<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>3</td>
</tr>
<tr>
<td>Logistical Information</td>
<td>5</td>
</tr>
<tr>
<td>Booking Policies</td>
<td>7</td>
</tr>
<tr>
<td>Rental Rates and Conditions</td>
<td>9</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>12</td>
</tr>
<tr>
<td>Marketing Information</td>
<td>16</td>
</tr>
<tr>
<td>Directions to Liberty Bowl Memorial Stadium and Fairgrounds</td>
<td>18</td>
</tr>
<tr>
<td>Parking Information</td>
<td>19</td>
</tr>
<tr>
<td>Stadium Section Map</td>
<td>20</td>
</tr>
<tr>
<td>Stadium Circulation Map</td>
<td>21</td>
</tr>
<tr>
<td>Concert Location Setups</td>
<td>22</td>
</tr>
<tr>
<td>Outside Services</td>
<td>26</td>
</tr>
<tr>
<td>Area Maps</td>
<td>27</td>
</tr>
</tbody>
</table>
General Information

Liberty Bowl Memorial Stadium and Fairgrounds
335 South Hollywood Street
Memphis, TN 38104

Telephone  901-729-4344
Fax    901-276-2756

Website: www.thelibertybowlstadium.com

Spectra Venue Management
3601 South Broadway Street
Philadelphia, PA 19148

Telephone  512-389-9530
Fax    215-389-9409

Website: http://www.spectraexperiences.com

Management
Spectra manages Liberty Bowl Memorial Stadium and Fairgrounds (LBMS, The Stadium, The Fairgrounds), which is owned by the City of Memphis. Spectra is an expert in facility management and has accounts throughout the United States and Canada. Spectra brings a staff of industry professionals to the building and has instituted many industry-proven operational practices to enhance the environment for patrons and promoters.

Spectra (spectraexperiences.com) manages more than 400 venue management and food service accounts at over 300 other public assembly facilities around the world. Based in Philadelphia, PA, Spectra is part of Comcast-Spectacor, one of the world’s largest sports and entertainment companies.

Facility Description
LBMS is a 136-acre multi-purpose sports and entertainment complex centered around the iconic Stadium. The Stadium was opened in 1965 as Memphis Memorial Stadium. Over the years the Stadium and Fairgrounds have seen numerous renovations and expansions, and now has a capacity of 58,325. The complex has been managed by Spectra Venue Management since 2011. The Stadium is home to the University of Memphis Tigers, Southern Heritage Classic, AutoZone Liberty Bowl and Memphis Express (of the Alliance of American Football). In addition to football, the venue accommodates other events such as concerts, family shows, band competitions and corporate events.

The Fairgrounds include the 15-acre Tiger Lane, 27,000 sq. ft. Pipkin Building, 20,000 sq. ft. Creative Arts Building and over 90 additional acres of green space and parking lots. These additional facilities and spaces are used to host festivals, run/walks, car and bike shows/races, Memphis Roller Derby, Memphis Flea Market, Bluff City Fair and a wide variety of community events. All Fairgrounds facilities/spaces are available for rent.

For concerts and music festivals there are three possible locations: Stadium, Tiger Lane and Purple Lot (festival grounds).

Facility Purpose
The primary purpose of Liberty Bowl Memorial Stadium and Fairgrounds is to provide a first class gathering place for sports, entertainment and community events, and to transform the events hosted into amazing experiences for patrons and promoters.

Location
The Stadium is conveniently located in the heart of the city of Memphis. Bordered by East Parkway, Central Avenue, South Hollywood and Southern Avenue, the property is easily accessed by many of Memphis’ main roadways, including Poplar Avenue, Union Avenue, Sam Cooper Boulevard and I-240.
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomas Carrier</td>
<td>General Manager</td>
<td>901-729-4071</td>
<td><a href="mailto:Thomas.Carrier@spectraxp.com">Thomas.Carrier@spectraxp.com</a></td>
</tr>
<tr>
<td>Tim Coleman</td>
<td>Event Manager</td>
<td>901-729-4072</td>
<td><a href="mailto:Timothy.Coleman@spectraxp.com">Timothy.Coleman@spectraxp.com</a></td>
</tr>
<tr>
<td>Duke Young</td>
<td>Director, Food &amp; Beverage</td>
<td>901-729-4073</td>
<td><a href="mailto:Duke.Young@spectraxp.com">Duke.Young@spectraxp.com</a></td>
</tr>
<tr>
<td>Brandy Pickett</td>
<td>Event Services Coordinator</td>
<td>901-729-4070</td>
<td><a href="mailto:Brandy.Pickett@spectraxp.com">Brandy.Pickett@spectraxp.com</a></td>
</tr>
<tr>
<td>Camille Donaldson</td>
<td>Director, Finance</td>
<td>901-729-4075</td>
<td><a href="mailto:Camille.Donaldson@spectraxp.com">Camille.Donaldson@spectraxp.com</a></td>
</tr>
</tbody>
</table>
Logistical Information

