



CASSELL COLISEUM RENOVATION PROJECT

Hello Hokie Nation,

I hope this letter finds you all safe and healthy and eagerly anticipating the future of Virginia Tech Athletics. With your help, our successful future can begin now!

Cassell Coliseum stands as an iconic part of the Virginia Tech campus, and for many of you, this building is the home of some of your fondest Virginia Tech memories. We feel that this is the time to make Cassell even better by providing many enhancements for the athletics department, student-athletes, and especially our supportive fan bases of our four teams which compete in the coliseum. The plans detailed in this document show how we want to maintain the traditional and iconic look of Cassell, while also renovating to set the course and make memories for generations to come.

The programs that compete in Cassell Coliseum have great momentum behind them — from the recent successes of men's basketball and wrestling to the consistent improvement of women's basketball and volleyball. With these renovations, we will continue to recruit high-caliber student-athletes, create a fan-friendly environment with enhanced amenities, and have the best home court advantage in the ACC.

Go Hokies,

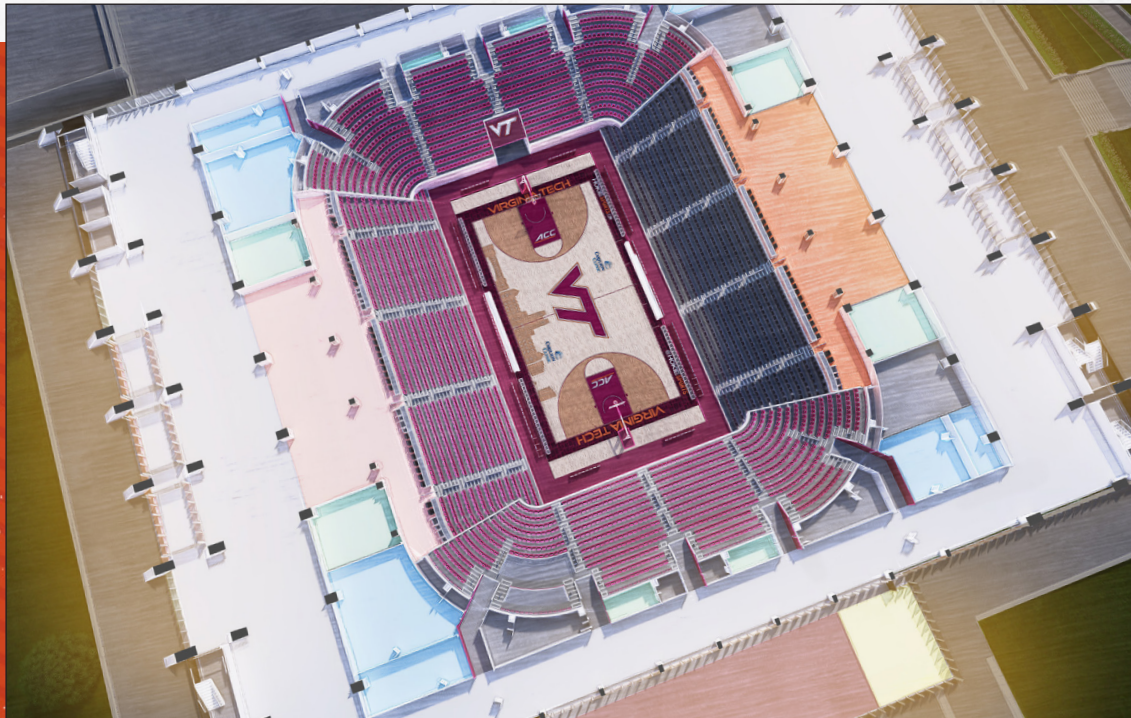
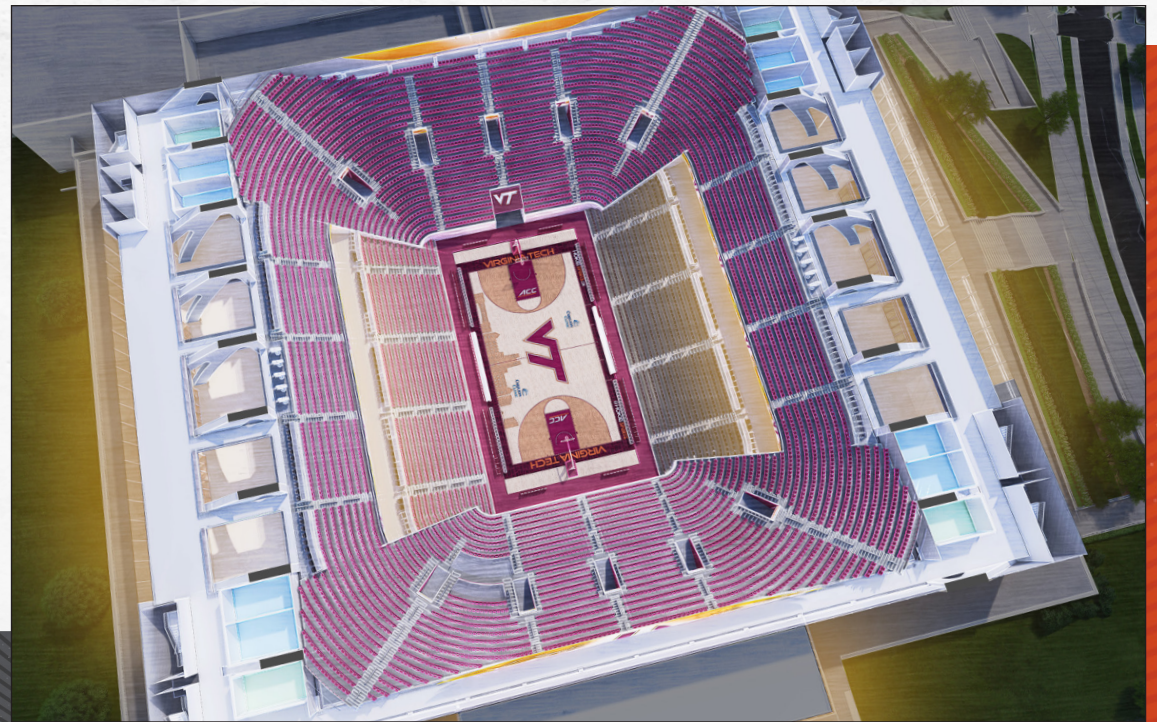
Whit Brocchini
Director of Athletics



