



# Helen & Leonard Moretz **STADIUM RENOVATION**

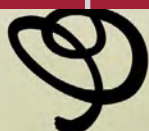


**LENOIR-RHYNE  
UNIVERSITY**



“ Moretz Stadium is an iconic facility on the Lenoir-Rhyne campus and in the Greater Hickory area. We are excited to renovate the stadium and help position LR Athletics for the next 100 years.”

DR. FRED WHITT  
*President*



mcmillan | pazdan | smith  
ARCHITECTURE



# HOME TO ONE OF THE BEST GAME-DAY ENVIRONMENTS IN DIVISION II

The Centennial Campaign for Moretz Stadium is part of our strategic vision for LR Athletics. This campaign is about allowing our student-athletes—those here today and those in the future—to receive a top-notch education to compete in the classroom and on the field.

The renovation of Moretz Stadium, which has been part of the LR community since 1924, and the creation of the Moretz Sports Athletic Campus will take LR Athletics to new heights. These facility enhancements will be a significant advantage in recruiting elite student-athletes, provide the very best competition

environments, and offer comfortable and safe game-day environments for our fans. LR's facilities also are an important resource for the Greater Hickory community as the host of countless youth sports, summer camps, concerts and competitions.

LR would not be the institution it is today without the generous support of alumni, parents and friends, and we hope that you will consider joining us and supporting the Centennial Campaign. Together, we will build on our foundation of success, seize this opportunity and set the stage for success for years to come.



With your support, LR Athletics will be positioned for the next 100 years.



## A NEW HOME TO MAKE BEAR NATION PROUD

- New home grandstands on the west side with wider rows and the option of seatbacks
- Renovation of the east side and end-zone bleachers with ability to expand seating capacity
- New press box and President's Box with elevators and covered film tower
- New grand entrance on the east side, which will include a spacious plaza and covered viewing area
- New restrooms, concession areas, apparel store and ticket booths
- New locker room for men's and women's lacrosse with a team lounge area
- Two new video boards and sound system
- Addition of team tunnel and ramp to improve field access
- VIP luxury suites and club seating area
- Walk of Champions connecting Athletic Campus
- ADA-accessible seating, press box elevator and paved tailgate entrance
- New lacrosse fieldhouse/locker rooms



**23**

FOOTBALL CONFERENCE CHAMPIONSHIPS



**89**

FOOTBALL ALL-AMERICANS



**8**

LACROSSE CONFERENCE CHAMPIONSHIPS



FOOTBALL NATIONAL RUNNER-UP IN  
**1959, 1962, 2013**



**ONE**

NATIONAL CHAMPIONSHIP IN FOOTBALL



**10**

NCAA FOOTBALL PLAYOFF GAMES



**SIX**

NCAA MEN'S LACROSSE PLAYOFF GAMES



MEN'S LACROSSE NATIONAL RUNNER-UP IN  
**2021**



## SUITES

The renovation of Moretz Stadium will include the addition of luxury suites, making it one of the few venues in Division II with this unique offering and game-day experience. These suites provide the opportunity for entertaining your family, friends, classmates and guests in one of the best game-day atmospheres in Division II. VIP suites are also a great option for corporate entities wanting to host business clients while also receiving prominent brand exposure.

There will be eight suites on the west side of the stadium, with four located on the Press Box level and four on the President's Box level. The suites are positioned on the 40-yard line, providing optimal sightlines for fans to take in the game.



## SUITE AMENITIES

- Reserved VIP parking passes
- Tiered seating for optimal spectator sightlines with comfortable luxury seats
- Access to a private bathroom
- Fully equipped kitchenette, including a private refrigerator
- Complimentary game-day programs
- Access to suite two hours prior to the game and one hour after the game
- High-definition TV with access to key game-day channels
- Movable glass windows so you can have open-air access; AC/heating so you will be comfortable
- Access the day before games to stock your refrigerator with beverages
- Ability to order food packages with rotating menu (at additional cost)

## FINANCIAL COMMITMENT

We anticipate very strong demand for these suites. They will be offered initially with lifetime naming rights for a gift of \$500,000, plus a perpetual annual membership to the Bears Club at a minimum of \$5,000.





