Venues & Spaces
LIBERTY BOWL MEMORIAL STADIUM

The PERFECT SPACE for your next event!

Located in the heart of Midtown, Liberty Bowl Memorial Stadium provides many options that can be customized to your event programming! It is the perfect space for concerts, sporting events, festivals, motorsports events and more! There are individual events spaces located in the Recruiting Lounge, Stadium Club and Media Work Room for corporate events, parties, meetings and any private activity.

For more information contact:
Thomas Carrier at 901.729.4071 or Thomas.Carrier@spectraxp.com

FACILITY RENTAL RATES:

Packages are scalable based on event, please call or email for more information.
MULTIPURPOSE ROOM AT LIBERTY BOWL MEMORIAL STADIUM

The PERFECT PREMIUM SPACE for your next event!

Located in the heart of Midtown, the Stadium’s Multipurpose Room provides the perfect premium space for your event. With HDTVs, luxurious finishes, dedicated service bar and customized LED lighting this venue presents a great canvas for you to design and program your next event with us!

For more information contact:
Thomas Carrier at 901.729.4071 or Thomas.Carrier@spectraxp.com

Great for Corporate Events and Private Dinners

Maximum Capacity for 125 Guests

16 HDTVs and Customized LED Lighting

Dedicated restroom facilities

Additional event services available

FACILITY RENTAL RATE:

$1,000 per day

Multi-Day and Non-profit discounts available. All Packages are facility rental fee plus expenses arrangements.
TIGER LANE
AT THE
FAIRGROUNDS

The PERFECT SPACE for your next event!
Located in the heart of Midtown, Tiger Lane provides 15 acres that can be customized to your event programming! It is the perfect space for festivals, fairs, outdoor concerts and race events. With the ability to enclose the space with our fence in the Festival Package, it can become a secure and ticketed environment.

For more information contact:
Thomas Carrier at 901.729.4071 or Thomas.Carrier@spectraxp.com

Over 15 acres of beautiful park space

Great for fairs, festivals, outdoor concerts and race events

Controlled environment for ticketing with Festival Package

Dedicated restroom facilities in Tiger Lane Towers

Additional event services available

FACILITY RENTAL RATES:
Weekday (Mon-Th):
$3,000 per day

Weekend (Fri-Sun):
$3,500 per day

Multi-Day and Non-profit discounts available. All Packages are facility rental fee plus expenses arrangements. For Festival Package please call or email.
PIPKIN BUILDING
AT THE
FAIRGROUNDS

The PERFECT VENUE for your next event!
Located in the heart of Midtown, the 27,000-sq. ft. Pipkin Building provides the perfect mid-size convention space for your event. With an open floorplan, new paint scheme and LED lighting this venue presents a great canvas for you to design and program your next event with us!

For more information contact:
Thomas Carrier at 901.729.4071 or Thomas.Carrier@spectraxp.com

FACILITY RENTAL RATES:
Weekday (Mon-Th):
$2,500 per day

Weekend (Fri-Sun):
$3,000 per day

Multi-Day and Non-profit discounts available. All Packages are facility rental fee plus expenses arrangements.
CREATIVE ARTS BUILDING AT THE FAIRGROUNDS

The PERFECT HISTORIC SPACE for your next event!

Located in the heart of Midtown, the Creative Arts Building combines an historic setting with a perfect setting. High ceilings, a performance stage and dividable space in this venue provides a great canvas for you to design and program your next event with us!

For more information contact: Thomas Carrier at 901.729.4071 or Thomas.Carrier@spectraxp.com

20,000 sq. ft.

Built-in Performance Stage

Great Expo/Market Layout

Dedicated restroom facilities

Additional event services available

FACILITY RENTAL RATE:

Weekday (Mon-Th):
$1,000 per day

Weekend (Fri-Sun):
$1,500 per day

Multi-Day and Non-profit discounts available. All Packages are facility rental fee plus expenses arrangements.
CREATIVE ARTS BUILDING AT THE FAIRGROUNDS

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Located in the heart of Midtown, the Creative Arts Building combines an historic setting with a perfect setting. High ceilings, a performance stage and dividable space in this venue provides a great canvas for you to design and program your next event with us!

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20,000 sq. ft.