Stadium Field Level Rooms

North End Zone
- Visiting Team Locker Room  
  - 2,220 sq. ft. space with 100 lockers  
  - Dedicated shower and restroom facilities  
  - Training room and separate coaches dressing room with individual shower and restroom  
- Green Room  
  - 25’x14’ with couches, TV, single-wide cooler and vanity  
  - Separate restroom and shower  
- Officials Locker Room  
  - 22’x19’ with single-wide cooler and vanity  
  - Separate restroom and shower

South End Zone
- Home Team Locker Room  
  - 3,540 sq. ft. space with 105 lockers  
  - Dedicated shower and restroom facilities  
  - Training Room and separate coaches dressing room with individual shower and restroom  
- Blue Room  
  - 40’x27’  
  - No shower facilities, but nearby restroom in connecting hallway

Electrical - Show Power
Stadium has show power located at the 50-yard line on the east and west sidelines, with the service load capacities:  
- West Sideline: 200-amp, 3-phase, 208v/120  
- East Sideline: 200-amp, 3-phase, 208v/120

Additionally, Tiger Lane has a 100-amp service located 100’ from the fountain area.  

It is recommended that shows be prepared to provide adequate generator power in supplement of the house show power listed.

Entry Ramps/Field Access
The Stadium does not possess loading docks but does have entry ramps on the north and side end of the field. The north tunnel ramp is a 300’ push to the field and the south tunnel ramp is a 200’ push to the field.

Forklifts
The Stadium owns two (2) 5,000 lb. capacity forklifts that are available for use. They are propane fueled with a lift height of 15’.

Emergency Equipment
Fire sprinklers, smoke sensors and fire extinguishers are located throughout the Stadium and office areas. Stadium fire control system and emergency systems (lights, PA, etc.) have back-up diesel generators.

Intercom
The Stadium is outfitted with a single channel Clear Com system. There are wireless belt packs and headsets available for use but must be checked out through the Stadium Office and returned at the end of the event.

Lighting
Concourse and field sport lighting are controlled by a central computer. Field sport lights are non-dimmable.

Locks and Keys
Locker/dressing rooms may be secured with keys. Keys for each room may be checked out through the Stadium Office. All persons who sign out keys will be responsible for return of the keys at the conclusion of the event.
**Pyrotechnics**
A City of Memphis permit is required for any and all pyrotechnics used in the building or anywhere on the premises. There will be a designated room used for storing pyrotechnics. Building will supply fire extinguishers at the show’s expense.

Tennessee law requires that a licensed pyrotechnic technician (shooter) must be present whenever pyrotechnics are used at the Stadium.

**Videoboard**
The Stadium has a state-of-the-art, 5,900 sq. ft. scoreboard located in the south end zone. The videoboard has accessories to accommodate video playback, sponsorship messaging and a variety of sports scoreboard configurations.

**Television/Video System**
The Stadium is equipped with an in-house TV/video system. TVs are located throughout the Stadium concourse, premium areas and media working areas.

**First Aid**
First Aid is located by Gate 4, near section 101. First aid kits are available throughout the building.

**Capacities**
The Stadium has a manifested fixed seating capacity of 57,053. The Stadium also possess half-house and theatre configurations for a more intimate atmosphere.

Field level seating capacity will be coordinated and determined with the promoter based on stage configuration and show requirements.

Capacities for other Fairgrounds facilities and spaces are available upon request to Stadium Management.

**Seats**
The Stadium general fixed seating is a combination of plastic chairbacks and bleachers. The lower 5,050 seats on the east and west sidelines are plastic molded backs and bottoms. The remaining seats throughout the Stadium bowl are bleachers. Disabled & Companion seating are located on the ADA platforms located on row 24 and 64.

**General Admission**
General Admission or “festival” seating is permitted only with Stadium Management approval. Most Fairgrounds facilities and spaces are General Admission events, and confirmation of maximum capacity will be communicated with the licensee during the contracting period.
Booking Policies

Questions regarding booking an event at Liberty Bowl Memorial Stadium and Fairgrounds should be directed to Thomas Carrier, General Manager at 901-729-4071 or Thomas.Carrier@spectraxp.com.

Scheduling

All decisions about dates will be made in the context of all Stadium events. In order to hold a date(s), the licensee must indicate the exact name of the act/event involved. Substitution of acts/events for a date(s) voids the hold request. Upon conversations with potential clients either via phone or email, Stadium Management grant hold requests based on a first come, first serve basis (1-hold, 2-hold) for facility/space and date(s). If the conversation and hold request is via phone, Stadium management will follow up with an email confirmation of the hold granting.

