



**“WHERE DYNAMIC LEADERS COME TO
SUPPORT, CONNECT, NETWORK, AND PLAY.”**

THE POWER OF THE S-CLUB

“The S-CLUB is a business and social hub that will provide increased engagement for the Jaguar Nation to support Southern University Athletics. We will host a premier football spectacular fan experience at the Southern University home games by providing a great environment, great football, great music, and great friendships/partnerships. I am grateful and excited to support and be a Member of the S-CLUB Organization.”

- Kelvin W. Coney – S-CLUB – Member





SOUTHERN UNIVERSITY ATHLETICS

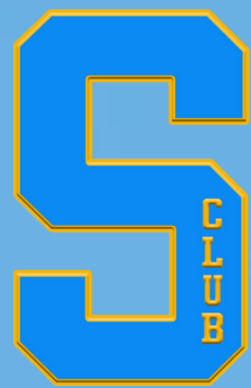
Southern University's 18 intercollegiate athletics teams are known as the Jaguars. As members of the Southwestern Athletic Conference (SWAC), Southern University more than 400 student-athletes compete in football, baseball, softball, men's and women's cross country, track and field, tennis, golf, and women's bowling, soccer, and volleyball.

S-CLUB MISSION

To provide recurring philanthropic support for all Sports programs and to support hundreds of athletes in pursuit of excellence on & off the field of competition.

VISION

To be the Benchmark Premier Athletic support program creating a thriving community where University Supporters, Corporate Partners, and Alumni of Southern University can connect, collaborate, and contribute to success of the SU Athletics.



FY25 OGSM

Southern University Athletics has been a pioneer amongst HBCUs in providing resources and facilities for student-athletes. The S-Club strives to bring together alumni and friends across the Jaguar Nation while creating a united voice that strengthens the Athletic programs and promotes our student-athletes' accomplishments.

Together, we can do this by:

- Engaging and connecting alumni including former athletes
- Advocating and supporting the Athletic Department
- Enriching the student-athlete experience
- Fostering a welcoming environment for all

OBJECTIVE

To Enable the Student Athlete Personal Net Value by providing Winning Programs and Robust Facilities to Deliver Increased Student Athlete Experience Capability.

GOAL

To be the Best-in-Class Athletic Program that delivers a Winning Student Athlete Experience.

STRATEGIES

To Win, Accelerate, and Build a Benchmark Athletic Program by leveraging Individual & Business Partnerships to improve Infrastructure, Processes, & Program Standards.

- Academic Support
- Capital Projects
- Nutrition
- Team Travel
- Recruiting
- Sports Medicine
- Strength & Conditioning
- NIL
- Student-Athlete Experience

MEASURES

- Fundraising Growth – TBD
- Endowment Growth – TBD
- NIL Growth – TBD
- SWAC Championships – TBD
- Graduation Rates – TBD



S-CLUB FLYWHEEL CHAMPIONSHIPS

IMPROVED STUDENT ATHLETE
EXPERIENCE ...

FUNDRAISING

...INCREASING FUNDRAISING
CONTRIBUTIONS...PROVIDING
SCHOLARSHIPS & NIL
OPPORTUNITIES...

...DEVELOPING RESOURCES,
LEADING TO FINANCIAL
STABILITY...

OPTIMIZATION

...BUILDING AND OPTIMIZING
ATHLETIC FACILITIES.

COLLABORATION





How the S-CLUB SUPPORTS Student-Athletes

Academic Support



Nutrition



Strength and Conditioning



Sports Medicine



Capital Projects



Team Travel



Recruiting



Student Experience



SOUTHERN UNIVERSITY ATHLETICS S-CLUB

**“Where dynamic leaders come to support,
connect, network, and play.”**

BUSINESS PROFESSIONALS

Meet trendsetters, entrepreneurs and thought leaders from every background.

COMMUNITY ADVOCATES

Support educators, local business owners and neighbors.

FOODIES

Delight your inner epicurean.



DYNAMIC WOMEN

Connecting SU Alums dynamic female professionals.

EMERGING LEADERS





















Elevate personal connections and professional influence.

SOUTHERNITES

Cheer on the Jaguars with distinguished fans and alumni.



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connect, network, and play.”*

MEMBERSHIP BENEFITS	S-CLUB TRUE \$250	S-CLUB BLUE \$500	S-CLUB SILVER \$1000	S-CLUB GOLD \$2500	S-CLUB PLATINUM \$5000
S Club Quarterly Newsletter					
Annual Tax Deduction					
Invitation to the S Club Homecoming Tailgate Party					
S Club Membership Credentials for Pre-Game Warm-up Sideline Passes					
(2) S Club Hospitality and Field-Level Passes for all Home Football Games					
(4) S Club Hospitality and Field-Level Passes for all Home Football Games					
Name a Football Locker					