THE NEW CASSELL

Anchoring the south end of Dietrick Lawn, Cassell Coliseum has served as the front door to athletics from the heart of campus since its opening in 1962 and is an important hub of both daily and gameday activity at Virginia Tech. Modernization of Cassell will enhance the gameday environment for fans and athletes alike, while preserving the personality and brand of the building for future generations of Hokies.

UPPER CONCOURSE



OBJECTIVES

- Maintain Cassell's home-court advantage and reputation as one of the most difficult competition venues for visiting teams in the Atlantic Coast Conference
- Increase premium seating and fan experience opportunities through unique viewing and gathering spaces
- Enhance comfort for all patrons by modernizing fan amenities throughout the coliseum.

MAIN CONCOURSE

HOME TO VIRGINIA TECH MEN'S BASKETBALL

“ I am elated that we are taking the next steps in a place I have been fond of for as long as I can remember. Cassell Coliseum has meant so much to not only me, but this community as well, and I am excited to see what the finished product will look like. I can hardly wait.

MIKE YOUNG
HEAD COACH, MEN'S BASKETBALL





THE NEW NORTH

The new, expanded main concourse and upper concourse will be set behind the iconic structural arch at the front of Cassell and will introduce transparency at the main concourse level while emphasizing the buttresses as they meet the ground. This dramatic form will allow for visibility into the building, on three sides, highlighting activity within.