General Rule

Holds do not guarantee events; license agreements must be signed and non-refundable deposits paid before confirming an event. This is a multi-facility/space property and Stadium Management does reserve the right to book concurrent events on the same date, but an event organizer does have the right to hold (and thus pay for) additional facilities/spaces.

In the process of scheduling dates, the following terms and definitions shall apply to scheduling commitments:

Priority Booking

All dates from the last weekend of August to the second weekend of December are 1-holds for potential UM football games (to include all of our facility and space rental options) and UM contracted events (i.e., Bandmasters, Spring Game and NCAA recruiting weekends). The second weekend of September is a 1-hold for the Southern Heritage Classic, and the ten days after Christmas is a 1-hold for the AutoZone Liberty Bowl. All weekend dates from the second weekend of February through the last weekend of April are 1-holds for potential Alliance of American Football (AAF) home games.

Tentative Holds

1-Hold

Requests for tentative date(s) can be made twelve (12) months from the event. Requests are granted on a first come, first serve basis. Stadium Management will contact the potential licensee sixty (60) days from the tentative date(s) and if there is no intention to contract for that tentative date(s) then Stadium Management will release the date.

Potential licensees shall not assign or transfer any right or interest in tentative hold dates, including without limitation, the right to receive any payment without Management's approval of such assignment. Any such assignment without approval of Management shall be null and void.

When a license agreement is fully executed and the appropriate non-refundable deposit is received, tentative dates then receive the status of confirmed.

2-Hold

Facility and date(s) reserved on a second hold are held pending execution of a license agreement or the release of the 1-hold dates. In the event the 1-hold dates are released, 2-hold dates receive 1-hold status upon notification to the second party.

Challenges

If a potential licensee makes a request for a tentative date being held by another party, they will be given a 2-hold. If the party requesting the 2-hold wants to challenge the date(s), Stadium Management will give the 1-hold possessor written notice of the challenge and the 1-hold possessor will have one (1) business week to make a non-refundable deposit pursuant to the deposit schedule. Upon payment of the non-refundable deposit, the 1-hold possessor will be granted the date and will have one (1) business week from the date of receipt of the non-refundable deposit to sign and return a license agreement. If the executed license agreement is not received by the Stadium within one (1) business week, the date will then be made available to the 2-hold possessor. The 2-hold possessor will have one (1) business week from
receipt of written notice or the availability of the date to return a signed license agreement and make a non-refundable deposit pursuant to the deposit schedule.

First priority event holds may not be challenged by lower priority events. When a license agreement is fully executed and the appropriate non-refundable deposit is received, the date is now confirmed and is no longer subject to a challenge.

**Hold Sequences**
When two (2) potential licensees are vying for the same act, the promoter who signs the act receives the license agreement for the date(s) regardless of the hold sequence.

**Confirmed**
The dates are considered confirmed only upon execution of a Liberty Bowl Memorial Stadium Licensee Agreement specifying all details of the commitment (including receipt of appropriate deposit) by the event sponsor/promoter and the Stadium's General Manager.

Upon preparation of the license agreement, that document will be delivered (either via mail or email) to the event sponsor/promoter. From the date the document (mail or email), the Stadium will continue holding the date(s) without a properly executed license agreement for one (1) business week. If the executed license agreement is not returned within this time limit, the Stadium may contract with other parties for the use of the building on the same date(s), with notification to the potential licensee. The original license agreement must be signed and returned to the Stadium with the required non-refundable deposit. The Stadium General Manager will then sign and return one fully executed license agreement to the licensee (either via mail or email).

The properly executed license agreements, non-refundable deposits and insurance certifications must be in the office of Stadium Management thirty (30) days prior to the event or the Stadium reserves the sole exclusive right to cancel the event. Persons booking events less than thirty (30) days out must provide the aforementioned materials upon the booking date.

No variance from the Stadium’s license agreement may be made in any case except upon prior written approval of the Stadium General Manager. All requests for changes to the contract must be received at least fourteen (14) days prior to the event.

