



---

**2027**

---

**VIRGINIA MEN'S BASKETBALL**

# **SEATING PLAN**



## DEAR UVA BASKETBALL SUPPORTER,

As we honor and build upon the storied traditions of Virginia Athletics, we sincerely thank you for your steadfast support amid the ever-evolving landscape of college athletics. Your commitment to Virginia Athletics is critical to help us maintain the level of excellence that has become synonymous with our program.

Looking ahead to the 2027-28 men's basketball season, we are pleased to announce a new comprehensive seating plan for John Paul Jones (JPJ) Arena since the original JPJ seat licenses have or will have expired at the conclusion of the 2026-27 season. **This is not a reseating initiative. Men's basketball season ticket members will have the first right to renew their existing seats as outlined by the newly defined terms.**

This plan will continue to grant our valued supporters an opportunity to experience the action of men's basketball, while strengthening support for our student-athletes and equipping our athletics department with the resources necessary to compete at the highest level.

Knowing that a new seating plan for JPJ is a significant topic, we have worked closely with the UVA School of Data Science to assess our venue, donor base, and the college basketball industry while developing the plan. Over the last several years, more than 50 of our peer institutions have implemented similar seating changes to enhance fan engagement, strengthen their programs, and build long-term donor support. This is a necessary step for UVA within the evolving landscape of college athletics in order to maintain our position among the elite programs in college basketball.

We are truly grateful for your past support and for your continued commitment to Virginia Athletics. As we look toward the 2027-28 season and beyond, we hope you will join us in embracing this exciting new chapter under the leadership of Ryan Odom. If you have any questions or would like to discuss the seating plan, please contact the Virginia Athletics Foundation office at 434.982.5555.

### GO HOOS!

Sincerely,



**Dr. Carla Williams**

Director of Athletics



**Ryan Odom**

Dean & Markel Families  
Head Men's Basketball Coach



**Kevin Miller**

Executive Director & Deputy  
Athletics Director





# REASONS FOR THE NEW PLAN

The 2027-28 Virginia Men's Basketball Seating Plan is being implemented for various reasons, including the fact that all current seating agreements will expire at the conclusion of the 2026-2027 men's basketball season. These upcoming seat license expirations create opportunities for renewal, reassessment, and revenue to ensure long-term sustainability and fan engagement.

Agreements signed under the new seating plan will be for a five-year term, from the 2027-28 through the 2031-32 season. This plan will allow all current seat holders in the lower level and first four rows of the upper level to renew their seats and continue their support of Virginia Men's Basketball. Any available seats will be allocated for donors on the waitlist and new season ticket members to purchase, ensuring an electric atmosphere in JPJ.

This plan will also provide the Athletics Department with increased flexibility to raise the funds necessary for operating the basketball programs. Additionally, new seat agreements will help address the immediate needs of Virginia Athletics' mission to maintain competitive excellence in the ever-changing landscape of college athletics. Among these needs is covering the increased student-athlete scholarship bill which has more than doubled since JPJ opened in 2006.



