2021-22
MEMBERSHIP

BAYLOR "B" ASSOCIATION
Dear Fellow Letterwinners,

With the beginning of every new year, it is good practice to look back and inventory the previous one. Candidly, we might consider such an exercise too painful or confusing due to the anomaly of a pandemic and its effects. Maybe we would prefer to move on from 2020 without reflection, pinning our hopes on a vaccine and a return to normalcy. Of course, we will move on, but into what kind of normal? The challenge for the ‘B’ Association is determining how to request support from its members and deliver value in such a climate. Because we lack guarantees, we believe it is important to begin the 2021-22 membership year committed to three things that we believe are important in any circumstance.

Spiritual Connection: One of the gifts of 2020 was learning how many of our members were eager and equipped to bring us devotions that lifted our spirits during a difficult and dark time. They guided us to an exploration of an unchanging God, whose love for us is unrivaled by anything we hear, think, or encounter. We believe a disconnect from God due to isolation, or any other matter, is unhealthy so we will continue to ask our members to deliver messages of hope which challenge us and encourage calm.

Togetherness: Events are important to people because they provide excitement, inspiration, personal connection, acknowledgement and appreciation of excellence, or a retreat from a demanding schedule. Without events, we miss the anticipation of something fun or meaningful. We are confident we can resume our traditional, in-person events, even in restrictive circumstances, and pledge to do so wisely while also exploring new ways to utilize technology for additional or special events.

Unity: The circumstances of the past year have reminded us of the power of unity. In our country, we have seen people gather to disrupt, damage, and harm without regard for loss or positive change. We have also seen our own student-athletes unite to help promote healing, peace, and dignity through opportunity for all individuals. Our association will move forward with a call to be united for good.

The ‘B’ Association exists to support you as members, our Athletic Department and student-athletes, and the mission of the University. We have worked hard over the years to increase effectiveness in delivering equal access and value to all our members. Although we are still dealing with exceptional circumstances brought on by COVID-19, our association is financially stable due to your generosity over the years, the wise stewardship of its staff, and minimal expenses during 2020. However, our membership has dropped significantly, which impacts the bottom line. Since we exist to provide benefits to our members regardless of the circumstances and challenges of the day, we will continue to explore innovative solutions to engage you in substantive ways. To do so, we need your involvement and support.

We ask you to join in this work by renewing your membership or by becoming a member for the first time. First and foremost, however, we ask that you pray for one another, our leaders, student-athletes, and our University—that God’s work is accomplished and His glory is recognized through our spiritual development, togetherness, and unity for good. It is still a great day to be a Baylor Bear!

In hope and appreciation,

Cody Carlson
Football ’83-’86
Baylor “B” Association President, 2021-22
IN LETTERWINNERS SECTION AT McLANE STADIUM

To be eligible to purchase season tickets in the exclusive letterwinners seating area — located in Section 221 on the stadium’s east side, adjacent to the Letterwinners Lounge — you must be a current member of the Baylor “B” Association (at the Premium membership level or above). Each member is limited to two seats in the letterwinners section, and a $200 seat option fee (benefiting the Baylor “B” Association) is required.

Seats in the letterwinners section will be available on a first-come, first-served basis to members in the following order of priority:
1) first-time season ticket purchasers;
2) Bear 100 Club members;
3) Baylor “B” Association donors;
4) lifetime members;
5) premium-level members ($250 annually).

ACCESS TO THE SPACIOUS LETTERWINNERS LOUNGE IN McLANE STADIUM

The premium membership level ($250) and above allows admittance of four people to the Letterwinners Lounge. The four-person guest limit includes the letterwinner plus three additional guests. If your immediate family exceeds the four-person limit, they will be automatically allowed in under your membership and your four-person limit will have been reached. Immediate family includes your spouse and minor children (17 years old and younger). Adult children, grandchildren and any other relatives will be considered guests and will count toward your four-person limit.