**Non-Refundable Deposit Schedules**
Non-refundable deposits are required for all activities upon execution of the license agreement. Licensee shall pay to the Stadium the initial required non-refundable deposit in a form acceptable to Management, as per the following schedule:

<table>
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<tr>
<th>Date Event Booked</th>
<th>Non-Refundable Deposit Amount</th>
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<tr>
<td>0 to 12 Months Out</td>
<td>A specified amount with the return of the license agreement. Typically, the amount is 25% of the facility rental fee.</td>
</tr>
<tr>
<td>More than 12 Months Out</td>
<td>10% of facility rental fee with the return of the license agreement. An additional 15% non-refundable deposit will be due 30 days prior to the first day of the event.</td>
</tr>
<tr>
<td>Challenge Date Challenger</td>
<td>Pays specified non-refundable deposit (50% of the facility rental fee) upon securing the date(s) challenged.</td>
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</tbody>
</table>

The balance of the facility rental fee, plus any expenses shall be paid upon completion of the event, unless otherwise agreed. Non-refundable deposits not conforming to the above schedule shall cause the licensee to forfeit any initial deposit made and the release of all date(s) for the event.

**Luxury Suites and Stadium Club**
Suites and premium areas are reserved for the use of suite and rights holders during all events taking place at the Stadium.
Rental Rates and Conditions

Facility Rental Fee
Spectra has the flexibility to offer rental fee plus expenses deals or flat all-inclusive deals. Stadium management reserves the right to determine type of rental fee based on the nature of the event. First time prospective clients are asked to complete a rental application-for-use form which includes details of the proposed event and business history of the promoter. Approval for event bookings may be subject to the City of Memphis. Submittal of a rental application-for-use form does not guarantee that the event will be booked or dates held. Spectra will consider the following when evaluating usage requests:

1) The income potential to the venue from the event.
2) The economic impact on the community.
3) The development of repeat business.
4) The reputation of Liberty Bowl Memorial Stadium and Fairgrounds as a venue for quality event programming.
5) The risk and liability for Liberty Bowl Memorial Stadium and Fairgrounds, and the public.
6) The ability of the promoter/presenter to successfully finance and produce the event.
7) The balancing of programming presented to the public.

Rent
1) Per day rates are for activities between 8:00 a.m. and 11:59 p.m.
2) All renters must utilize the Stadium’s Food Service and Guest Services providers, unless specifically expressed by Stadium Management.
3) Stadium ticketing provider is available for use, but renter may carry own ticketing agreement and responsible for all fees, taxes, etc.
4) Renter is responsible for all proper Insurance coverage, Licenses, Permits, Taxes and Fees.
5) A Facility Fee of $2.00 per paid ticket applies to all ticketed events unless specifically expressed by management.
6) Before a requested date is confirmed, Spectra must receive a completed and approved application-for-use form, the required non-refundable deposit and a fully executed license agreement.
7) At the conclusion of the event, the renter will be responsible for settling all outstanding facility expenses. The renter will be presented with all available documentation of expenses to include, but not be limited to: rental balance, ticketing expenses (if applicable), labor expenses, equipment rental, taxes and catering expenses.

Rental Rates Include
1) Use of requested facility or space
2) Available utility services in facility or space
3) Available storage in facility or space during event

Equipment and Service Rates
Liberty Bowl Memorial Stadium and Fairgrounds provides a full range of event equipment and personnel including ushers, ticket-takers, security, custodial, operations and technical support. Rate cards are available upon request to Stadium Management.

Facility Rental Fee Structure
If the deal is a rent, plus expenses arrangement then the Stadium does require an event supervisor and post-clean service as mandatory additional expenses payable by Licensee to Licensor. All other expenses are based on client needs to support the event and life safety requirements. If the deal is a flat all-inclusive rent, then all services to support the event and maintain life safety are included.

Liability Insurance
Licensee shall obtain, at its own cost and expense, commercial general liability insurance in the name of Licensee that names Global Spectrum, LP and the City of Memphis as additional insured. Such insurance shall be written with a limit of at least Two Million Dollars ($2,000,000.00) combined single limit for bodily injury, property damage and personal injury.

A certificate of insurance from a company acceptable to the Stadium must be received not later than thirty (30) days prior to the event date.
Licensee shall also maintain, at its own cost and expense, workers’ compensation insurance in respect of all employees, players, performers and any borrowed, leased or other person to whom such compensation may be payable by Licensee, including Employers Liability coverage with limits of $500,000/$500,000/$500,000.

**Freight Deliveries and Crate Storage**
The Stadium will not accept advance freight shipments for exhibitors or tenants, unless otherwise agreed to in writing.

**Taxes**
Tennessee Sales Tax is 9.25%.

**Decorations**
Decorations are not permitted on ceilings, painted surfaces, columns, fabric, portable folding partitions, decorative wall or fire sprinklers. All decorative materials must be flameproof in accordance with the City of Memphis and Stadium regulations. No helium balloons, adhesive backed decals, signs, etc. are permitted to be given out on the premises.

**Box Office/Ticketing**
The licensee is permitted to bring in their own ticketing provider and is responsible for all fees and taxes. LBMS does have four (4) box office locations around the venue, that are available for use on the event day(s). If the main Stadium ticket office is requested for advance sales, all cost for operating advance ticket sales are the licensee’s expense. Utilization of the Stadium’s ticket network for scanning tickets does require a $2,000.00 fee for activation. If licensee chooses to use Stadium’s ticketing provider, all fees apply.