A new student club area will be added on the north exterior of the building, giving the Cassell Guard a dedicated zone to gather before events. Alongside this student zone will be a new Hokies Sport Shop, increasing both the square footage for the store and its visibility. This new location will be accessible from outside of Cassell, allowing it to serve the public year around.

HOME TO VIRGINIA TECH VOLLEYBALL



This enhancement to Cassell will greatly impact our beloved fanbase and will have them enjoying high-level volleyball in a comfortable, state-of-the-art arena. This also will attract elite recruits and will greatly engage how much better the student-athlete experience will be at Tech.

MARCI BYERS
HEAD COACH, VOLLEYBALL





A new West Entrance will continue to serve as the primary entrance for fans from Beamer Way and the adjacent parking lots. From the outside, the new entrance will be visibly inviting to visitors as they enter Cassell.

The new entrance will blend with current athletic buildings and introduce a landscaped point of arrival, with a ramp system directing fans to the outdoor plaza and concourse level, providing an aesthetically pleasing and welcoming view.

With an expansion of the concourse space toward Beamer Way, fans visiting during the winter months will be able to get out of the elements, as they wait to enter the arena.

In addition, the relocation of the ticket office will provide an added convenience for the fanbase, as the majority of fans who enter into the coliseum do so from the west side. The new ramp system will provide our ADA fans with a more accessible path into Cassell Coliseum.

THE NEW WEST

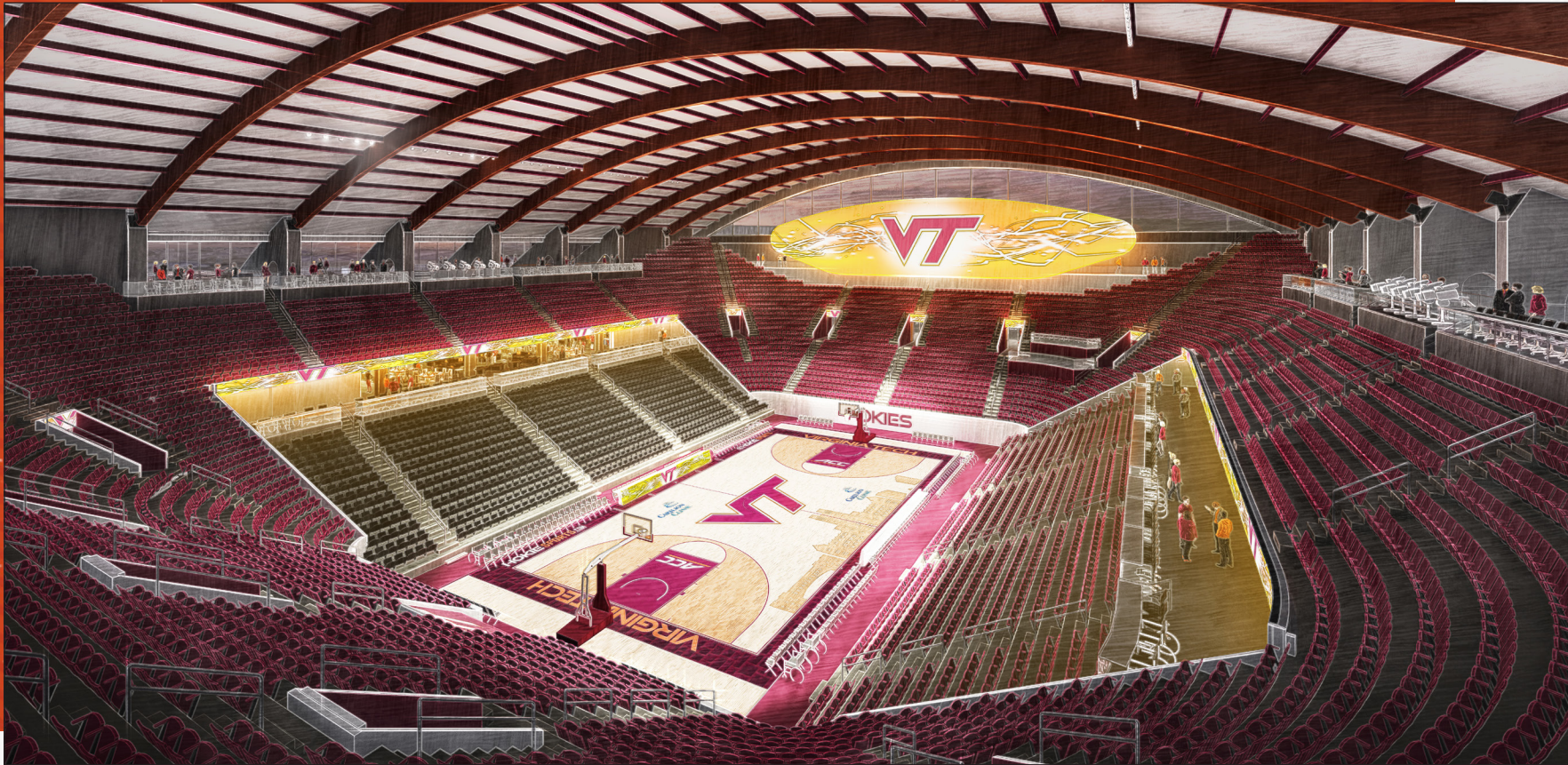
HOME TO VIRGINIA TECH WOMEN'S BASKETBALL

