

# Duke University Libraries Partnership with Duke Athletics

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ALADN 2015

San Diego, CA

April 19-21, 2015

# THE CHRONICLE OF HIGHER EDUCATION

May 12, 2011 by [Libby Sander](#)

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## Duke Athletics Will Donate Part of Ticket Sales to Library

Deborah Jakubs, vice provost for library affairs at Duke University, was at a dean's retreat one Saturday in February when she fell into conversation with the university's athletic director, Kevin White. The two agreed that they should find a way to connect their worlds.

A few weeks later, Jakubs got a phone call from athletic officials—who had been contemplating where to invest in the academic side of the university—with a proposal. What if the Blue Devils donated \$1 from every ticket sold at home sporting events to a special fund for the library system?

"I couldn't find anything not to like about it," Jakubs said in an interview on Thursday. "I think it's a great step forward."



# Joint announcement by Athletics and the Libraries

“The backbone of all great universities is a strong library system. As the Department of Athletics developed plans to invest in the larger institutional mission, the library system became the clear and appropriate benefactor. Our excitement about this partnership cannot be overemphasized.”

*Kevin White, Duke University Vice President and Director of Athletics*

“From now on, when you show your support for the Blue Devils, you’re also supporting every school, academic department, faculty member, and student at Duke. The Duke Athletics Library Fund is a perfect example of the kind of innovative thinking that makes Duke a top-ranked academic institution.”

*Deborah Jakubs, Rita DiGiallonardo Holloway University Librarian and Vice Provost for Library Affairs*



# Alabama 62, Duke 18 Sept. 18, 2010\*



\* 20,000 Alabama fans bought Duke football season tickets in 2010 just to attend this game!



# Blurb on the back of every ticket

For every ticket purchased with Duke Athletics, \$1 will go towards the Duke Athletics Library Fund to enhance the resources of Duke University Libraries and the Duke community.



**A Home Away from Home**  
The Ronald McDonald House of Durham provides a loving home for over 1,200 families a year. For a donation of \$10, you can support a family stay for one night. To donate or to find out more ways you can help, please visit our website at [www.ronaldhouseofdurham.org](http://www.ronaldhouseofdurham.org) or call 919.286.9305.

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## DUKE UNIVERSITY LIBRARIES

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Weldon, Williams & Lick ©

**WALLACE WADE STADIUM**  
This ticket may not be sold, except by authorized personnel. Unauthorized sale of tickets will result in loss of ticket purchasing privileges. NO REFUNDS OR EXCHANGES. Ticket holder agrees to abide by stadium and University policies. NO FOOD OR BEVERAGES OF ANY TYPE MAY BE BROUGHT INTO THE STADIUM. Duke University reserves the right to change the date and time of any game during the 2012 season without notice. THE ATHLETIC DEPARTMENT IS NOT RESPONSIBLE FOR LOST, STOLEN, OR DAMAGED TICKETS.

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# Duke Magazine advertisement

## A Great Library is like a Stadium of the Mind



**Johndre Bennett**  
Freshman, Wide Receiver

**Mackenzie Sovereign**  
Sophomore, Quarterback

**Emmanuel Watkins**  
Sophomore, Linebacker

**Teddy Force**  
Senior, Offensive Tackle

**Elizabeth Dunn**  
Research Services Librarian  
Rubenstein Library

### CRAZY SMART

A great library is like a stadium of the mind. It's where the game of knowledge is played, problems are tackled, and the best mental moves go down in the books.

The next time you attend a Duke sporting event, check the back of your ticket. For every ticket sold to regular season home games, Duke Athletics will donate one dollar to the Duke University Libraries.

When you show your support for the Blue Devils, you're not just rooting for these guys. You're helping us make big plays for the entire Duke community, like the upcoming renovation of the David M. Rubenstein Rare Book & Manuscript Library.

That's not just smart. That's crazy smart.

Go for the big play. Support Duke University Libraries.

[library.duke.edu/crazysmart](http://library.duke.edu/crazysmart)

**DUKE UNIVERSITY**  
**LIBRARIES**



# Applicability

- Must have an Athletics Department that sells tickets to sporting events
- Negotiations need to be at senior level
- Invested in each others' success
- Great public relations for Athletics, which are greatly valued, but often controversial
- Funds don't come out of pocket of Athletics Department, but from ticket holders
- Opens the door for additional partnerships

