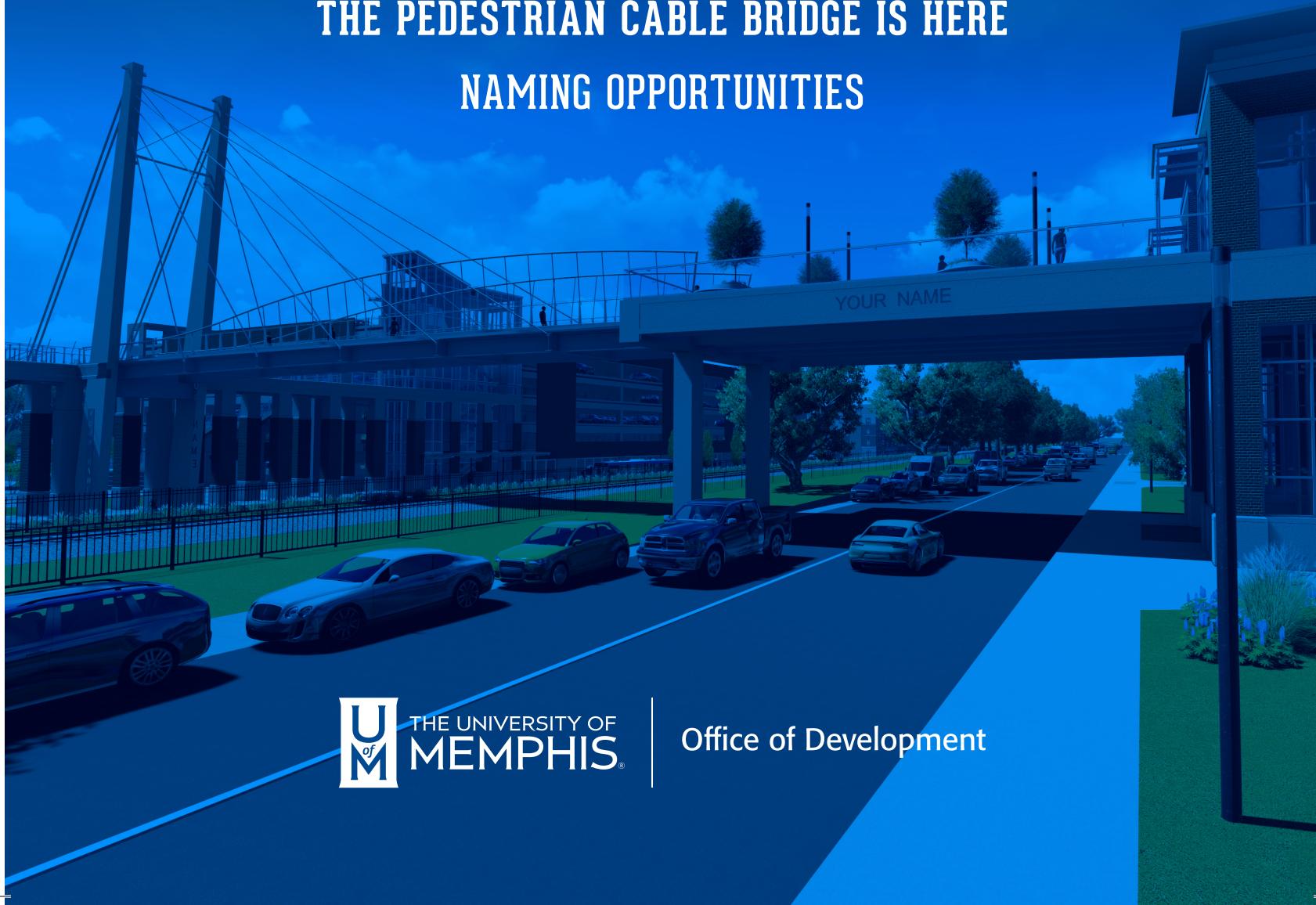




THE PEDESTRIAN CABLE BRIDGE IS HERE
NAMING OPPORTUNITIES



THE UNIVERSITY OF
MEMPHIS®

Office of Development



THE PEDESTRIAN CABLE BRIDGE IS HERE

ON THE RIGHT TRACK

We're On the Right Track to establish a new tradition and a new campus culture at the University of Memphis. From the very beginning, the train tracks near Southern Avenue have been a vital part of our campus. Thousands of students, faculty and staff cross the tracks each day making this area the Southern Avenue Gateway.

Over the next three years, the Southern Avenue Gateway will transform to become a campus spotlight with \$50 million in new construction and renovations. This project will make the UofM a safer, more pedestrian-friendly campus while adding modern amenities that will create a bustling new hub for student life for years to come.



THE FOCAL POINT OF THE SOUTHERN AVENUE GATEWAY

PEDESTRIAN CABLE BRIDGE

The focal point of the Southern Avenue Gateway will be the long-awaited Pedestrian Cable Bridge over the railroad tracks. The bridge's beautiful design will span above Walker, Southern and the tracks to seamlessly connect the main campus. No longer will students have to wait for the train to pass to make it to class on time.