**Box Office Rates and Regulations**
1) Stadium management will ensure that the ticketing provider has the appropriate ticket manifest to properly operate and service customers.
2) LBMS requires a $2.00 facility fee per paid ticket to be included in the price of each ticket. This covers the costs associated with funding the maintenance and upkeep to the facility.
3) All federal regulations for compliance with ADA must be followed by the ticketing provider. Stadium management reserves the rights to ensure the ticketing provider is following all necessary ADA regulations for the event.

**Settlement**
The ticketing provider will provide a box office statement/ticketing audit and settlement of all monies owed upon closing the Box Office for the final performance.

**Event Requirements and Staffing**
LBMS will provide all event-related staffing and licensee will be charged for those services, either as a flat, all-inclusive rent or rent, plus expenses arrangement. The Stadium must maintain life safety and industry best practices in operating the venue and managing the event. Stadium reserves the right to provide sufficient staffing to uphold these standards. The Stadium maintains a specific level of security (staffing and admittance standards) for year-around operation of events, and if licensee request additional security or enhanced security measures that may constitute an additional expense payable by the licensee. All event requirements must be coordinated with and approved by LBMS at least one (1) business week prior to the event. If an event is cancelled for any reason other than an act of God, a refund will not be made.

**Food and Beverage**
All food, beverage, concessions and catering are operated and controlled by the Stadium. For specific type of events, like food festivals, exceptions can be made by Stadium Management. Such exceptions may constitute an additional Food & Beverage buyout fee for these rights. The Stadium maintains at all times the beer and liquor license for the venue.

**Catering**
Catering is also available through the Stadium. A Catering buyout of $1,000 is available upon request and approval by Stadium Management.

**Merchandise/Novelties**
The Stadium grants the licensee all rights to programs, novelties, t-shirts, souvenirs, etc., (“merchandise”) sales. If the Stadium is requested to sell merchandise for the event, all service fees would apply. Stadium’s merchandise party would negotiate the service fees to operate stand locations with the licensee.
**Sponsorships**
Licensee is granted the rights to sell and retain all sponsorship revenues sold directly for the event. No event sponsorships sold by licensee may conflict with Stadium sponsorship exclusivities. Stadium will provide a list of sponsorship exclusivities upon request, and they will be listed in the license agreement. Additionally, promotion and advertising of event sponsors at the Stadium is permitted during the event. Use of the Stadium’s videoboard and digital marketing assets is permitted, and all costs associated with the operation and presentation on the videoboard and digital assets is an expense payable by licensee. No marketing materials, banners, etc. may cover existing stadium fixed signage.

**Stadium Logo**
Liberty Bowl Memorial Stadium and Fairgrounds logo must be used in all materials used to promote events. The logo must be displayed at the bottom of newspaper ads, brochures, billboards, television spots and any and all other forms of advertising and promotions.
Policies and Procedures

Alcohol
No alcoholic beverages may be brought into LBMS. Alcoholic beverages may only be sold by the Stadium during the events.

Cameras and Recording Devices
As a general rule, audio and video recording devices of any kind are not permitted inside the Stadium. Cameras with lenses greater than 12” are also not permitted for entry. This is subject to change on an event-by-event basis. If by chance, a patron brings a camera or an audio or video recording device to an event, the patron will be asked to return that item to his or her vehicle. LBMS cannot hold any personal property belonging to a guest.

General Rules
LBMS does not allow the use of any adhesive tape. Stickers and adhesive-backed decals are not to be given out in or around the building. Nails and screws are not to be driven into the Stadium field, structure ceilings, chairs and walls.

Guest Conduct
In addition to providing excellent customer service in all of our fan relations, Liberty Bowl Memorial Stadium and Fairgrounds “Fan Code of Conduct” was developed to assist in providing a safe and fun atmosphere for all guests.

Liberty Bowl Memorial Stadium and Fairgrounds is dedicated to creating a unique fan experience. Memphis fans are among the most loyal fans in college football, exemplifying community support and sportsmanship. The perception of our venue is constructed by all associated parties, inclusive of our players, coaches, employees and most importantly—our fans. In order to generate a high intensity environment for our hometown teams, we need the help of each and every fan to maintain our Code of Conduct. The Management at Liberty Bowl Memorial Stadium and Fairgrounds reserves the right to deny entry to the facility or eject guests displaying undesirable behavior, as determined by event personnel or management.

