



UNIVERSITY OF NOTRE DAME

OFFICE OF STUDENT GOVERNMENT

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Mr. Josh Berlo
Director of Ticket Operations
Department of Athletics
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Notre Dame, IN 46556

Passed
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September 7, 2005

Dear Mr. Berlo,

On behalf of the Notre Dame Student Body and Student Government, the Student Senate has written this letter in regard to basketball ticket options for students. Our intention is to give you an idea of how we stand on the ticket issue, and to let you know that we have been working diligently, and will continue to work diligently, in order to improve student ticketing for both men's and women's home games.

We feel as though two of the most central issues surrounding basketball ticketing for students are: first, increasing student attendance; and second, finding ways for more students to obtain tickets. We hope to work with you and with others in the Department of Athletics to develop ideas and strategies to boost student attendance at home basketball games. We believe that our ideas, along with your insight, will help us to accomplish this goal. In addition, we would like to consider ways that would allow more students to purchase basketball tickets. There are now many ideas on the table, and we would like to work with you and your office in order to find the best and most equitable solution.

In order to accomplish these two broad goals, we are working on several smaller strategies and tactics. One of our top priorities is to improve the student ticket exchange. Although it was not very successful last year, we believe the ticket exchange has great promise, and with some modification, it could become one of the key factors in boosting student attendance at home games.

Another one of our top priorities is arranging for a "Midnight Madness" event to be held at the opening of the men's practice season. We strongly believe that such an event would get a favorable response from both the Student Body and from the local community. In addition, such an event would work to both pump-up students for the upcoming season, and to increase home attendance figures.

With the hope of obtaining fresh new ideas for student ticketing options, we spent a great deal of time this summer researching other schools and finding out exactly how their ticket distribution programs work. With the help of your office, we would also like to do research into how many home games the average student season ticket holder attends. Once this information is ascertained, we will be able to make informed and well-researched recommendations to your office on how basketball ticketing can be improved for students.

In order to increase efficiency and communication between Student Government and the Department of Athletics, we have formed a sub-committee on basketball issues within the Committee on University Affairs in Student Government. Hence, please direct your reply to this letter to Matthew Walsh, Chairperson of the Committee on University Affairs, who will be coordinating the sub-committee.

Thank you very much for your time and effort with regard to these important matters. We very much look forward to working with you in the near future.

Best Regards,

The Notre Dame Student Senate