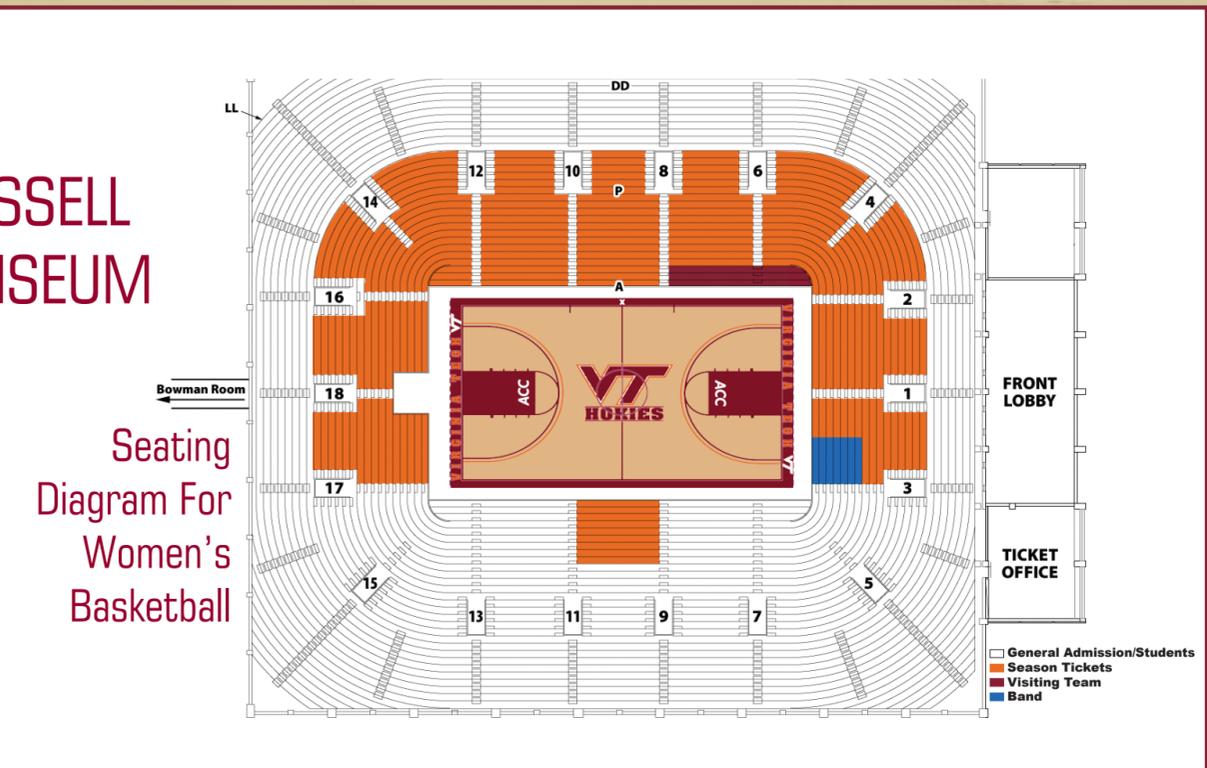
- Non-Donor

- Tickets in excess of priority limits and according to rank order on the Ladder



## CASSELL COLISEUM

Seating Diagram For Men's Basketball



Seating Diagram For Women's Basketball