The following are several guidelines that have been established to ensure our events are successful and enjoyable for all fans:

All guests should:
• Sit only in your ticketed seat and show ticket(s) to guest services representative upon request.
• Keep their feet off other patron’s seats. Fans are not permitted to stand on seats at any time.
• Contact the nearest guest services representative if there are any issues; never escalate matters and never handle issues by yourselves.
• Adhere to the “Prohibited Items” list when entering the facility.

Any guests committing the following actions may have their tickets revoked, become ejected from the venue or be subject to arrest (Ejected guests do not receive a refund for their ticket(s), nor are they compensated in any way):
• Displaying inappropriate or improper behavior towards other fans and/or employees of LBMS.
• Using disruptive language and/or gestures that are abusive.
• Verbal, written (including signage) or physical harassment of opposing team fans.
• Wearing obscene or disruptive clothing that may be offensive to others.
• Attempting to gain access to restricted areas without proper accreditation or premium areas without proper ticket or authorization.
• Misuse of tickets and/or credentials.
• Intoxication or other substance impairment that results in disruptive behavior.
• Interfering with game action, including throwing objects onto the ice surface.
• Violating the State of Tennessee’s no smoking legislation in public assembly facilities.
• Causing physical damage to the building or property surrounding LBMS.
• Violation of LBMS rules, regulations and policies.

Our building staff and event personnel are always available for our guests to rely on and to help ensure that each and every fan has a positive and memorable experience at Liberty Bowl Memorial Stadium and Fairgrounds.
We want to thank you in advance for adhering to these policies and appreciate your passion for all events at Liberty Bowl Memorial Stadium and Fairgrounds!

**Guidelines for Exhibiting Motorized Vehicles**

1. There shall be no refueling of vehicles inside the building.
2. There shall be an adequate amount of fire extinguishers of an approved type in and around the area where the vehicle is being displayed.
3. Vehicle keys must at all times be readily available to Stadium Management.
4. Any vehicle with any type of leak will not be permitted to be displayed.
5. Keys for unattended vehicles or vehicles remaining overnight must be given to the Stadium.
6. The maximum amount of fuel contained shall be no more than 1/8 tank per vehicle.
7. Batteries must be disconnected at all times while in the building except for move-in and move-out.
8. There shall not be any storage of flammable fuel in the building except for that which is in the vehicle.
9. There shall be no repair work done on vehicles while inside the building.
10. Fuel tank doors must be locked or fuel caps taped shut.
11. Vehicles may not be started except for move-in and move-out.
12. Cleaning of vehicles is the responsibility of the vehicle owner and must follow Stadium policies.

**Leaflets/Brochures**

Distribution of any printed materials or selling of any items is prohibited on Fairgrounds property.

**Re-entry into Liberty Bowl Memorial Stadium**

Once a patron leaves the Stadium during an event, there is no re-entry permitted unless another ticket is purchased with the exception of medical or emergency situations.

**Re-selling of Tickets (Scalping)**

Re-selling of tickets by private parties is prohibited on the Fairgrounds property.

**Selling of Illegal Merchandise (Bootlegging)**

Selling of illegal merchandise (merchandise not sold under the approval of Stadium management is prohibited on the Fairgrounds property and is subject to confiscation.

**Smoking**

Smoking is not permitted anywhere on the property of Liberty Bowl Memorial Stadium and Fairgrounds outside of the designated area(s). Stadium management and guest services personnel can instruct patrons on these designated smoking areas. Please extinguish all smoking materials prior to entering the Fairgrounds property.
Prohibited Items:
For the safety and security of our guests, the following is not permitted inside the Stadium:

Note: Please be aware that we reserve the right to conduct random bag checks as you enter the building to ensure no prohibited items are entering the premises.

- Bags not compliant with the stadium’s Clear Bag Policy (small clutches & purses permitted, 5”x7”; clear bags & totes only, 12” x 6” x12” maximum size). Please See Clear Bag Policy
- Briefcases, luggage of any kind, computer bags, camera/video recorder bags
- Seat Cushions larger than a single seat (a maximum of 18” wide, 12” deep with arms)
- Baby Strollers
- Umbrellas
- Cameras with lens greater than 12” and audio or audio/visual recording devices
- Laptop computers, televisions or any electronic device that may interfere with technology related services provided by the stadium or for its use
- Drones or Remote-Controlled Model Aircraft (RCMA)
- Laser pens or laser products of any type
- Air horns or any other artificial noise makers other than those approved by the playing teams or their respective conferences
- Animals (excluding service animals, those approved for shows, entertainment, etc.)
- Outside food or beverages of any kind (alcoholic beverages included) except for medical or infant needs
- Coolers/Ice Chests
- Glass, plastic, aluminum & liquid containers
- Balloons, confetti, glitter, objectionable banners or device that may interfere with and/or distract any sports or event participant or stadium guest
- Mask or costumes other than those in support of the playing teams excluding any Stadium Management approved themed events
- Projectiles of any type including frisbees, baseballs and beach balls
- Poles or sticks
- Fireworks or other explosives
- Weapons of any type, including guns and knives
- Any other item deemed unacceptable by Stadium Management