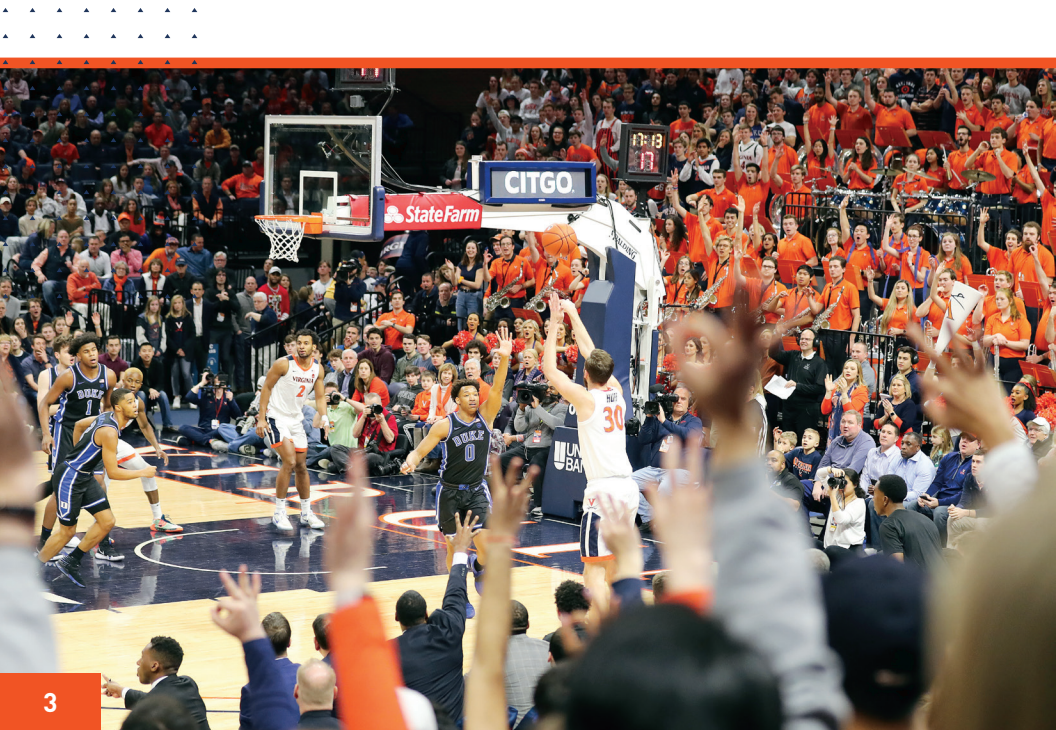
## OVERVIEW

All existing men's basketball season ticket members will be provided with the first opportunity to renew their seats under the new plan. The plan will also allow for new seat licenses for donors not currently holding one, and seat location changes, based on availability.

Equal payments will be due by December 31 of each year beginning in 2026. **Please confirm intent to the VAF by mailing back the interest form included in this packet, calling the VAF office at 434-982-5555, or by scanning the QR code on the back of the booklet.**

VAF Annual Fund gifts will continue to go toward athletics scholarships for UVA student-athletes while JPJ gift funds will be allocated to the basketball operational endowments, as well as the most immediate needs of the Athletics Department.

Your gift commitment will be separated into two allocations. 75% of your gift will go toward the Athletics Strategic Initiatives Fund and is not associated with benefits. The remaining 25% of your gift is directly tied to benefits and is not tax deductible. VAF does not provide tax advice, so you will need to check with your tax advisor.





## SEATING PROCESS

**Existing season ticket members** with seats located in the lower level and/or first four rows of the upper level of John Paul Jones Arena must indicate their intent to renew their five-year seat license beginning with the 2027-28 to 2031-32 men's basketball seasons no later than December 31, 2025. Please provide your intent to renew to the Virginia Athletics Foundation staff by one of the following methods:

- **Return by mail the included interest form.**
- **Submit the digital interest form that can be found by scanning the QR code on the back of the booklet, on [VirginiaAthleticsFoundation.com](https://VirginiaAthleticsFoundation.com), or via email for existing season ticket members.**
- **Call the Virginia Athletics Foundation at (434) 982-5555.**

**Prospective season ticket members** must indicate to the VAF their intent to acquire seats for the 2027-28 to 2031-32 men's basketball seasons no later than December 31, 2025, by one of the following methods:

- **Return by mail the included interest form.**
- **Submit the digital interest form that can be found by scanning the QR code on the back of the booklet, on [VirginiaAthleticsFoundation.com](https://VirginiaAthleticsFoundation.com), or via email for those on the waitlist.**
- **Call the Virginia Athletics Foundation at (434) 982-5555.**

The assignment process is prioritized based on JPJ gift amounts, cumulative VAF Priority Points, and available inventory. We encourage you to familiarize yourself with the pricing map in advance of this process.

Season tickets in the lower level and the first four rows of the upper level require a corresponding JPJ commitment based on location and a minimum Annual Fund contribution based on quantity of tickets. VAF donors are eligible to purchase up to eight tickets depending on gift level and availability. Making a qualifying donation for new season tickets does not guarantee that you will receive tickets as new assignments are based on available inventory during the allocation process. If two or more donors desire to select seats together, please see FAQ 20 on page 9 for more details.

Donors will receive an email notification in advance of their seat assignments and can accept or decline seats when their opportunity to select is presented. Should a donor not respond, they will forfeit their priority place in line and the initial offer will be rescinded. VAF staff will continue progressing through the interest list based on priority. If a donor later responds before the seat assignment process concludes, options will be presented based on the best available inventory. Timely response will help donors secure the best possible seating options based on priority status.

The VAF staff will be prepared to assist you over the phone or via email with this process.