## VIP CLUB SECTION

Located in the southwest corner of the stadium, the VIP club seating section will allow you to enjoy the game action with a preferred location. The VIP club section will seat 42 fans in luxury chair seatbacks with the space to move around and enjoy the game and easy access to the concourse, restrooms and concession areas. Club seating members will also enjoy in-game beverage service and hospitality and will have private restrooms.

### AMENITIES

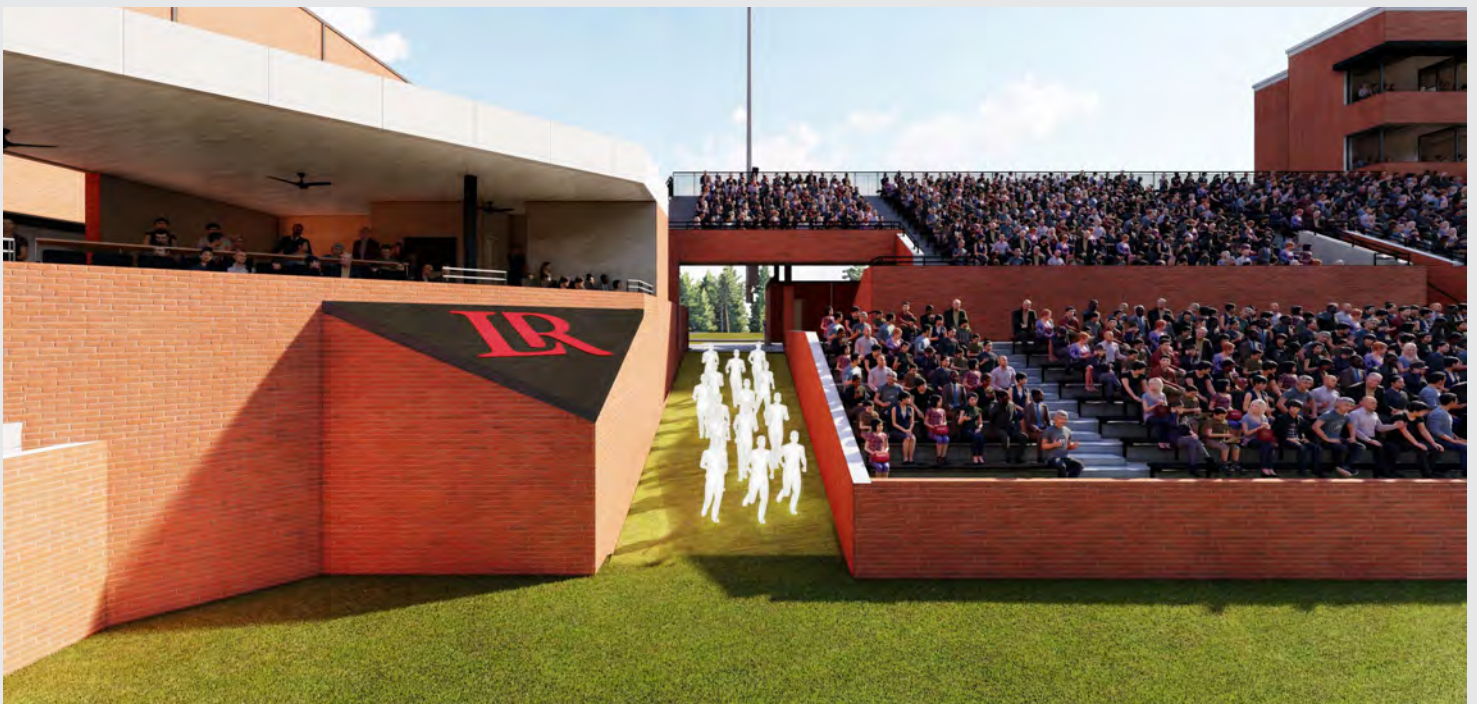
- Four tickets to the game and reserved Bears Club seats
- Two passes to the VIP club section with reserved seats
- In-game beverage service and hospitality
- 1 VIP parking pass (paved area in Bears Club Tailgate lot)
- Access to club seating private restrooms
- Pre-game and halftime access to the Bears Club Pavilion for 2
- All other Bears Club benefits at the Legacy Bear Level





