

THE CAP AND GOWN CLUBHOUSE 100TH ANNIVERSARY CAMPAIGN



New Clubhouse Design &
Naming Opportunities

*Whenever I enter this club,
I feel happy inside.*

Herman A. Heydt, Jr. '29



Your gift to the Cap Campaign is tax deductible and will be matched 50% by the 1891 Matching Pool.

Dear Fellow Club Member,

Cap alumni tell us that many of their best times and best friends at Princeton came from their Cap experience. Times change in many ways, but the undergraduate Cap members of today share the same camaraderie and friendship that we did in our day.

But club membership has grown over the years to keep up with the economics of rising costs. To break even, the club now has 170 undergraduate members which strains our historic clubhouse. For example, students move the living room furniture aside to dance in the living room. The dining room often serves up to 200 students a night, but only has seats for 110 at a time.

Cap is as popular as any club on the Street, but smaller than most. The goal of the Cap campaign is to add a new dining room and new tap room to accommodate the needs of today's higher membership. Another goal is to improve the energy-efficiency of the club. We will be replacing our old steam heating system with a new geothermal heating/cooling system for the entire club.

We are asking all of our loyal Cap alumni to support this important campaign in whatever way possible. Broad-based participation is as important as any individual gift. We'll reach our \$5 million goal if we all pitch in.

The club has had only one small capital campaign in the past 100 years, and that was more than 30 years ago. Ivy, Cottage, and Tiger Inn have all launched capital campaigns to upgrade their facilities. This makes the need for Cap to "compete" even more urgent if we want Cap to continue to provide an exceptional social experience for today's Princeton students.

Your donation to the campaign is tax deductible and will be matched 50% by the 1891 Matching Pool. The matching funds can be counted towards naming opportunities, so consider that as you look over the naming opportunities at many levels.

It's easy to give. Just send an email to capandgownclub@gmail.com with the amount of your pledge or donate online at www.capandgownclub.org.

Please take the time to give to the campaign today.

Best regards,

Royce N. Flippin, Jr. '56
Campaign Co-Chair

Thomas F. Fleming, Jr. '69
Campaign Co-Chair

100th Anniversary Wing

The major improvement to the Cap and Gown clubhouse will be a new two-story addition designed to complement the Norman Gothic style of the original building. It will include a double-height dining/multi-purpose room and a lower level tap room. Exterior balconies will overlook a new outdoor terrace.

Naming Opportunity: \$1 million



Sustainability Fund for the Clubhouse

Our architects have award-winning experience in sustainable design, and we are using the LEED checklist to evaluate the site plan, our water efficiency, the materials and resources we use, indoor air quality, electrical controls and lighting, and our new heating and cooling systems. The current heating system needs to be replaced, and we will be replacing it with a geothermal (ground-source heat pump) heating and cooling system for the entire clubhouse. ***If you are interested in making a pledge to support the sustainability fund for the club, please email us at capandgownclub@gmail.com.***

Naming Opportunities



Connect-to-Cap Commemorative Walkway

All Cap members who contribute \$1,000 or more will have a named brick in a special walkway as part of the new back terrace. This walkway will be a tribute to the broad-based support from so many Cap members who have made the expansion and renovation of Cap a reality.

Naming Opportunity: \$1,000

A Personal Memorial Plaque Placed in the Club

A personal plaque is a very special way to remember an individual or family. We will work with you to find the most appropriate place in the club for your plaque.

Naming Opportunity: \$100,000

Cap Section Plaque

Cap sections that raise \$100,000 or more can be honored with a section plaque recognizing their generosity to the campaign. This commemoration can include the class faceboard or other section photo if it is available or provided.

Naming Opportunity: \$100,000

Tribute to the Women of Cap

Cap Women, give \$100 or more to the campaign to be included in a tribute to Cap women. Cap and Gown was one of the first clubs to open its doors to women after the University went coed in 1969. Cap has been a leader in electing women presidents—Dayna Federici '01, Lizzie Biney-Amisah '04, and Briana Bennett '05—and in many other ways!

Naming Opportunity: \$100

Outdoor Bench

With a gift of \$15,000, you can have a beautiful bench as a named gift opportunity. Benches are wonderful places to sit and reflect on all the great memories of our good times and friends at Cap.

