



Men's Basketball Student Loyalty Program

Your voices were heard! Thanks to over 1,800 survey respondents to last year's Men's Basketball end of season survey, Undergraduate Student Government and the Buckeye NutHouse have refreshed and re-launched an improved Student Loyalty program for the 2015-2016 season!

Ticket Packages:

All home games that occur while classes are in session are divided into two packages:

Non-Conference Package	B1G Conference Package
11/15 Mount St. Mary's	1/13 Rutgers
11/17 Grambling	1/25 Penn State
11/20 Texas-Arlington	1/31 Maryland
11/24 Louisiana Tech	2/9 Northwestern
12/1 Virginia	2/16 Michigan
12/8 Air Force	2/23 Michigan State
	2/27 Iowa
On Sale: 9/24 – 5pm	Priority On Sale: 12/2 – 8am-5pm General On Sale: 12/2 – 5pm

Loyalty Benefits:

- Attend **3 out of the first 4 games in the Student Non-Conference Package** and receive *GUARANTEED* priority ordering access for the Student B1G Conference package
- Attend **all 6 games in the Student Non-Conference Package** and receive double entry when you enter an Student Football Bowl Ticket Lottery.
- Attend the **first 5 games in the Student B1G Conference Package** and receive guaranteed exclusive VIP fan experiences or prizes



Student Loyalty Program FAQ

Q: How is this different from last year's system?

A: This year's system differs in a few ways.

- 1) There is no punishment for missing games this year. If you aren't able to make 3 of the first 4 Student Non-Conference Package games, you will still be eligible to buy Student B1G Conference Package tickets after the Priority On Sale has been conducted, regardless of how many games you attended.
- 2) There are fewer packages and sale dates to keep track of. And this year's packages are split into Non-Conference and B1G Conference games, similar to football tickets.
- 3) The B1G Conference Package will go on sale December 2nd, the day after the Virginia game, while students are still on campus.
- 4) We've added more rewards for the most loyal fans. There are opportunities for priority ordering for the B1G Conference Package, Football Bowl Ticket Lottery double entry for the loyal fans that attend all 6 Non-Conference basketball games, and VIP Fan Experiences or prizes for conference game attendance.

Q: If I transfer my ticket to another student and that student attends the game, which student gets credit for attending?

A: The student whose BuckID is swiped at the gate receives the credit for attending that game.

Q: Can I still give someone my BuckID to attend the game and get my credit for attending?

A: Yes, if you give someone your BuckID to attend a game and they swipe it for you at the gate, you will receive credit for attending. Again, the student whose BuckID is swiped at the gate receives the credit. Please consider the implications of giving another student your BuckID before doing so.

Q: If I do not buy the Student Non-Conference Package, but still attend 3 of first 4 games during that package, will I still become a priority student?

A: Yes! If a student does not buy the Non-Conference ticket package but is able to obtain student tickets and attend 3 of the first 4 games, he or she will still become a Priority Student for the B1G Conference Package ticket sale.

Q: Do the tickets cost more?

A: No. The student ticket price per game is the same as previous years. The only difference is that purchase/payment will be made at two different times if a student buys both the Non-Conference and B1G packages.

Q: Are there more student tickets sold?

A: No. The same quantity of student tickets that were sold in previous years will be sold again this year.

Q: Why was this loyalty program created?

A: Undergraduate Student Government and The NutHouse analyzed the responses to the end of season survey on last year's basketball season. In a joint effort between these student organizations and the Department of Athletics, the new Student Loyalty Program was developed to accommodate more students who wanted to casually attend basketball games, and to reward the most loyal fans. These efforts were done to create the best atmosphere in the Schott and improve the home court advantage for the Buckeyes!

Q: How do I purchase tickets?

A: Tickets for the Student Non-Conference Package will go on sale on September 24th. An email containing specific ordering instructions will be sent from the Athletics Ticket Office on Wednesday, September 23rd. Tickets for the Student B1G Conference Package will go on sale December 2nd (with the Priority Window opening at 8am and the General Window opening at 5pm).

Please be sure that your individual email filtering and/or spam settings allow for incoming emails from athletic.tix@osu.edu to ensure that you receive the specific ordering instructions and other important updates from the Athletics Ticket Office.