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I've been to a lot of arenas across the country over the years, but nothing compares to that feeling of walking onto the court at Cassell Coliseum. It truly is a special place, and it's our home. The support we get from Hokie Nation every night is second to none, and we can't wait for this project to get underway.

KENNY BROOKS
HEAD COACH, WOMEN'S BASKETBALL





THE NEW BOWL

Upon entering the arena of Cassell Coliseum, visitors will be greeted with an eye-catching updated, modern look to the venue — one that still maintains the charm and atmosphere that fans have come to love and opponents have come to fear.

Renovations will maintain Cassell's intimacy while adding premium seating areas and visibility between the bowl and concourses. These bowl improvements will also greatly enhance the distribution of ADA seating throughout Cassell.

A new second level concourse will provide restrooms and concessions for fans sitting in the upper sidelines, lessening travel distance to many seats from fan amenities.

Above the student seating, a walkway will connect the new upper concourses for ease of travel around the coliseum. This space will also serve to support a unique videoboard that will flow with Cassell's existing form while still allowing natural light from the exterior.

An open food court will welcome fans and feature enhanced concession options, space for gameday activations, and more. The enlarged lower concourse and the added upper concourse will allow for an easier flow of traffic on gamedays.

HOME TO VIRGINIA TECH WRESTLING



“Cassell Coliseum is a special place to call home. As a program, we are always looking for new ways to improve the experience for both our student-athletes and our fans. I am excited that this renovation will continue to do just that.”