Naming Opportunity: \$15,000

New Dining Room Chair

We will be selecting new chairs to complement our new dining room. The dining room is where we all ate meals three times a day (or at least those of us who made it to breakfast). For a gift of \$5,000, you can have one of the new chairs named on your behalf.

Naming Opportunity: \$5,000

100th Anniversary Plaque

Donate \$100 or more and your name will be listed on the 100th Anniversary Plaque for the campaign.

Donor names will be listed alphabetically by section. Everyone will want to be included on this plaque when it is unveiled!

Naming Opportunity: \$100

First Floor



New Dining and Multipurpose Room

The Class of 1973 is raising the funds to name the new dining room for their section. A generous lead gift to kick off this effort has been made by Tom Edelman, Burke Ross, Jamie Murphy, Ben Guill, Todd Rulon-Miller, Peter Flynn, Joe Klutz, Robert Cotter, Alex Mason, Tim Johnson, and Buff McClure.

Naming Opportunity: \$750,000

New Servery

The new servery will be located in the original building, but it will be redesigned and renovated. It is a central feature of our dining service and a very high priority for improvement.

Naming Opportunity: \$250,000

Original Dining Room

David Blair '67, a member of the Cap and Gown Board of Trustees, has provided a generous donation to name the original Cap dining room.

Living Room

The Class of 1969 is raising the funds to name the living room for their class. With the new expansion, students will no longer have to hold their dances in the living room, and it can be restored and maintained solely as a living room.

Naming Opportunity: \$500,000

Main Entrance Hall

This is where we greet old and new friends and look over the faceboard of the current undergraduate members.

Naming Opportunity: \$250,000

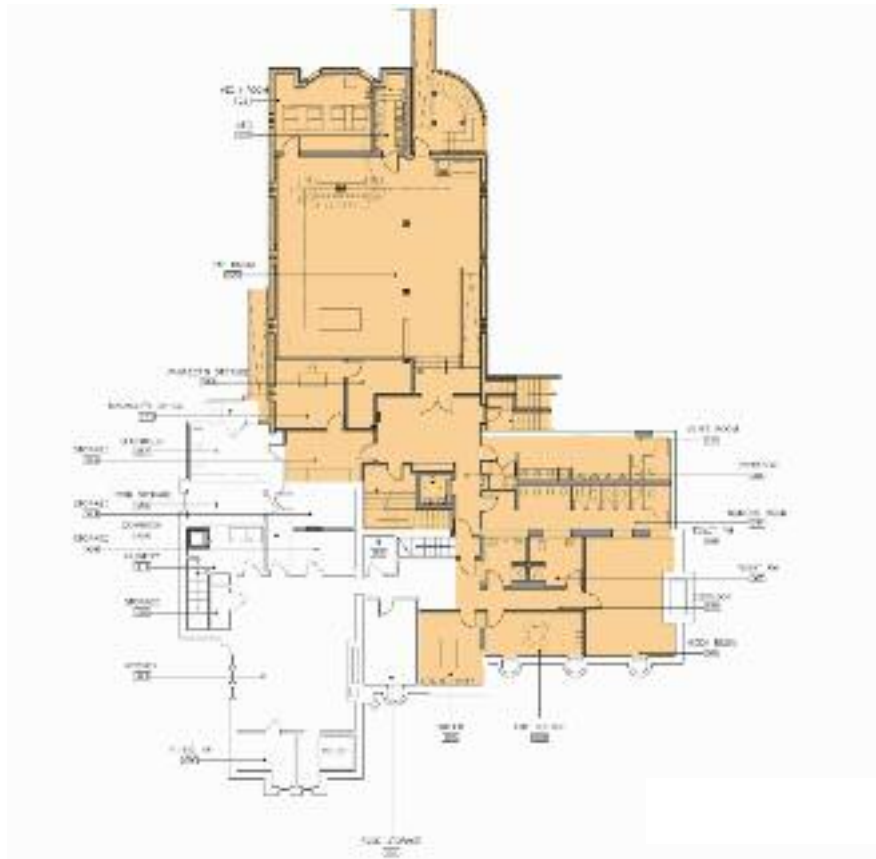
Sunporch

The sunporch is the location of Cap's most famous quote by Herman A. Heydt, Jr. '29, "Whenever I enter this club, I feel happy inside."