At night, the bridge will shine with LED lighting to highlight the cables and create a beautiful addition to the campus skyline.



A NEW SPACE FOR STUDENTS TO GATHER

AMPHITHEATER AND ALUMNI MALL

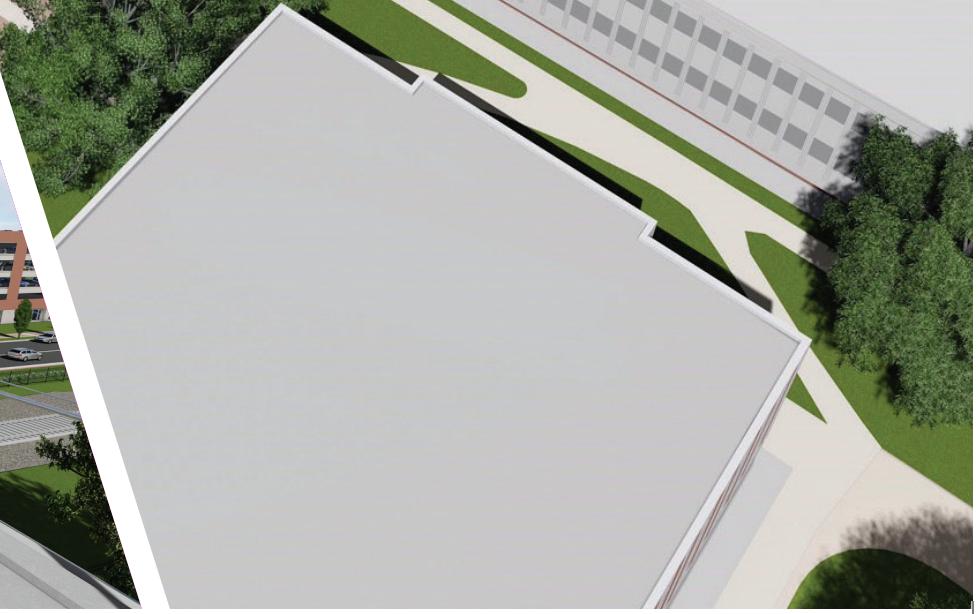
The extended lawn of the Alumni Mall has been the perfect backdrop to many campus events over the years. Its prime location in front of the Administration Building and the high-traffic University Center makes it an easy space for students to gather for everything from pick-up soccer games to welcome events for freshmen at the beginning of each academic year. To enhance the student experience, we will make over the mall and construct an outdoor amphitheater that will begin at the base of the Pedestrian Cable Bridge. This new space includes grassy seating areas and space for performances. Other upgrades to the Alumni Mall will include improved landscaping, new benches and pedestrian walkways for ease of access across each side.



A BEAUTIFUL CONNECTING POINT

ECHLES STREET PEDESTRIAN WALKWAY/SOUTH PLAZA

Much of the Southern Avenue Gateway makeover surrounds Echles Street, including the new garage and the Center for Wellness and Fitness. To make the area more pedestrian friendly, Echles Street will be converted to a pedestrian walkway featuring a beautiful student plaza outside of the Center for Wellness and Fitness. The plaza will include pedestrian seating areas and landscaping.



NAMING OPPORTUNITIES

This is an incredible opportunity for you to make your mark on campus history and culture. Make a gift in your name or in recognition of someone you would like to honor.

Donor Wall | \$1,000 or more

The amphitheater will be the backdrop for many student events, making it an ideal location to thank generous donors like you who make a gift of at least \$1,000.

Tiger Paw Pavers | \$4,000

Tiger Paw Pavers will be an eye-catching feature along the deck of the Pedestrian Cable Bridge. This cement paw design gives you a way to showcase your dedication to the UofM (40 available).

Columns | \$10,000

The columns of the Pedestrian Cable Bridge will line Southern Avenue and the Student Plaza making them visible to pedestrians and drivers alike (20 available).

Seat Walls | \$20,000

These grassy seating areas are a focal point of the amphitheater. Each year, they will host thousands of students for casual study sessions and special events (6 available).

Monumental Staircase | \$25,000

The Monumental Staircase will be a prominent design feature adjacent to the new garage and overlooking the Student Plaza.

Landing Bridge Area | \$25,000

On the north end of the bridge, the deck will widen into a landing area where it overlooks the Amphitheater.

Student Plaza | \$75,000

This landscaped courtyard space located at the southern base of the Cable Bridge between the new garage and the Center for Wellness and Fitness will provide students with an area to gather.

Alumni Mall | \$150,000

This green space located in the heart of campus, stretching from the Administration Building to Walker Avenue, hosts annual UofM student events throughout the year. Many of the University's signature campus events including Welcome Week and Homecoming activities are held on the mall.

Amphitheater | \$250,000

The Amphitheater is one of the most exciting components of the Southern Avenue Gateway improvements. This area will be the focal point of the Alumni Mall, providing an outdoor arena for student events, showcases and social gatherings.

Pedestrian Cable Bridge

The Pedestrian Cable Bridge will change the face and character of the University of Memphis and will be highly visible from points across campus.

