

HAMPTON UNIVERSITY  
HAMPTON, VIRGINIA 23668

DEPARTMENT OF ATHLETICS  
(757) 727-5641

August 15, 2017

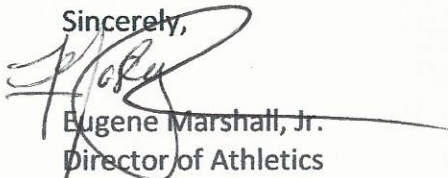
Dear Hamptonians,

As we open up the 2017-2018 Athletic Season, I want to thank each of you for all that you have done in supporting our Pirates. As a member of the Hampton University family, I share in the pride we have for our athletic programs. Since last year, we have made major improvements: 1) Men's Lacrosse and Women's Soccer locker-rooms, 2) A new JumboTron scoreboard awaiting installment in Armstrong Stadium, and 3) Upgrades for the JumboTron for the Softball Field.

There is much anticipation for another great Pirates Football season! It has been brought to my attention many concerns in reference to our new Priority Seating plan for the 2017 Football Season. The fundamentals of this program will include: 1) Rewarding donors and fans who have supported our beloved HU and Pirate Athletics, 2) Displaying fairness through seating assignments, and 3) Recognizing the impact of your donations to the University and with Pirate Athletics.

To further detail, your donations to both Hampton University and Pirates Athletics for 2016-2017 Academic year will be counted as the combined match seating assignment. We are the only institution in the country that provides a loyalty program where you get credit for your seats based on your athletic and university contributions. The aforementioned changes serve as both a vehicle for recouping lost revenue resulting from low game attendance, and as a means of providing the necessary resources to all of our student athletes. We understand that there may be questions regarding the implementation of the program addressed in this letter, and I encourage you to contact the Pirates Ticket Office at (757) 728-6828 with any specific questions. Once again, thank you for your continued support of our student athletes and our "Home by the Sea."

Sincerely,



Eugene Marshall, Jr.  
Director of Athletics  
Department of Athletics/Convocation Center



**"We build LEADERS & CHAMPIONS"**