Naming Opportunity: \$200,000



Lower Level



New Tap Room

Cap members may have a certain nostalgia for the old tap room, but that will fade quickly with the addition of a much larger new tap room in the lower level of the new wing. Windows will add light in the daytime, and an exterior door will provide easy access to the new outdoor back terrace.

Naming Opportunity: \$250,000

New Tap Room Bar

A new bar will be the centerpiece of the new tap room. This will be the place where Cap members will want to hang out with friends over a Coors beer, in tribute to our Cap member William K. Coors '38.

Naming Opportunity: \$150,000

New Staircase

A new staircase will help link the new and old sections of the building and ease the flow of traffic in and out of the building.

Naming Opportunity: \$150,000

New Manager's Office

Our club steward, Dennis Normile, who celebrates his 30th year with Cap this year, will finally have a much-needed new office in the lower level of the new wing. This is an opportunity for an individual or a section to show Dennis how much we appreciate his dedication to Cap.

Naming Opportunity: \$50,000

Second Floor

Billiards Room

Cap members, friends, and family always enjoy playing a game of pool after football games or late in the evening. The billiards room is one of the loveliest rooms in the club with windows on three sides and a large window seat.

Naming Opportunity:
\$500,000

Billiards Windowseat

This comfortable niche in the billiards room is a great place to sit with friends and watch the activity on Prospect Avenue.

Naming Opportunity: \$50,000

Billiards Table

Commemorate your days and nights of playing pool at Cap with an engraved plaque on one of Cap's pool tables.

Naming Opportunity: \$50,000

Library Fireplace

The library is one of the most comfortable places in the club and the fireplace is a central part of the room, flanked by bookcases filled with classic texts.

Naming Opportunity: \$250,000

Computer Room

The second floor computer room (the old TV room for some of us), is the technological hub of the club today. Students use this room to study, check their email, and print reading assignments

Naming Opportunity: \$150,000

TV Room

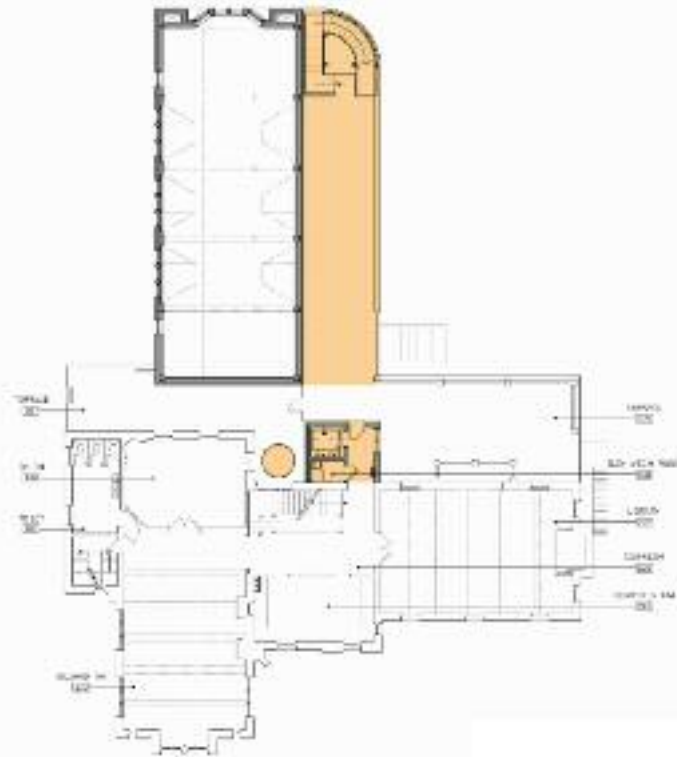
The TV room, with its stadium seating, is the place where students relax together watching sports, movies, and late-night shows.

Naming Opportunity: \$150,000

Second Floor Ladies' Room

The second floor ladies' room is a refuge away from the noise and bustle of parties, but is long overdue for a renovation.

Naming Opportunity: \$50,000



Exterior Spaces



Connect-to-Cap Commemorative Walkway

All Cap members who contribute \$1,000 or more will have a named brick in a special walkway as part of the new back terrace.

