



# ATHLETICS **INVESTMENT** GUIDE



# A MESSAGE FROM ROBERT LINEBURG



At Radford Athletics, our mission extends far beyond competition. It's about developing scholar-athletes who represent the very best of our university.

This investment guide reflects a renewed commitment to clarity, purpose and partnership. As our Athletics program continues to grow, so does our responsibility to serve our supporters with intention and care. We want it to be easier to understand how to give, what your support makes possible and how your generosity is recognized. This guide is designed to bring that vision to life—clearly, simply and with our scholar-athletes as the focus of every investment.

To support this commitment, we are strengthening our approach to donor engagement and stewardship, creating more intentional ways for you to connect with and invest in Radford Athletics. What this means for you is a better experience—one where your impact is clearer, your engagement is more purposeful, and your generosity is recognized in ways that are transparent and consistent across our program.

Your investment in these changes provides essential resources that enhance the scholar-athlete experience and strengthen every program across Radford Athletics. Just as importantly, it reflects a shared belief in our mission and a collective commitment to the future success of Radford Athletics.

We are proud to recognize every donor who contributes to our success, and we are committed to stewarding your support with transparency, gratitude and meaningful engagement. Thank you for being an essential part of our team. Together, we are building a strong, sustainable and competitive future for Radford Athletics.

A handwritten signature in black ink, reading "Robert Lineburg".

**Robert Lineburg**  
Director of Athletics



## A TRADITION OF EXCELLENCE

Radford Athletics has a rich history of excellence in competition at the Division I level, beginning in the 1984-85 season. The Highlanders have earned 48 Big South regular season championships; 53 Big South Tournament championships; 48 NCAA Tournament appearances; and eight other postseason appearances across the WNIT, NIT and CBI. Throughout its Division I era, Radford Athletics has made a name for itself on the national stage.

- The **Men's Basketball** program has made three trips to the NCAA Tournament and earned the first NCAA Tournament win in Radford history in 2018. It has knocked off multiple power opponents including LSU, Penn State, Virginia Tech, Oregon State, Georgetown, Notre Dame, West Virginia and Texas.
- The **Women's Basketball** program has one of the richest traditions in the Big South that includes seven regular season championships, 10 conference tournament championships, four NCAA Tournament appearances, and seven WNIT appearances that include four wins—one of which was a postseason win at home.
- The **Women's Soccer** program is one of the most decorated in Big South history with seven regular season championships and nine tournament championships, as well as 10 NCAA Tournament appearances.
- Radford's **Men's Soccer**, **Baseball** and **Softball** programs have all spent time in the national polls, **Track and Field** has had 10 scholar-athletes qualify for the NCAA Finals, and **Women's Golf** recently earned its first Big South Championship in program history in 2025.

## WHAT IS A SCHOLAR-ATHLETE?

**At Radford, we proudly call our student-athletes “scholar-athletes” because they rise to the challenge in the classroom while competing at the highest level in Division I athletics.** Guided by purpose and driven by excellence, they consistently set the standard academically, leading the Big South and standing strong among their peers across NCAA Division I.

- 50+ Highlander scholar-athletes have earned Big South Scholar-Athlete of the Year awards, and 30+ have earned national recognition academically.
- 150+ Highlander scholar-athletes have earned Big South Player of the Year awards, and 20+ have been named All-Americans.

These recognitions exemplify the level of excellence, both athletically and academically, that Highlander scholar-athletes achieve.

## THE NEXT CHAPTER

**Radford Athletics is entering a new chapter—one defined by opportunity, accountability and long-term vision. As the collegiate athletics landscape continues to evolve, the need for meaningful, sustained investment in our scholar-athletes has never been greater.**

At Radford, we believe successful programs are built not only through competition, but also through strong relationships with donors, alumni, fans and community members who believe in our mission. To support that vision, Radford is expanding how supporters connect with and invest in Highlander Athletics.