## FINANCIAL COMMITMENT

A pair of seats in the VIP Club requires a minimum contribution of \$25,000 over five years, plus an ongoing annual contribution to the Bears Club of \$2,500. Donors will receive recognition displayed prominently within the club seating area, as well as recognition on the prestigious Centennial Campaign donor wall and other University giving society level acknowledgment.



## PLANNED GIVING

Planned gifts are not typically an option for capital projects because the building and construction cannot wait for the gifts to be realized. For this project, LR will use an innovative approach that will allow supporters with an avenue to make a larger and more impactful gift than they ever thought possible through a planned gift. Donors who meet the criteria may designate a planned gift to this project and realize opportunities for recognition now.





## CRITERIA:

- Irrevocable planned gifts of more than \$250,000 can be applied to the Moretz Stadium renovation for donors who are 65 or older by the end of the campaign, December 31, 2024.
- A gift that includes a planned gift component and a cash gift or five-year pledge is encouraged.
- To be eligible for naming opportunities, a cash gift or five-year pledge equal to at least 30% of the planned gift is required.
- Planned gifts require appropriate documentation to be counted.
- Existing planned gifts may be designated to Moretz Stadium project with appropriate documentation.
- All donors with documented planned gifts will become members of the Heritage Society, Lenoir-Rhyne's planned giving society.





## NAMING OPPORTUNITIES

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Athletic Campus           | <input type="checkbox"/> Seating Sections/Press box side    |
| <input type="checkbox"/> Press Box                            | <input type="checkbox"/> Elevators (2)                      |
| <input type="checkbox"/> President's Box                      | <input type="checkbox"/> Press Area—Middle Section          |
| <input type="checkbox"/> VIP Overlook (Club Seating Area)     | <input type="checkbox"/> Stadium Charge Statues (2)         |
| <input type="checkbox"/> Lacrosse Field House                 | <input type="checkbox"/> Lacrosse Locker Rooms & Lounge (2) |
| <input type="checkbox"/> Video Board/Scoreboard (2)           | <input checked="" type="checkbox"/> Digital/Media Room      |
| <input type="checkbox"/> Endow Head Coach Position (3)        | <input type="checkbox"/> Seating Sections/East Side         |
| <input type="checkbox"/> Endow Assistant Coach Positions (10) | <input type="checkbox"/> Student Section/End Zone           |
| <input type="checkbox"/> Team Tunnel                          | <input type="checkbox"/> Concession Stands (3)              |
| <input type="checkbox"/> Main Entrance Plaza                  | <input type="checkbox"/> Radio Areas (2)                    |
| <input checked="" type="checkbox"/> VIP Luxury Suites (8)     | <input type="checkbox"/> Coaches Rooms (2)                  |
| <input type="checkbox"/> West Side Concourse                  | <input type="checkbox"/> Fencing Columns                    |
| <input type="checkbox"/> Stadium Entrance                     | <input type="checkbox"/> Practice Field                     |
| <input type="checkbox"/> Champions Walk                       |   |



# CENTENNIAL CAMPAIGN

Donors who make a transformational gift of \$100,000 or more will become members of the exclusive Centennial Club, honoring the more than 100 years of Lenoir-Rhyne football and the rich tradition of both athletic and academic excellence across all Bears sports.

Donors will be recognized permanently at the entrance of Moretz Stadium and receive other benefits, including the opportunity for individual and unique naming rights. Gifts can be paid over five years, and planned gifts that meet the criteria also will be recognized.