Letterwinners Lounge amenities include:
- Delicious pre-game meals and halftime refreshments at football games
- Large-screen TVs and new LED Video Wall
- Convenient access to McLane Stadium’s concourse and east gate main entrance
- Comfortable lounge seating and dining tables
- State-of-the-art audiovisual presentation equipment
- WiFi accessibility
- Donor recognition areas
- Private restrooms (handicap accessible and baby changing stations)
- Team photos and yearbooks
- Hall of Fame and Wall of Honor exhibits
- Water fountain and water bottle filling station

Stadium Seats

Letterwinners Lounge

ACCESS TO THE LETTERWINNERS TENT FOR PRE-GAME TAILGATES LOCATED WITHIN STEPS OF McLANE STADIUM GATE ENTRANCES

Our premiere, riverfront tailgate is the place to be on football gamedays with TVs, fans/heaters, food and drinks for Baylor “B” Association members to enjoy.

The Regular Membership level ($100) and above allow admittance for four people to the pre-game tailgate in the Letterwinners Tent on the grounds of McLane Stadium. The four-person guest limit includes the letterwinner plus three additional guests. If your immediate family exceeds the four-person limit, they will be automatically allowed in under your membership and your four-person limit will have been reached.

Pre-game Tailgate Tent

Our premiere, riverfront tailgate is the place to be on football gamedays with TVs, fans/heaters, food and drinks for Baylor “B” Association members to enjoy.

The Regular Membership level ($100) and above allow admittance for four people to the pre-game tailgate in the Letterwinners Tent on the grounds of McLane Stadium. The four-person guest limit includes the letterwinner plus three additional guests. If your immediate family exceeds the four-person limit, they will be automatically allowed in under your membership and your four-person limit will have been reached.

Pre-game Tailgate Tent

Our premiere, riverfront tailgate is the place to be on football gamedays with TVs, fans/heaters, food and drinks for Baylor “B” Association members to enjoy.

The Regular Membership level ($100) and above allow admittance for four people to the pre-game tailgate in the Letterwinners Tent on the grounds of McLane Stadium. The four-person guest limit includes the letterwinner plus three additional guests. If your immediate family exceeds the four-person limit, they will be automatically allowed in under your membership and your four-person limit will have been reached.

Pre-game Tailgate Tent

Our premiere, riverfront tailgate is the place to be on football gamedays with TVs, fans/heaters, food and drinks for Baylor “B” Association members to enjoy.

The Regular Membership level ($100) and above allow admittance for four people to the pre-game tailgate in the Letterwinners Tent on the grounds of McLane Stadium. The four-person guest limit includes the letterwinner plus three additional guests. If your immediate family exceeds the four-person limit, they will be automatically allowed in under your membership and your four-person limit will have been reached.

Pre-game Tailgate Tent

Our premiere, riverfront tailgate is the place to be on football gamedays with TVs, fans/heaters, food and drinks for Baylor “B” Association members to enjoy.

The Regular Membership level ($100) and above allow admittance for four people to the pre-game tailgate in the Letterwinners Tent on the grounds of McLane Stadium. The four-person guest limit includes the letterwinner plus three additional guests. If your immediate family exceeds the four-person limit, they will be automatically allowed in under your membership and your four-person limit will have been reached.
Your support of the Baylor “B” Association through your active membership enables us to better serve our family of letterwinners, as well as continue providing a wide range of membership benefits and first-class facilities. Our membership levels include:

NEW GRADUATE (2020-21) MEMBERSHIP
First year of membership is free for new graduates and includes entry to the Letterwinners Tailgate and Lounge at home football games for the member plus one (1) guest.

ACTIVE MEMBERSHIP (New Level!)
For members who wish to support the association but are unable to participate in all the membership benefits, this discounted level is just for you! This level allows you to be counted as an active member on our membership roster and, since there are no gameday benefits included, your membership is 100% tax deductible.