**Moving forward, Radford Athletics will have a renewed focus on:**

- Strengthening relationships with Athletics supporters.
- Expanding opportunities for meaningful connection with scholar-athletes and coaches.
- Sharing the impact of Athletics philanthropy more clearly.
- Creating more ways for donors, alumni, fans and community members to engage.

Every investment supports the success of our scholar-athletes—talented individuals who represent the university with pride, dedication and Highlander spirit. Together, we are building a future where Radford Athletics continues to compete with excellence while providing transformational experiences for those who wear the Radford uniform.

# WHAT IS THE HIGHLANDER CLUB?

The Highlander Club is Radford Athletics' annual giving and engagement society. It provides donors with a meaningful way to support Athletics annually while staying connected to the scholar-athlete experience through recognition, access and engagement.

## **How and when is recognition determined?**

Recognition status is determined annually through gifts made solely and specifically to the Highlander Club Annual Fund in the prior fiscal year (July 1-June 30).

## **What does the Highlander Club Annual Fund support?**

Gifts to the Highlander Club Annual Fund provide flexible, unrestricted resources that help Radford Athletics meet evolving operational needs while remaining focused on student success, competitive excellence and the day-to-day support that allows programs to thrive. The Highlander Club supports all teams and shared priorities, so your annual gift has a broad impact. A gift to the Highlander Club Annual Fund is meant to complement sport-specific giving, scholarship support and other philanthropic investments in Radford Athletics.

## THE NATIONAL BANK COURTSIDE LOUNGE

The National Bank Courtside Lounge represents a premier game-day hospitality experience for Highlander Club donors. Designed to bring fans closer to the action, it also helps build our Radford Athletics connections and community. It opens an hour before the start of the game—remaining open for the duration of the game—and provides heavy hors d'oeuvres, a cash bar and complimentary sodas and waters.

**Access to the Courtside Lounge is limited; you must be a Men's Basketball season ticket holder to join. In addition, membership requires an annual gift of at least \$625 per person to the Highlander Club Annual Fund.** *For example, if you have two season tickets, you could qualify for two Courtside Lounge passes with a donation of \$1,250 to the Highlander Club Annual Fund.* Each Courtside Lounge pass is valid for one person per game.



## SEASON TICKETS FOR MEN'S AND WOMEN'S BASKETBALL

One of the most loyal ways to support Highlander Athletics is to be a season ticket holder for Men's and Women's Basketball. Tickets go on sale in late summer. For more information, visit [www.radfordathletics.com](http://www.radfordathletics.com) or call the ticket office at 540-831-7889.

## HIGHLANDER CLUB GIVING LEVELS

### Highlander Club Lineup: \$100-\$499

Highlander Lineup members provide essential annual support that helps sustain Radford Athletics and strengthen the scholar-athlete experience across all sports.

**Benefits:** Entry-level recognition and communications.

### Highlander Club Varsity: \$500-\$1,249

Highlander Varsity members play a key role in advancing Athletics programs through consistent annual giving and deeper engagement.

**Benefits:** Enhanced access (e.g., parking) and early access to special opportunities.

### Highlander Club Premier: \$1,250-\$4,999

Highlander Premier members demonstrate an elevated commitment through leadership-level annual support that drives competitive excellence and scholar-athlete success.

**Benefits:** Courtside Lounge hospitality access, reserved parking and special events.

### Highlander Club Champions: \$5,000+

Highlander Champion members provide transformational annual support that fuels scholarships, programs and opportunities for scholar-athletes to thrive.

**Benefits:** Leadership Highlander Club recognition, post-season priority access (for Men's and Women's Basketball) and exclusive experiences.



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# WHAT IS THE HIGHLANDER TRADITION SOCIETY?