Fans found in possession of the above-mentioned items will be asked to remove the item from the facility or dispose of it. Fans that refuse to comply may be ejected from the facility and may be subject to arrest. Management reserves the right to handle each occurrence on a case-by-case basis. All bags, jackets, and guests are subject to search upon entering the facility. Stadium management at the Liberty Bowl Memorial Stadium and Fairgrounds reserve the right to refuse entry to any guests that attempt to enter under the influence of any intoxicant. The Stadium holds no legal responsibility to any items that are lost or stolen during events. Some events such as concerts and other sanctioned events may have additional prohibited items or a different camera policy. For specific information, please contact the Stadium Office at 901.729.4344.
Clear Bag Policy
To provide a safer environment for the public and significantly expedite guest entry into the stadium, Liberty Bowl Memorial Stadium will implement a new bag policy in 2017-18 for all ticketed Stadium events that limits the size and type of bags that may be brought into the venue.

**Guests will be able to carry the following style and size bag, package or container into the venue:**

- Bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12."
- One-gallon clear plastic freezer bag (Ziploc bag or similar).
- Small clutch bags, approximately the size of a hand, with or without a handle or strap can be taken into the venue with one of the clear plastic bags.
- An exception will be made for medically necessary items after proper inspection.

Prohibited bags include, but are not limited to: purses larger than a clutch bag, briefcases, backpacks, fanny packs, cinch bags, luggage of any kind, non-approved seat cushions or seatbacks * (see below) computer bags, diaper bags, binocular cases, and camera bags.

Guests will continue to be able to enjoy their tailgate activities in the parking lots and to do so with greater safety and the knowledge that their entry into the venue will be smoother and faster. They also will continue to be able to carry items allowed into the venue, such as binoculars, cameras, and smart phones.

*Non-approved seat cushions and seatbacks include large traditional seat cushions that have pockets, zippers, compartments, or covers. Seat cushions and seatbacks must be 18" or less in width with no armrests.*
Marketing Information

The venue’s marketing plan would be a comprehensive package to promote, incentivize, sponsor and support the event through a variety of initiatives, activities and platforms. Through a collaborative effort with our stadium tenants, City Communications Office and media partners this plan would have the capacity to reach all citizens of the Memphis metro area. Marketing plan elements include:

**U of M Football Ticketholder Email Blast and Pre-Sale Opportunity**
- UM football database includes 46,000 subscribers
- Structured pre-sale opportunity to Tiger Scholarship Fund (TSF) members and then UM football season ticket holders (STH), prior to public on-sale
- Additional marketing messages and event promotions can be email blasted through UM database

**U of M Football In-Game Promotions**
- UM Athletic Marketing has agreed to promote upcoming Stadium event information and advertising during home Tiger Football games, if the opportunity to reciprocate during the Licensee’s event (for any upcoming UM athletic event) is possible

**Paciolan Partnership**
- Through Spectra’s relationship with Paciolan and the University of Memphis’ ticketing agreement, ticketing, marketing, sponsorship activation and tracking opportunities are available
- The Stadium has a Paciolan system current installed that provides ticket scanning and live event tracking, with a dedicated ticketing network
- Stadium will work with Paciolan to create “go-to market” ticket packages to help generate group sales.
- This would include social media promotions through PacSocial and package promotions for sponsors.

**Coca-Cola Promotional Materials**
- Stadium carries an annual marketing allocation with Coca-Cola that can be used for a variety of promotional activities or items, either in-venue or in the market
- Coca-Cola maintains an 80+% market share in the Memphis metro area
- Potential promotional activation examples would include cooler clings/wraps and POS register to win competitions

**iHeart Media Partnership**
- iHeart Media is an event partner with the Stadium, and radio promotions and ads can be built in to the marketing plan for the Licensee’s event.
- These could include ticket giveaways, on-air interviews, radio ads, on-site radio partner displays, etc.

**3rd Party Vendor Assets**
- Promotional materials and items through the Stadium’s 3rd party concession vendors (Lenny’s Sub Shops, Uncle Lou’s Fried Chicken, Coletta’s Pizza, Hog Wild BBQ and Pronto Pups) with in-store displays, enter-to-win activities, flyers, etc. at all of their area locations.

**Public/Community Relations**
- Through a variety of Stadium event and non-profit partners public/community relation activities can be set up to help promote the event and provide the perfect platform for any event to positively impact the Memphis community.