# VIRGINIA MEN'S BASKETBALL

## 2027-28 TO 2031-32 FIVE-YEAR SEATING PLAN



**JPJ Gift Agreement**  
*payable over five years*  
**FIVE-YEAR PLAN**

UPPER END ZONE	UPPER CORNERS	UPPER SIDELINE	LOWER END ZONE	LOWER CORNERS	SIDELINE CORNERS	LOWER SIDELINE	FLOOR 2nd ROW	FLOOR 1st ROW
\$10k	\$12.5k	\$25k	\$30k	\$50k	\$62.5k	\$125k	\$150k	\$125k per seat

Season Tickets associated with JPJ Gift Agreements require Annual Fund contributions:

- 2 - \$3,500
- 4 - \$5,000
- 6 - \$15,000
- 8 - \$25,000

Upper Level excluding first four rows are Priority Season Tickets and do not require a JPJ Gift Agreement, but require Annual Fund contributions:

- 2 - \$100
- 4 - \$1,750
- 6 - \$5,000
- 8 - \$7,500



# SEATING PLAN FAQs

The Virginia Athletics Foundation (VAF), in conjunction with the Virginia Athletics Department, has finalized plans for men's basketball season ticket members to renew their seats once the current seat licenses expire following the 2026-27 season. This plan was developed based on data from the UVA School of Data Science, analysis of peer institutions, and discussions among the Athletics Department, the VAF, and the VAF Board of Trustees. Here are some Frequently Asked Questions related to the plan.

## General Questions

---

### 1. Is this a reseating of John Paul Jones Arena?

This is not a reseating of JPJ. The VAF is providing existing season ticket members the first opportunity to renew their seats per the new terms.

### 2. What is the goal of the 2027 men's basketball seating plan?

Gifts generated by the 2027 men's basketball seating plan will fund the Athletics Strategic Initiatives Fund. The goals of this are to:

- Allow our loyal season ticket members the opportunity to renew their seats in JPJ since 2006 seat agreements are expiring.
- Help endow the men's and women's basketball programs.
- Provide Virginia Athletics with the opportunity to maintain competitive excellence, including additional scholarship opportunities. Given the ever-changing landscape of college athletics, support from Virginia fans

and alumni is needed now more than ever.

### 3. Which seats are impacted by this plan?

All seats in the lower level, excluding seats in the student sections, and the first four rows of the upper level will be impacted by this plan.

### 4. How common is it for universities to introduce new seating plans?

Many schools implement new seating plans on a regular basis, with reseating being the most common approach. **This is not a reseating**, as season ticket members will have the first opportunity to renew their seats per the new terms. Several schools have recently implemented reseatings including Gonzaga, Penn State, BYU, Kansas, Pitt, Arkansas, Syracuse, and Tennessee.

### 5. Is any portion of the 2027 men's basketball gift tax deductible?

Your gift commitment will be separated into two allocations. 75% of the gift will go towards the Athletics Strategic



## General Questions Continued

---

Initiatives Fund and is not associated with benefits. The remaining 25% of the gift is directly tied to benefits and is not tax deductible. VAF does not provide tax advice so please check with a tax advisor.

**6. Can VAF accept payments from my Donor Advised Fund (DAF) or Qualified Charitable Distributions (QCD), and can I use my IRA to qualify as a QCD?**

Yes, your gift to the Athletics Strategic Initiatives Fund (refer to question 5) is not associated with benefits and, as such, will qualify as a charitable contribution.

**7. Do I have access to tickets for outside events if I make a 2027 men's basketball gift?**

All current men's basketball season ticket members will receive pre-sale ticket purchase opportunities for non-basketball events at JPJ. Seat locations will be determined based on venue setup and promoter requirements, but every attempt will be made to provide seats of similar quality. The number of seats available for purchase will be determined based on the event.

**8. If I don't have seats now, can I purchase seats?**

Yes, based on availability. Prospective season ticket members will have the opportunity to request seating beginning spring/summer of 2027 and will be based on availability and VAF Priority Points. Please contact the VAF at 434-982-5555 or [vafweb@virginia.edu](mailto:vafweb@virginia.edu), and a VAF representative will guide you

through the ticket acquisition process. You may also contact the VAF if you are interested in seats for the 2025-26 and 2026-27 seasons.

**9. What if I can't pay the gift required to retain my existing seats?**

VAF staff members are happy to work with you to find seating options commensurate with your desired level of support.

**10. How does my 2027 men's basketball seating plan gift affect my membership in the Sabre Society?**

Your gift provides resources to the Athletics Department in this ever-changing environment, and gifts of \$25,000+ will place you in, extend, or upgrade your stewardship level within the Sabre Society.

**11. How does the seating plan affect my men's basketball parking pass?**

As of the 2024-25 season, season ticket members who make the minimum \$1,750 Annual Fund contribution will have the first right to renew their existing parking location. If you want to change your parking location, you will have the opportunity to do so if there is availability in 2027. If you would like to discuss your parking location prior to 2027, please reach out to the VAF at 434-982-5555 or [vafweb@virginia.edu](mailto:vafweb@virginia.edu).

**12. Does this seating plan apply to women's basketball?**

No. This plan applies only to men's basketball seating.



