

IPTAY's Football Seat Equity Plan



In 2008, Clemson joined the other Top 20 Division 1 FBS football attendance leaders in adding a preferred seating component to its annual giving program. Under the plan, season ticket holders who gave at or above the specified per-seat values qualified for specific seating in Memorial Stadium. (See seating map below.)

The initiative enhanced annual support for student-athletes at Clemson and gave our athletic programs the resources they needed to compete amid increasing scholarship, operations and facilities costs.