**Stadium In-Venue Assets**
- Facility rental includes the use of the Stadium’s 5,900 sq. ft. south end zone HD videoboard with full playback and video capabilities. Screen can be segmented to provide live feed with and sponsor display windows.
- Additional in-venue digital assets include north end zone video display, with additional sponsor display opportunity.
- Stadium controls three 10’x20’ banner billboards on each main entry to the Stadium property, that can be utilized to display printed event promotional banners.
- Stadium has an in-house video channel that can carry live feed to all concourse and premium TV location, that can also carry graphic/sponsor displays during broadcast of event
**Stadium Social Media & Website**
- Event notifications, ticket information, event promotions, etc. will be disseminated through the Stadium’s Twitter, Facebook, Instagram and Snapchat accounts.
- All pertinent event information and ticketing details will be added to the Stadium’s website.

**City Communications Office**
- Through the City of Memphis Communications Office, press releases for the event including all pertinent details would be created and distributed.
- City Communication Office would co-promote all messaging sent through Stadium’s social media accounts.
- Media requests would be handled through City’s Communication Office, and a CO would be on-site for the event.
Directions to LBMS

Suggested Driving Routes
For those patrons using GPS systems, the official address of the Liberty Bowl Memorial Stadium is 335 South Hollywood, Memphis, TN 38104, but please be advised that if you don’t have a season parking pass you cannot use access locations along Hollywood and must use Access 10 on East Parkway or Access 11 on Southern Avenue.

From the South:
From I-240, take Airways and enter parking at Access 10.
From Hwy 78, Lamar, go westbound to Airways, turn right (north) and enter parking at Access 10
From I-55 south, take I-55 to I-240 east (towards Nashville), exit on Airways northbound, proceed to Access 10 on Parkway(Airways).

From the North:
From the North, take I-240 or I-40 to Sam Cooper Blvd., continue west on Sam Cooper to East Parkway, turn left (south) on East Parkway, proceed south on East Parkway past Central to Access 10.

From the West:
From I-40 (Miss. River Bridge), take I-240 S to Madison exit, go east (turn left) on Madison to East Parkway, turn right (south) on East Parkway, turn left (East) on /Central and proceed to Access 7.
From Downtown/Midtown, take Lamar(Crump) eastbound to Southern, turn left onto Southern, proceed to parking access 11.

From the East:
From the East, take I-240 or I-40 to Sam Cooper Blvd., continue west on Sam Cooper to East Parkway, turn left (south) on East Parkway, proceed south on East Parkway past Central to Access 10.
From the East Memphis hotels take Poplar to Hollywood, turn left (south) on Hollywood to Central, turn right (West) on Central to Access 6 or 7.
From the southeast (Germantown, Collierville) take Park Avenue to Highland, turn right (North on Highland), turn left (West) on Southern, proceed to parking Access 11.
Parking Information

**Patron Parking Areas**
More than 8,000 parking spaces are located on the Fairgrounds Property. These are located in various lots on property, accessed from primary Access Points on Central Avenue, South Hollywood Street, East Parkway and Southern Avenue.

LBMS operates all event parking and Stadium management reserves the rights to determine parking rates.

**Tour and Production Parking**
Parking will be provided in areas designated by Stadium management. Location will be determined on show requirements for parking and staging of tour vehicles and equipment.

Please refer to the Parking Map for more information.

**Parking Map**
Concert Location Setups

Stadium End Stage 180 Setup
Capacity: 53,225 (as designed with general admission field)
Stadium Amphitheatre Setup
Capacity: 16,546 (as designed with general admission field)
Tiger Lane
Capacity: 20,000 (general admission)
Purple Lot (Festival Grounds)
Capacity: 100,000 (general admission)
Outside Services

Airport
Memphis International Airport: 6.5 miles
2491 Winchester Road #113
Memphis, TN 38116
901-922-8000
Website

Hotels
Holiday Inn – University of Memphis: 2.5 miles
3700 Central Avenue
Memphis, TN 38111
877-410-6681
Website

Hilton Memphis: 7.5 miles
939 Ridge Lake Boulevard
Memphis, TN 38120
901-684-6664
Website

Peabody Memphis: 5 miles
149 Union Avenue
Memphis, TN 38103
901-529-4000
Website

Westin Memphis – Downtown: 5 miles
170 Lt. George W. Lee Avenue
Memphis, TN 38103
901-334-5900
Website

Sheraton Memphis – Downtown: 5 miles
250 North Main Street
Memphis, TN 38103
901-527-7300
Website

Crowne Plaza – Downtown: 5 miles
300 North Second Street
Memphis, TN 38103
901-525-1800
Website

Car Rental
Website

Transportation
Website
Area Maps

City of Memphis

Stadium Location