**To honor the lasting impact of our most dedicated supporters, we are introducing a new lifetime giving donor recognition society for those whose cumulative support has made a lasting impact on Radford Athletics across any combination of giving pathways.**

The Highlander Tradition Society honors individuals whose cumulative philanthropic support shapes the past, present and future of Radford Athletics. Recognition reflects sustained commitment from donors whose generosity strengthens opportunities for scholar-athletes across the department.



## TRADITION SOCIETY GIVING LEVELS

### **Tradition Builders: \$10,000-\$19,999**

Tradition Builders is an entry-level lifetime recognition for donors whose cumulative support demonstrates an early but meaningful commitment to Radford Athletics. Their generosity helps lay the groundwork for continued growth and long-term success.

### **Tradition Bearers: \$20,000-\$49,999**

Tradition Bearers represent donors who demonstrate sustained lifetime commitment and carry forward the values and traditions of Radford Athletics through continued philanthropic support. Their loyalty and consistency play a vital role in strengthening Athletics programs and the scholar-athlete experience.

### **Tradition Keepers: \$50,000+**

Tradition Keepers celebrate enduring leadership in Athletics philanthropy by donors whose sustained generosity reflects a deep commitment to preserving and advancing the traditions that define Radford Athletics.

# THE NEW LANDSCAPE OF COLLEGE ATHLETICS

As college athletics navigates a transformative era, Radford University remains committed to operating at the highest level across every aspect of intercollegiate athletics. Radford is positioned to utilize available resources to continue to compete on a regional and national stage. **With the support of Highlander fans, we will navigate these changes and secure Radford University's place at the forefront of regional and national excellence.**

## HOUSE SETTLEMENT

Recent legal and legislative changes have redefined the future of college athletics. The House settlement represents a major turning point, focusing on enhanced rights and benefits for scholar-athletes. Radford University Athletics is prepared to embrace these changes and strengthen our competitive edge. Our ability to adapt while upholding our core values will ensure we remain competitive in this evolving landscape.

## REVENUE SHARING

In July 2025, revenue sharing was introduced to college athletics across the country and changed how athletic departments allocate funds. Radford Athletics is committed to staying competitive within the new financial structure, while continuing to provide the best experience and resources for our Highlander scholar-athletes.

## EMBRACING THE FUTURE

The rapidly evolving landscape of college athletics demands adaptability. Radford Athletics is embracing these changes to stay at the forefront of collegiate competition. **Your investment in scholarships, facilities, NIL opportunities and scholar-athlete development is crucial to ensuring Radford Athletics leads both in the classroom and in competition.**

As we navigate this transformative era, donor support has never been more important. Your generosity helps us operate at the highest level, providing the resources our scholar-athletes need to succeed athletically and academically. Together, we can reach new heights of excellence in the evolving landscape of college athletics.

# WAYS TO INVEST IN RADFORD ATHLETICS

Your support plays a vital role in advancing Radford Athletics and shaping the Highlander experience. Whether you are investing in annual priorities through the Highlander Club Annual Fund, strengthening scholarship support and long-term endowments or supporting capital projects that elevate our facilities, every gift helps our scholar-athletes learn, lead and succeed at the highest level.

**Initiatives like RAD (#RiseAndDonate) Giving Day further amplify this impact by rallying the Highlander community around a shared moment of Athletic giving, creating immediate support across all programs.** RAD Giving Day, held in September, is the best way for donors to show their support for individual teams and scholar-athlete support areas within Radford Athletics.

Radford Athletics offers a variety of meaningful ways to support our scholar-athletes and programs. Contributions can be made through cash gifts, employer matching gifts, estate and planned giving, life insurance, gifts of securities, real estate and in-kind donations.

**Scan the QR code to learn more about these giving opportunities and find the best option that aligns with your philanthropic goals.**



## VISIT OUR WEBSITE

Visit [www.radfordathletics.com](http://www.radfordathletics.com) to access ticket information, Radford Athletics news, schedules, rosters and more.

## CONTACT US

Please email [athletics-donors@radford.edu](mailto:athletics-donors@radford.edu) with additional questions.