## CENTENNIAL CLUB BENEFITS (\$100,000 AND ABOVE)

- Prime naming rights on a mutually agreed upon space
- Name(s) listed on the Centennial Club donor board
- University recognition and membership in the appropriate giving society
- Access for two to the VIP Club Seating Area, pending availability
- VIP invitation to the groundbreaking and ribbon-cutting ceremonies



## LEGEND LEVEL BENEFITS (\$50,000 AND ABOVE)

- Name(s) listed on the Centennial Club honor board, located prominently at Moretz Stadium
- University recognition and membership in the appropriate giving society
- VIP invitation to the groundbreaking ceremony and reception
- Second priority to pick two Club Seats\* and four Bears Club Reserved seats during the Centennial Club Day event
- Choice of two Centennial Club apparel items
- VIP invitation to the ribbon-cutting ceremony and reception upon the project's completion
- Invitation to the President's Box for one home football game per year for five years
- Recognition in the football game-day program and on the video board during games for five years

*\*Pending availability*

## CHAMPION LEVEL BENEFITS (\$25,000 AND ABOVE)

- Name(s) listed on the Centennial Club honor board, located prominently at Moretz Stadium
- University recognition and membership in the appropriate giving society
- VIP invitation to the groundbreaking ceremony and reception
- Third priority to pick two Club Seats\* and four Bears Club Reserved seats during the Centennial Club Day event
- VIP invitation to the ribbon-cutting ceremony and reception upon the project's completion
- Recognition in the football game-day program and on the video board during games for five years

*\*Pending availability*

## ALL-AMERICAN LEVEL BENEFITS (\$5,000 AND ABOVE)

***Must be paid in full within three years***

- University recognition and membership in the appropriate giving society
- VIP invitation to the groundbreaking ceremony and reception
- VIP invitation to the ribbon-cutting ceremony and reception upon the project's completion
- Recognition in the football game-day program and on the video board during games for five years

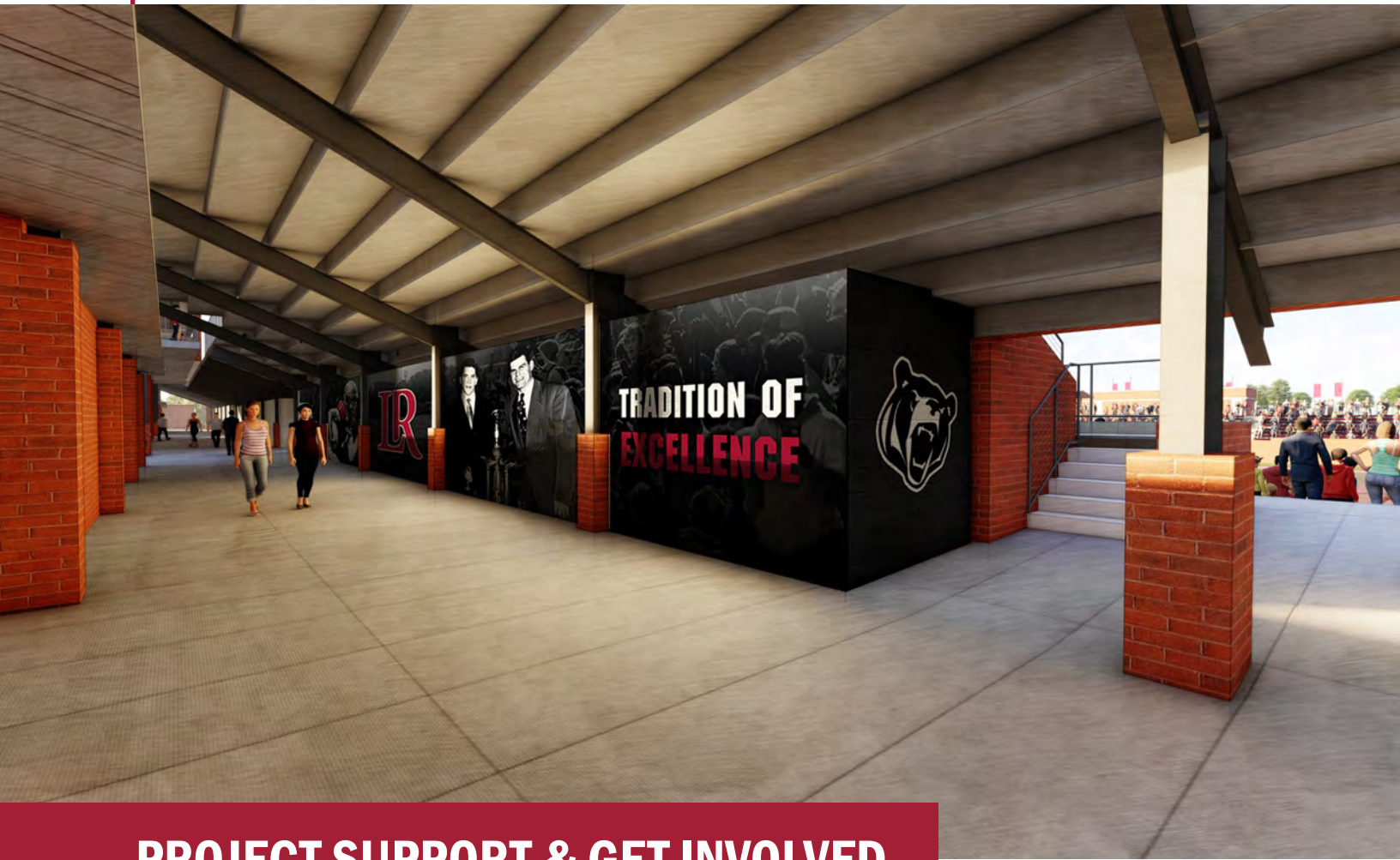
“ We hope you will consider joining us and supporting the Centennial Campaign, which will have a tremendous impact on future Bears student-athletes for generations to come. Together, we will build on our foundation of success and set the stage for the next 100 years.”