Built-in Performance Stage

Great Expo/Market Layout

Dedicated restroom facilities

Additional event services available

FACILITY RENTAL RATE:

Weekday (Mon-Th): $1,000 per day

Weekend (Fri-Sun): $1,500 per day

Multi-Day and Non-profit discounts available. All Packages are facility rental fee plus expenses arrangements.
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>
<thead>
<tr>
<th>Date Event Booked</th>
<th>Non-Refundable Deposit Amount</th>
</tr>
</thead>
<tbody>
<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>
</tr>
</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.
### FAIRGROUNDS RENTAL STRUCTURE

<table>
<thead>
<tr>
<th>Location</th>
<th>Single Weekend Rate</th>
<th>Multiple Weekend Rate</th>
<th>Single Weekday Rate</th>
<th>Multiple Weekday Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple Lot</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$1,000</td>
</tr>
<tr>
<td>Tan Lot</td>
<td>$1,000</td>
<td>$750</td>
<td>$1,000</td>
<td>$750</td>
</tr>
<tr>
<td>Silver Lot</td>
<td>$750</td>
<td>$500</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Pipkin Building</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,250</td>
<td>$1,750</td>
</tr>
<tr>
<td>Tiger Lane</td>
<td>$3,500</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Creative Arts</td>
<td>$1,500</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$750</td>
</tr>
<tr>
<td>Blue Lot 11</td>
<td>$750</td>
<td>$500</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Blue Lot 12</td>
<td>$750</td>
<td>$500</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Blue Lot 14</td>
<td>$750</td>
<td>$500</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Blue Lot 15</td>
<td>$750</td>
<td>$500</td>
<td>$750</td>
<td>$500</td>
</tr>
<tr>
<td>Gold Lot</td>
<td>$750</td>
<td>$500</td>
<td>$750</td>
<td>$500</td>
</tr>
</tbody>
</table>

**Total per Day:** $15,000 $11,250 $12,750 $9,250

*Large Scale Events rental rates are determined based on length of event and spaces/facilities used during it.*
<table>
<thead>
<tr>
<th>Item/Staff</th>
<th>Rate/wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Supervisor</td>
<td>$27.00</td>
</tr>
<tr>
<td>Insurance</td>
<td>$0.75 per person</td>
</tr>
<tr>
<td>IT Technician</td>
<td>$185.00</td>
</tr>
<tr>
<td>Usher/Guest Services</td>
<td>$22.00</td>
</tr>
<tr>
<td>Ticket Taker</td>
<td>$22.00</td>
</tr>
<tr>
<td>Armed Security Guard/Overnight Guard</td>
<td>$25.00</td>
</tr>
<tr>
<td>Parking Attendants</td>
<td>$22.00</td>
</tr>
<tr>
<td>City of Memphis Electrician</td>
<td>$64.00</td>
</tr>
<tr>
<td>City of Memphis Plumber</td>
<td>$64.00</td>
</tr>
<tr>
<td>City of Memphis HVAC Tech</td>
<td>$64.00</td>
</tr>
<tr>
<td>City of Memphis Carpenter</td>
<td>$64.00</td>
</tr>
<tr>
<td>A/V Technician</td>
<td>$100.00</td>
</tr>
<tr>
<td>Medical Services (EMT and Ambulance)</td>
<td>$110.00</td>
</tr>
<tr>
<td>Custodian (in-event or post-clean service)</td>
<td>$22.00</td>
</tr>
<tr>
<td>Portable Toilets</td>
<td>$65.00</td>
</tr>
<tr>
<td>ADA Accessible Portable Toilet</td>
<td>$100.00</td>
</tr>
<tr>
<td>Golf Cart</td>
<td>$100.00</td>
</tr>
<tr>
<td>Restroom Restock</td>
<td>$50.00</td>
</tr>
<tr>
<td>Bike Rack per piece</td>
<td>$5.00</td>
</tr>
<tr>
<td>Stadium Lights (Per Night)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>30 yard Dumpster Haul</td>
<td>$750.00</td>
</tr>
<tr>
<td>8 Yard Dumpster</td>
<td>$450.00</td>
</tr>
<tr>
<td>2 Yard Ash Can</td>
<td>$450.00</td>
</tr>
<tr>
<td>43 x 47 Can Liners</td>
<td>$33.00</td>
</tr>
</tbody>
</table>

Please note Armed Security and Maintenance billed at a 4 hour minimum all Other Staff is billed at a 3 hour Minimum