TONY ROBIE
HEAD COACH, WRESTLING

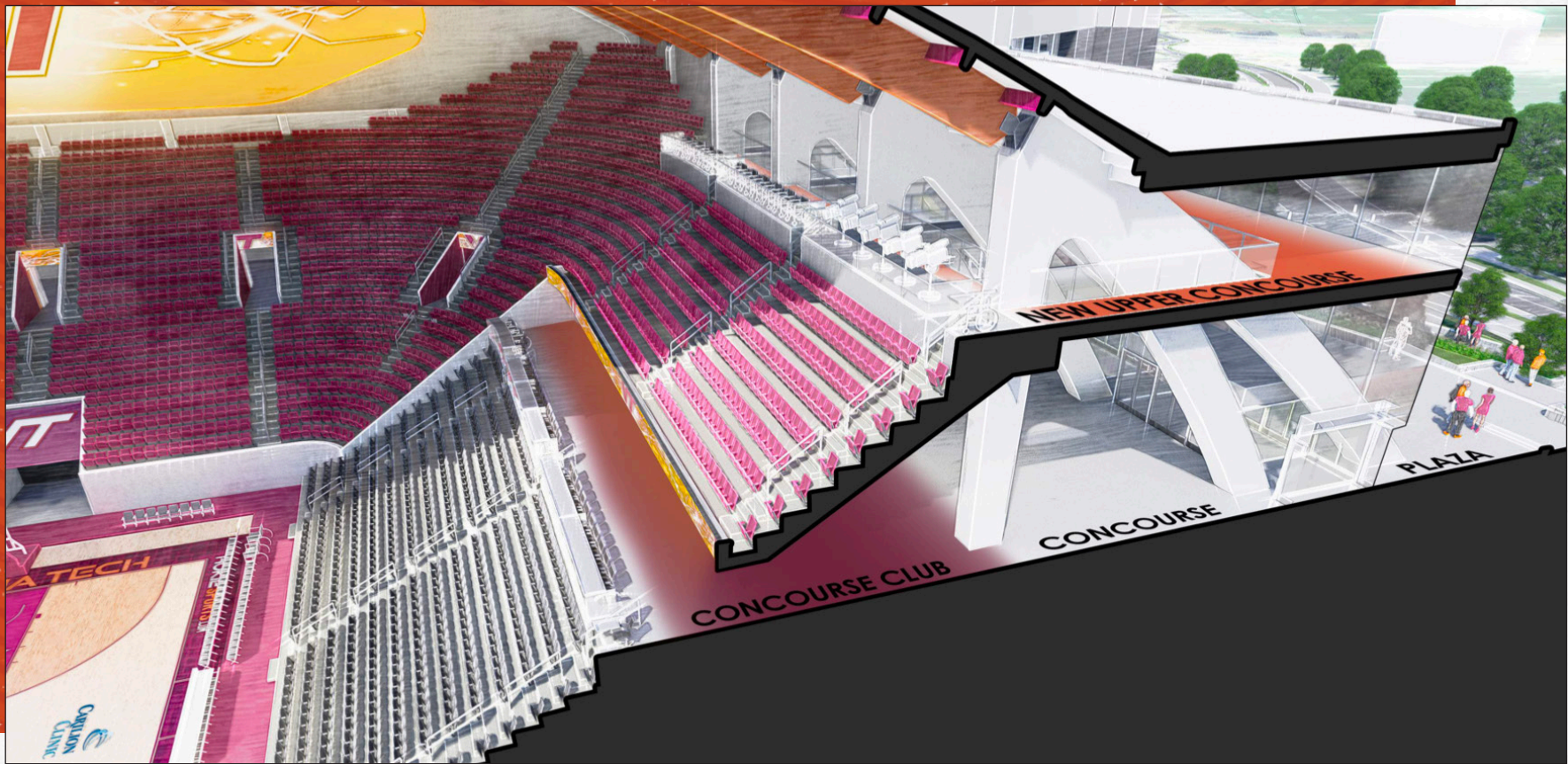




A waiting list for Courtside at Cassell has created a need for more premium seating within the venue. This renovation will meet that need, with an updated design that provides more options for donors, including added suites and a brand new club area. These added spaces will also allow for many of the same amenities that suite and club seat holders have become accustomed to in Lane Stadium.

The new main Concourse Club will provide a premium product unlike any other previously offered at Cassell Coliseum. This club area contains dedicated club seating, loge seating, a club lounge, and dedicated food and beverage concessions. The entire front of the club will be open to the main seating bowl, allowing for direct connection to the event from any point in the club.

THE NEW CLUB



HOW TO GIVE

To discuss opportunities for giving to the Cassell Coliseum renovation project, please contact:

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