



Dear Season Ticket Holder,

The University of Utah's 2016-17 athletics season is about to be in full swing, and I am confident you are as excited as I am to cheer on our teams.

This spring I asked a committee of students, trustees, fans, athletes, alums, and university employees to create a sportsmanship campaign that reflects our membership in the Pac-12 and our values at the University of Utah. This is an important initiative to the University, and I am asking for your full support.

We're kicking off this campaign with the 2016-17 athletic season and we're calling it FanUP. This campaign will encompass all athletic events and the entire campus atmosphere. We're asking all our fans – students, student-athletes, faculty, staff, and the community – to truly make us proud. What does it mean to FanUP?

- To support our Utes and welcome visiting teams and their fans
- To promote a family-friendly experience
- To enjoy the game responsibly
- To cheer loud and be Ute proud!

To find out more about FanUP and to take the pledge, go to fanup.utah.edu. You will also notice improvements at Rice-Eccles Stadium. A distributed sound system will enhance the listening experience on game day and reduce noise disturbance for the surrounding community. A more energy-efficient, reliable scoreboard will utilize modern technology, offer better closed captioning, and allow video to be shown fully without cropping or stretching. We are pleased to offer this enhanced fan experience!

There's so much to be excited about this season, and I personally look forward to enjoying it with you.

Sincerely,

A handwritten signature in red ink that reads "David W. Pershing". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

David W. Pershing
President