



Priority Points Program Frequently Asked Questions

Why is the Priority Points Program important?

The Priority Points Program is important because it will help improve overall fairness and equity in the allocation of priority benefits. It will also reward those who have purchased season tickets and given consistently over significant periods of time, increased their annual giving and made capital or endowment gifts. The Priority Program also will help new donors obtain seats commensurate with their annual gifts and overall contributions to the MAC.

Priority points also are important because they are the basis for distributing and allocating season ticket requests, seat improvement requests, parking requests, away-game, neutral-site game and postseason game ticket requests, in addition to all other benefits.

Why is it necessary to have the Priority Points Program?

From the beginning, we have always attempted to be fair to all of our donor/season ticket holders in allocating tickets and other benefits. In the past, the allocation ticket, parking and other priority benefits, were only based on annual giving levels. With the new program, we are improving the allocation of benefits by recognizing additional ways in which donors and season ticket holders support the intercollegiate athletics program and the University.

What is my Priority Points ranking, and how is it in relation to others? How can I improve my ranking?

Your rank is based on the total number of priority points within your respective MAC annual giving level, compared to all other MAC members in the same giving level. The best way to improve your ranking is to increase your contributions to MAC, continue giving on an annual basis and continue to purchase season tickets. You can also increase your points and rank by becoming a member of the Alumni Association, designating the MAC as the beneficiary in your estate plans and supporting other areas of the University in addition to Intercollegiate Athletics.

Why do I only get points for consecutive years of purchasing tickets since 1985?

The Mountaineer Ticket Office updated its ticket software program in 1985. Records kept prior to this date were in many formats, unreliable and unable to be imported into the new system. This starting date allows us to use accurate data to determine priority points.

How can I increase the number of tickets I can order to various events?

The best way to increase the number of tickets you can order for various events is to increase your annual giving level to MAC. All tickets are based on availability.

How can I improve my seating location(s) at various events, including away football games, bowl games and the basketball games held in Charleston, W.Va.?

The best way to improve your seating location(s) at any WVU athletic event is to improve your respective rank by increasing your priority points within your annual giving level. Moving to a higher MAC annual giving level will also help you improve your seating location.

If I designate a \$200 gift to an Olympic sport, will I be able to purchase football and/or men's basketball season tickets in the priority seating areas?

To purchase season tickets in the priority seating areas for football and men's basketball, you would need to make the appropriate per-seat minimum gift required for football season tickets and/or the appropriate annual gift for basketball season tickets. Your Olympic sport gift will count toward your priority points and will help determine your appropriate seat locations, but will not substitute for the required gift(s) in football and men's basketball.

I have purchased season tickets from another season ticket holder and have paid him/her the annual per-seat gift and/or made other gifts through their account. Do I receive priority points?

The account holder who purchases the season tickets from the Mountaineer Ticket Office receives all Priority Points for the years of tickets purchased and all Priority Points for all respective MAC gifts. The MAC strongly encourages each donor and/or season ticket holder to maintain his or her own account.

How will single/away game football tickets be allocated?

Your MAC annual giving level will determine the number of tickets you are able to request, while your total priority points within your annual giving level will determine your ticket location. To allocate tickets and other benefits, donors will be ranked based on their total points, from highest to lowest, within his or her respective annual giving level.

Tickets will be then assigned to donors with the highest point total beginning with the Stadium Suite holders and Mountaineer Scholar level and working down through the Buckskin donor level (based on availability). Season ticket holders, who are not current members of the MAC, will be assigned available tickets after all Buckskin level donors have been assigned. In limited inventory situations, large orders may be split, with a limited number of tickets allocated in priority locations and all other tickets allocated in other available locations.

Can my friends and I still sit together at away games even though we have different annual giving levels and different Priority Points?

When you request tickets to an away game, there is an opportunity to request special seating considerations; and the MAC and Mountaineer Ticket Office will try to accommodate you where possible. However, groups wishing to be seated together will be seated according to the rank of the member with the lowest seating priority.

I have made past contributions to an athletic capital project, an endowment, or a sport specific club. Will these gifts accumulate priority points?

Yes. Your past and future donations to both the Athletic Department and the University (WVU Foundation) generate priority points. Your lifetime giving to the Department of Intercollegiate Athletics will receive 1 point for every \$100 of giving while your gifts to the University (processed by the WVU Foundation) will receive 1 point per every \$1,000 of giving.

Why does athletic giving accumulate more points than contributions to other areas of campus?

The Department of Intercollegiate Athletics is a self-supporting unit and receives no funds from the University's general budget. The Department is responsible for all expenses related to operating the intercollegiate athletic program including reimbursing the institution for all scholarship expenses for West Virginia University student-athletes. Gifts to the Department provide direct support to student-athletes. These gifts deserve greater consideration in the Priority Point Program.

I'm a life member of the Alumni Association but I did not receive a Priority Point Statement. Why not?

If you are not currently a season ticket holder or have not made a recent gift to the Mountaineer Athletic Club, your Alumni Association information is on file, but you will not receive a Priority Points Statement. To receive a Priority Points statement and receive points for your lifetime Alumni Association membership, you would need to either make a gift to the Mountaineer Athletic Club and/or purchase season tickets. To join the MAC today, please click [HERE](#).

I was a donor and/or season ticket holder many years ago. Do I still have priority?

If you have not given to the MAC and/or purchased season tickets in the current giving year, your account is considered "inactive" and will not receive priority points. You can "reactivate" your account, and recapture your priority points, by making a gift or purchasing season tickets.

What happens if my business or personal circumstances change? Can priority points be divided?

In the event a business is sold or liquidated (for corporate accounts), or if domestic circumstances change (for individuals), we will work with you to divide priority points as is appropriate. Please contact the Mountaineer Athletic Club office with your request.