

**MEMORANDUM**

August 29, 2011

Dear FIU Family,

A new football season is just a few days away! We are kicking off the season against North Texas on Sept. 1 at Alfonso Field at FIU Stadium. Our student athletes are ready to win and ready to build on last year's electrifying season, when FIU brought home our first-ever Sun Belt Conference championship and won the Little Caesars Pizza Bowl before a national television audience.

Our football team has shown it has all the right elements to reach the next level – leading student athletes; leadership from head coach Mario Cristobal and his first-rate coaching staff; and the desire and drive to achieve academic excellence in the classroom and victory on the playing field.

Last year, FIU faculty and staff helped create a unique game day environment here at FIU. We want to continue that total fan experience this season with our marching band, entertainment, tailgating and other activities. We want to give our team a home field advantage on Alfonso Field – an intimidating place for any opponent who sets foot in it.

To reach the next level, the team needs your continued support. We need you, your families, your neighbors and your friends in the stands, showing your FIU pride and cheering on our team. We need you – our 12<sup>th</sup> Panther!

I would like to encourage you to purchase at least two season tickets for the upcoming football season. Season tickets for university employees are \$42 for endzone seats and start at \$50 for sideline seating. That's quite a deal at \$8 or less per game. To purchase tickets please call 305-FIU-GAME or visit <http://www.fiusports.com>.

For the 2011 season, FIU Athletics will have a contest to award the department that purchases the most season tickets with free use of the FIU Stadium Club for a holiday party. To qualify, a department must purchase a minimum of 75 season tickets by phone or at the University Credit Union Box Office at the stadium.

Success on the field translates to success for FIU. It can lead to increased visibility, admissions, and higher quality students attending the university. A successful athletic program builds alumni affinity and can increase the value of our students' degrees, bringing FIU the recognition it deserves.

Please support our football program and help us celebrate excellence in the classroom and on the field.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark B. Rosenberg', with a long, sweeping flourish extending upwards and to the right.

Mark B. Rosenberg  
President