



Clemson Forever is dedicated to strengthening the University by building a solid financial base of private giving, providing exemplary stewardship of those gifts and clearly communicating to donors the impact of their gift and the gratitude of the Clemson Family. To this end, the Will to Lead for Clemson is a \$1 billion capital campaign to support students, faculty, engagement and facilities.

864-656-2121
forever@clemson.edu
clemson.edu/giving

140603-07



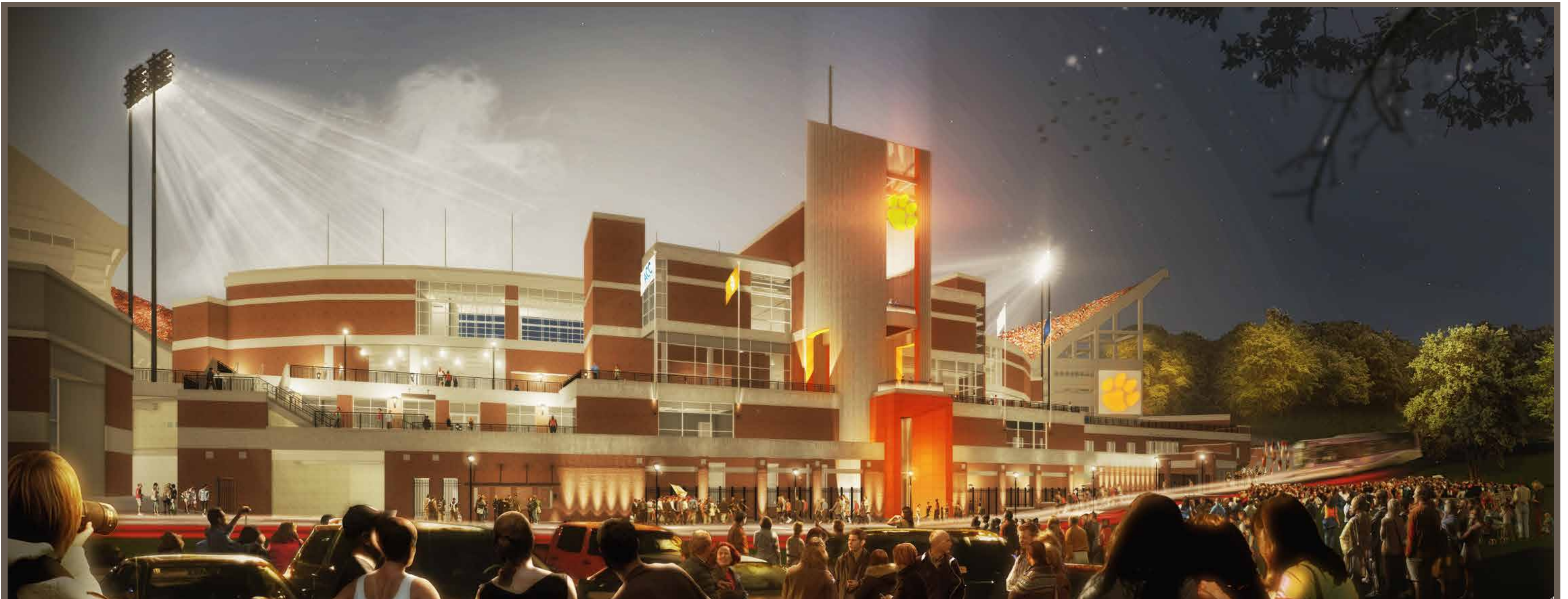
EVERYTHING IS SOMETHING IN THESE

WEST LOBBY

YOUR NAME

WestZone Phase III

CONSTRUCT



The Need

For all of us who love Clemson, Memorial Stadium is perhaps one of the most exciting places to be on a Saturday afternoon during football season. It's not hard to mistake a football weekend as cars stream in from every part of the state and region to hear the Tigers roar! From the pregame enjoyment of tailgating – an event all unto itself – to watching the team make their traditional run down The Hill, the excitement is contagious as more than 80,000 fans pack Death Valley.

Taking The Fan Experience To New Heights

On game days, crowd congestion has become a primary issue particularly in the WestZone Complex. Congestion also occurs when fans leave their seats to visit concession stands, a factor that further constricts movement to and from the WestZone to other areas of the stadium.

Phase III includes a new, wide pedestrian walkway that will create a more fan-friendly and inviting way to navigate through the mid-level of the WestZone to other areas of the stadium. This walkway will also provide attractive symmetry to the exterior face of the stadium and provide fans an incredible overlook to tailgating activities. This area will offer fans a spectacular view of Tiger Walk entrance activities.

When completed, the façade of the WestZone will also include an Oculus – a signature architectural feature that will serve as a memorable and highly visible part of the stadium. The pedestrian bridge extends through the Oculus to allow an easier and more direct connection from the WestZone to the north and south stands. This high-rise Oculus will be a dramatic focal point as fans approach the stadium wearing their Tiger pride on the inside and outside.

These changes are also an important part of our ability to recruit the best student-athletes. From beginning to end, these changes are aimed at enriching the fan experience and continuing the fun of Tiger Football all day long!

Make Our Stadium A Standout

There's nothing like Clemson football. Whether you've experienced your first game or your 50th, you know that it's a feeling you can't duplicate. Help us make game day a great day by supporting this important phase of construction. Your support will help ensure everyone can enjoy Clemson Football at its best – comfortably and conveniently. Help us keep Memorial Stadium in a league of its own and position the University as the standard for athletic excellence.

Let us hear your inner Tiger roar!