Naming Opportunity: \$1,000

New Back Terrace

The Classes of '74 and '75 are raising the funds to name a new back terrace in memory of Ralph Stanley '74, Artie Schoen '75, and Phil Hooper '75. This beautiful new bluestone terrace will be a wonderful place to gather any time the weather is mild, such as after football games and the P-rade.

Naming Opportunity: \$250,000

New First Floor Balcony

A new outdoor balcony will overlook the back terrace and provide a vantage point to look out over all the activity in the back yard.

Naming Opportunity: \$150,000

New Exterior Staircase

A new exterior spiral staircase will connect the upper and lower levels of the new wing.

Naming Opportunity: \$125,000

Side Terrace

The side terrace of Cap along Roper Lane is a quiet space for cocktails and conversation.

Naming Opportunity: \$200,00

Second Floor Porch

The second floor porch is the place to be on a warm day to catch a few rays of sun.

Naming Opportunity: \$150,00

New Second Floor Balcony

A second floor balcony will provide a wrap-around extension added to the current second floor porch.

Naming Opportunity: \$125,000

Tailgate Area

The Class of '56 has been holding their tailgates behind Cap for many, many years. They are raising the funds to name the tailgate area for their class.

Naming Opportunity: \$75,000

Cap and Gown Capital Campaign Pledge Form

I, _____, Class of _____ pledge a total of \$ _____ for the Cap and Gown Capital Campaign. I understand my gift will be matched 50% by the 1891 Matching Pool and that my pledge amount, plus matching funds, is eligible for both an individual and a section naming opportunity.

- My gift is to the Princeton Prospect Foundation—Cap and Gown Campaign Fund, a 501(c)(3) organization, which I understand is tax deductible to the extent permitted by law.
- My gift is an unrestricted gift to the Cap and Gown Club which I understand is not tax deductible.
- I would like my gift to be anonymous.
- I am interested in the following naming opportunity
_____.
- I would like to give this gift in memory/honor of
_____.

I wish to pay my pledge as follows:

- A one-time gift of \$_____.
- My check for \$_____ is enclosed.
- I would like to pay by VISA/Mastercard. *Please call Valarie Bay at 908-859-6421.*
- I will pay in _____ annual payments, starting _____ and ending by 12/31/12.
- I wish to donate securities. Please provide me with instructions.
- My gift includes \$_____ of company matching funds. My company matching form is attached.

Signature

Date

Address

City, State, Zip

Phone

Email

Please return this form to:

The Cap and Gown Capital Campaign Fund, P. O. Box 1448, Princeton, NJ 08542
For further information, please call 609-258-0799 or email capandgownclub@gmail.com.

Donate Online

Tax deductible donations to the Cap Capital Campaign can be made by going to the Cap website at www.capandgownclub.org and selecting the link to "Donate Online to the Cap Campaign."

Your gift to the Cap Campaign is tax deductible and will be matched 50% by the 1891 Matching Pool.

3 Easy Ways to Give

1. Email us at capandgownclub@gmail.com

and tell us how much you'd like to pledge.

2. Send a check

Make your check payable to: The Princeton Prospect Foundation—Cap and Gown Capital Campaign Fund
and mail to: The Cap and Gown Capital Campaign Fund, PO Box 1448, Princeton, NJ 08542.

To make a pledge that can be paid over time, return the pledge form in this brochure.

3. Donate Online

Tax deductible donations to the Cap Capital Campaign can be made by going to the Cap website at www.capandgownclub.org and selecting the link to "Donate Online to the Cap Campaign."

**To discuss the campaign and named gift opportunities
please contact us directly at:**

Royce Flippin '56, Campaign Co-Chair
Phone: 732-613-0330
Email: royce@flippinassociates.com

Tom Fleming '69, Campaign Co-Chair
Phone: 203-625-0537
Email: tff@parkhillcapital.com

Lisa Schmucki '74, Communications
Phone: 908-407-2755
Email: lisaschmucki@gmail.com



THE CAP AND GOWN CLUB CAPITAL CAMPAIGN FUND

PO Box 1448, Princeton, NJ 08542 | Phone: 908-797-8459 | Email: capandgownclub@gmail.com
Website: www.capandgownclub.org