

TAF

LSU TIGER ATHLETIC FOUNDATION

ATHLETIC DIRECTOR'S EXCELLENCE FUND



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Since its inception, Tiger Athletic Foundation's members have brought out the best in LSU student-athletes by investing in programs that make a difference. The financial resources provided by TAF members ensure student-athletes have the tools to win in the classroom, on the field and in life.

The Athletic Director's Excellence Fund is designated to assist in the areas of greatest need, and ensure LSU student-athletes continue to have the opportunity to compete for SEC and national titles. This includes giving LSU Athletics the ability to recruit and retain the best coaches and support staff, and providing the programs required of a Division I collegiate athletics program.

The cost to support a championship caliber program continues to increase each year, and so the need for private support continues to rise.

"LSU is an elite athletic program because of our student-athletes. Their experience at LSU is our top priority and is directly impacted by the support we provide them. When we invest in excellence in our training, nutrition, health and wellness and overall support, our student-athletes respond on the field of play, in the classroom and in their personal and professional lives. This fund will help us to direct funds where they are needed to ensure our student-athletes' experience at LSU is second to none in the country." - Scott Woodward, Athletics Director



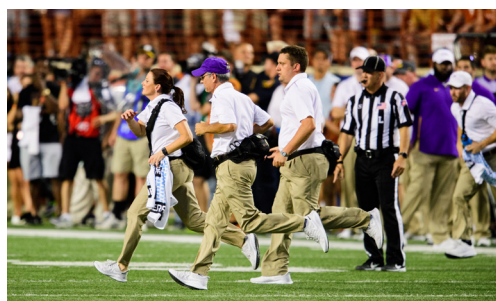
INVESTING IN THE PRIORITIES OF A CHAMPIONSHIP ATHLETIC DEPARTMENT

Coaching Staff and Support Staff | \$6 MILLION ANNUALLY

To remain competitive on a conference and national scale and continue to recruit the best student-athletes, it is vital to recruit and retain the best coaching and support staff for the 21 varsity sports of LSU Athletics.

For example, LSU Football made strategic hiring decisions and expanded the staff by adding key positions prior to the 2019 National Championship. The investment in personnel played a significant role in fostering the team that went on to win SEC and CFP National Championship titles.

Private support from donors will ensure LSU Athletics' continued success by providing the vital funding needed to hire and retain elite coaches and support staff. The cost to support this initiative is \$6 million annually.



INVESTING IN THE PRIORITIES OF A
CHAMPIONSHIP ATHLETIC DEPARTMENT

LSU Athletics Performance Nutrition Center | \$4 MILLION ANNUALLY

The LSU Athletics Performance Nutrition Center opened in July 2019 in the newly renovated Football Operations Center. It is purpose-built for the unique needs of elite-level athletes.

The Performance Nutrition Center is focused on long-term health and lifelong commitment to the well-being of the student-athlete. It offers high-quality food with thoughtful intent to the customized needs of individual athletes and is staffed by registered dietitians certified in sports performance who work hand-in-hand with a leading sports performance chef on location, every day. The days of old-school cafeteria-style training tables are over. This facility is new, efficient, effective and fresh.

The facility was built with four key tenets in mind:

ENVIRONMENT

Student-athletes, coaches, and staff from all 21 varsity sports gather in one place to build friendships, foster comradery, and feel at home.

EDUCATION

Student-athletes gain the knowledge and skills to improve performance through nutrition, and learn how to maintain a healthy lifestyle during and after their collegiate career

QUALITY AND NUTRITION

The diverse and specialized diets of elite level athletes are met through quality products and thoughtful attention to nutritious ingredients.

SUPERIOR STAFF

A sports performance chef leads the cooking staff, working with dietitians that trend and adjust the diet based on the results from a DEXA scanner.



\$5,000

the cost to feed one
student-athlete annually

\$2.5 M

annual cost of
food for the PNC

\$1.5 M

annual cost of maintenance,
operations, and supplies



Athletic Training and Medical Staff | \$3.57 MILLION ANNUALLY

To care for the whole of the student-athlete, LSU Athletics employs the knowledge of the LSU Athletic Training staff. This includes a dedicated group of trainers and doctors who meet the physical health needs of student-athletes. They aid in injury prevention and recovery using the latest state-of-the-art equipment, and provide an atmosphere that promotes the total development of the individual.

Additionally, they focus on the mental health and wellbeing of student-athletes. This gives them the tools to balance the high-pressure roles of being both the student at a flagship university and an elite level athlete.

In 2019, TAF donors provided funding to upgrade the training facilities in the Football Operations Center providing more space for better equipment, updated hydrotherapy pools, a dedicated performance testing area, and a large conference room.

- The conference room gives players and staff a private space for planning, wellness, and nutrition meetings.
- The hydrotherapy pools contribute to the wellness and rehabilitation of the student-athlete. The buoyancy of water creates a non-weight bearing environment that allows student-athletes to exercise with less stress on their joints and muscles.
- Multi-use space allows the flexibility needed to accommodate the needs of student-athletes of all sports with greater efficiency.
- Additional dedicated space, allows for the use of enhanced technology and data collection to aid in groundbreaking concussion research.

Additional training rooms are located throughout athletic facilities. This includes baseball's Marucci Performance Center, softball's Mike Moore Performance Center, Gymnastics Training Facility, and Martin J. Broussard Center for Athletic Training.

70

average athletes
treated daily

\$1.8 M

medical / training
personnel costs annually

\$1.77 M

annual cost of
expenses and operations



INVESTING IN THE PRIORITIES OF A CHAMPIONSHIP ATHLETIC DEPARTMENT

Recruiting | \$3.2 MILLION ANNUALLY

Once thought of as an off-season activity, recruiting for a Division I Athletic Program is year-round. Recruit travel, entertainment, coach travel, and scouting subscriptions all contribute to the expense of recruiting the next class of LSU student-athletes.

Travel | \$8 MILLION ANNUALLY

Travel for today's student-athletes, coaches, and support staff takes many forms, utilizing both ground and air travel.

Non-commercial air travel has also become necessary for many programs that require the transportation of specialty equipment. It also provides an efficient mode of transportation for high profile programs. As student-athletes balance the roles of both student and athlete, it's important to ensure they use their time efficiently.

Additional expenses include away games, tournaments in regular season and post-season including bowl games, championships, and specialty travel required of championship teams.



\$3.2 M

annual cost of
recruiting



\$7 M

annual cost for regular
season team travel

\$1 M

post-season
team travel

INVESTING IN THE PRIORITIES OF A
CHAMPIONSHIP ATHLETIC DEPARTMENT

Support the Athletic Director's Excellence Fund

Private donors provide the financial resources to meet the needs of the student-athletes of today and tomorrow. Donations made to the AD's Excellence Fund are 100% tax deductible and are an investment in LSU student-athletes of today and tomorrow.

The benefits vary based on the size of a gift, but donors will receive two (2) points per \$1,000.

**To learn more about supporting the AD's Excellence Fund,
contact the TAF Development Office at (225) 578-4823 or visit LSUTAF.org**