REGULAR MEMBERSHIP
Regular Membership allows four (4) people entry to the Letterwinners Tailgate, which includes complimentary pre-game food and drinks, on home football game days. Half-priced dues are available for out-of-state members, as well as members over 70 years of age.

PREMIUM MEMBERSHIP
Premium Membership allows four (4) people entry to the Letterwinners Tailgate and Letterwinners Lounge, which includes complimentary pre-game, halftime food and drinks, and home football game days. Half-priced dues are available for out-of-state members, as well as members over 70 years of age and 2019-20 graduates.

BEAR 100 CLUB MEMBERSHIP
As the “B” Association’s highest level of membership, the Bear 100 Club level includes a Lifetime Membership, as well as prominent name recognition in the Letterwinners Lounge. This membership is payable over five (5) years. Bear 100 Members who wish to continue their support beyond the five years may elect to become a Perpetual Bear 100 Member by continuing to make annual contributions ($1,000) ongoing which are 100% tax-deductible.

Additionally, all membership levels include the following benefits:
- Discounts on season tickets to any home sporting event during the regular season
- Invitations to all official letterwinners events
- Opportunity to stay involved with your respective sports programs
- Social and networking opportunities
- Eligibility to nominate candidates for the Hall of Fame and Wall of Honor
- Voting privileges at annual membership meeting
- Access to purchase Baylor “B” Association apparel
- Team Reunions
- Scholarship assistance to student-athletes through the “B” Association Endowed Scholarship Fund

The new Fighting Bear 100 Club membership includes a Lifetime Membership, as well as members over 70 years of age and 2019-20 graduates.

LIFETIME MEMBERSHIP
Premium Membership benefits apply for the life of the letterwinner. Half-priced rates are available for out-of-state members, as well as members over 70 years of age.

The “B” Association has teamed up with the Bear Foundation to offer a JOINT membership level that features several unique benefits, all for one price. The new Fighting Bear Membership includes a Premium Membership in the “B” Association, two (2) Mobile Pass football season tickets, as well as non-benefit contributions toward student-athlete scholarships through the Bear Foundation AND to the sport Excellence Fund of your choice. Contact the “B” Association for more details.

SERVING ON THE Baylor “B” Association Board of Directors for 2021
are officers Walter Abercrombie (Executive Director), Cody Carlson (President), Randy Martin (President-elect), Jon Topolski (Vice President), Phil Duren (Treasurer), and Mike Johnson (Past-president) and directors Beth Casteel, Ken Cooper, Angelique (Bankett) Cunningham, Nick Florence, Tim Jackson, Zona Jones, Donnie Laurence, Jr., King McClure, Doug McNamara, Alonso Pierce, Elisha Polk, Kyle Smith, Mike Sims, Katie (Staiger) Smith, and Jordan Staffland.

NOTE: New membership cards will be issued for the 2021-22 membership year.

We’ve made joining even easier! If you prefer to sign up online, just scan this code and it will take you directly to the online signup page.

(please fill out both sides of the card.)
As Baylor letterwinners, we are all part of a very special family filled with incredible people like you. The respect, honor, and unique distinction that come with having earned the letter “B” still exists today. Your support as a member of the “B” Association will help to ensure that rich legacy lives on.

If you are a current dues-paying member of the “B” Association, thank you for doing your part to strengthen our special family. If you are not a member, I invite you to come back home by joining today. As always, the “B” Association stands ready to serve you and welcome you home.

The Baylor “B” Association’s mission is to create opportunities that enhance relationships among all letterwinners and their families; to recognize and express appreciation for the efforts and contributions of Baylor letterwinners; to promote and support current athletic programs and coaches; and ultimately to maintain the respect, honor, and tradition of Baylor’s proud athletic history.

Please complete membership form, detach, and return to:
Baylor “B” Association
1500 S. University Parks Drive
Waco TX 76706

Make checks payable to Baylor University.
Sales tax included.
Charitable gifts to the Baylor “B” Association are eligible for gift tax deduction. Consult your tax advisor.