KIM PATE

*Vice President for Athletics*





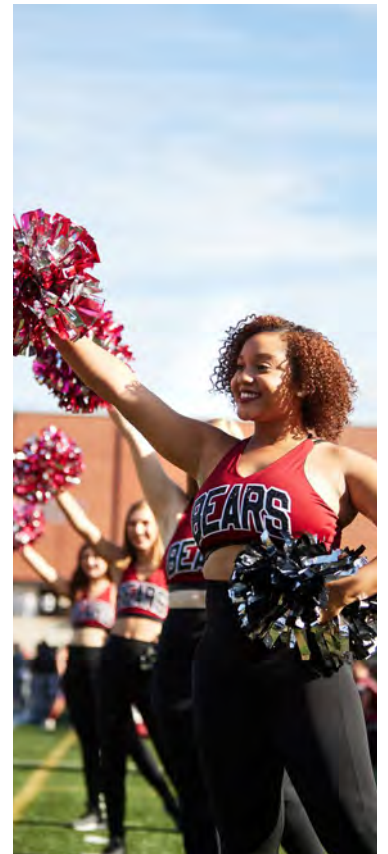


## PROJECT SUPPORT & GET INVOLVED

With your help, we can position our program for success for years to come and ensure that Moretz Stadium remains the focal point of LR Athletics and the Greater Hickory community.

We would love to hear from you. For more information please visit [www.lr.edu/moretzstadium](http://www.lr.edu/moretzstadium) or contact Andy Anderson, senior executive director of development, at [andy.anderson@lr.edu](mailto:andy.anderson@lr.edu) or 828.328.7167.

To discuss suites or the VIP Club, please contact Aaron Bessey, senior associate athletic director for external operations, at [aaron.bessey@lr.edu](mailto:aaron.bessey@lr.edu) or 828.329.7946.









# LENOIR-RHYNE UNIVERSITY

[lr.edu/moretzstadium](http://lr.edu/moretzstadium)