## Payment and Process Questions

---

### 13. What is the payment plan for the 2027 men's basketball seating plan, and how does it work?

A payment plan offers VAF members the flexibility to spread payments out over one year or evenly over five years. Please contact the VAF if this is of interest at 434-982-5555 or [vafweb@virginia.edu](mailto:vafweb@virginia.edu), and a VAF representative will guide you through setting up a plan.

### 14. I currently support other areas, such as a Sport Enhancement Fund, an endowment, a capital project, etc. Do these other gifts count toward my 2027 men's basketball gift requirement?

No, gifts to other areas do not count toward a 2027 men's basketball gift

requirement. To acquire JPJ seats in the lower level and/or first four rows of the upper level, a 2027 JPJ gift is required as well as any required VAF Annual Fund gift.

### 15. How does the new seating plan impact my Annual Fund giving level?

Annual Fund giving level requirements will remain the same through the 2027-28 season. Annual minimum requirements may vary by account based on quantity of tickets and/or parking for other sports. Should you wish to increase your ticket and/or parking quantity, your required giving level may change.

## Seat-specific Questions

---

### 16. How many seats can I purchase?

The number of seats a season ticket member is eligible to purchase is based on one's VAF Annual Fund giving level. For more information on the VAF giving levels required to purchase a varying number of tickets, view the VAF's Giving Levels & Benefits chart on our website.

### 17. How can I improve my opportunity to acquire better seats?

The VAF will prioritize existing season ticket members and those who are interested in acquiring new season

tickets based on one's desired JPJ gift amount and Priority Points. The best way to improve your seat location is by making a gift to the Annual Fund and/or becoming a Sabre Society member. To learn more about how VAF Priority Points are calculated, visit [VirginiaAthleticsFoundation.com](http://VirginiaAthleticsFoundation.com). For information on ways to better position yourself with Priority Points, please contact VAF at 434-982-5555 or [vafweb@virginia.edu](mailto:vafweb@virginia.edu).

### 18. What seating opportunities are available if I am not interested in acquiring a JPJ seat license?

## Seat-specific Questions Continued

---

In the 300 level, there is limited availability in rows E through BB. Season ticket members who renew their existing upper level tickets in these areas will have the opportunity to view availability using the online selection process tool in summer 2027. Seats in the upper level of JPJ, rows E-S, make up the Priority Seating area. Members with seats located in these areas must maintain a VAF Annual Fund giving level that corresponds with the number of priority seats purchased. Seats in the upper level of JPJ, rows T and above, make up the Non-Priority area. All season ticket members have the first right to renew their seats annually. Beginning with the 2022-23 season, a policy that required an annual “per seat” contribution for seats in the upper sideline (\$50) and upper end zone (\$25) sections was implemented. Accounts with preexisting Non-Priority seats that change locations and/or

add seats within this area, as well as new season ticket members that acquire Non-Priority seats, must maintain the corresponding per seat donation annually.

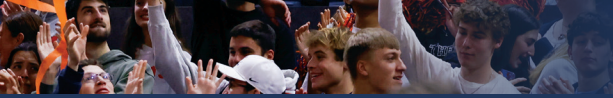
### **19. What ADA accessible seating options are available during the seating process?**

Accessible seating options are located throughout JPJ. Existing ADA seat holders will have the first right to renew with any new ADA seating requests being placed in priority rank order for allocation upon meeting the 2027 men’s basketball giving requirements.

### **20. What can I do if I want to pick seats with a friend or group of friends?**

You are welcome to purchase tickets with a group of friends. If two or more season ticket members want to select seats together, they must wait until the appointment time of the donor account with the lowest cumulative VAF Priority Point total.





# IMPORTANT DATES & DEADLINES

---

- **MID-JULY OF 2025**  
2025-26 MBB season ticket renewal deadline
- **DECEMBER 31, 2025**  
2027-28 five-year opt-in agreement deadline
- **SPRING/SUMMER 2026**  
2026-27 MBB season ticket assignment process
- **DECEMBER 31, 2026**  
First payment due for five-year payment plan option
- **SPRING/SUMMER OF 2027**  
2027-28 MBB season ticket assignment process

\*Dates are subject to change



VIRGINIA				NC STATE			
PTS	0	0	0	18:08	0	0	0
FG	0	0	0	BONUS	0	0	0
SPT	0	0	0		0	0	0
FT	0	0	0	TOL 4 FLS 00		0	0

**UNITED BANK**



**VIRGINIA  
ATHLETICS  
FOUNDATION**

[434] 982-5555 | [VirginiaAthleticsFoundation.com](http://VirginiaAthleticsFoundation.com) | [vafweb@virginia.edu](mailto:vafweb@virginia.edu)

[VirginiaAthleticsFoundation](https://www.VirginiaAthleticsFoundation.com) [UVA\\_VAF](https://twitter.com/UVA_VAF)