



UNIVERSITY OF PHOENIX STADIUM
A - Z GUIDE

Pre-Game Tailgating

One of the great traditions in the National Football League is enjoying time together with family, friends and other Cardinals fans before each home game. Preparing a pre-game meal, sharing stories from past games and taking in the excitement on the Great Lawn would be some of the accepted practices prior to a Cardinals game. Excessive consumption of alcohol, playing music at a disruptive volume and use of charcoal grills are not. Tailgating after the game has begun or post-game is not permitted. All fans are reminded the Arizona Cardinals Code of Conduct extends throughout Sportsman's Park and all game day parking areas.



Parking Guidelines

- Sportsman's Park carparks and other vehicle parking areas open four (4) hours prior to kickoff to both vehicles and guests. Please follow the direction of law enforcement as vehicles cannot stage on or block the flow of traffic on city streets prior to the opening of carparks and lots. Vehicles are not allowed to park overnight prior to gameday. Sportsman's Park and other Cardinals parking areas close one (1) hour after the conclusion of the game. Tailgating activities are allowed from the opening of Sportsman's Park and until kickoff only.
- All vehicles, including motorcycles, must have a valid parking hangtag to access Sportsman's Park and other designed Cardinals hangtag parking areas.
- A parking hangtag is valid for one (1) parking space only. No trailers of any kind are permitted inside any parking area. Vehicles taking more than one parking space or parked incorrectly will be subject to tow. All fees associated with the removal and impounding of the vehicle will be the responsibility of the owner.
- Oversized vehicles – The only oversized parking area, Lot F, opens 4 hours and 30 minutes prior to kickoff. Each oversized vehicle must have a valid "Lot F Oversized Vehicle" hangtag to access this parking location.
- "Speed loading of the parking lots" - Fans are asked to follow the direction of the parking staff to quickly park your vehicle. Vehicles that do not park in a location instructed by parking staff are subject to tow and loss of their hangtag for the remainder of the season.
- Fans that wish to park next to friends must arrive at the same time. Parking spots cannot be reserved or saved for fans arriving at a later time.

- Tailgating in the parking lots must be limited to the area directly in front of or behind the vehicle. Tailgating in empty stalls is prohibited, even with an unused hangtag. Tailgating equipment, such as chairs, tents, propane/natural gas grills and other items, cannot block the painted fire lanes for vehicles or sidewalks.
- Excessive or underage consumption of alcohol will not be tolerated. Drinking games or any other activity that is linked to competitive or binge drinking is not permitted. Games or activities determined by security which could cause harm to other fans will not be allowed.
- Natural gas or propane grills are permitted in Sportsman's Park and other Cardinals parking areas. For the safety of all fans, charcoal grills and oil fryers are not permitted.
- Glass containers are not permitted at Sportsman's Park or any Cardinals parking area.
- Fans are permitted to bring up to a 10' by 10' shade tent to be used on the grass areas within Sportsman's Park. So that many fans can enjoy the Great Lawn and south fields, tailgate groups will be limited to one tent. Tents and tailgating equipment used in the parking areas must not block the painted fire lanes for vehicles or sidewalks.
- Fans are not allowed to rope off or reserve large tailgate areas in the parking areas or on the Great Lawn.
- Fans are limited to preparing food for their family and friends. Private catering companies are not allowed in the Sportsman's Park and other Cardinals parking areas. The sale of food or beverage items to other fans is also not permitted.
- Recycle bins are located throughout the Great Lawn and recycle bags are available from the parking lot staff. Please do your part to recycle and help keep all parking areas litter free. Trash cans and larger containers are located throughout all parking areas.
- Golf carts, Segways, skateboards, scooters and other nonlicensed motorized vehicles are not permitted to be operated within Sportsman's Park or other Cardinals parking areas.
- Portable Public Address systems are not permitted at Sportsman's Park or other Cardinals parking areas. Large portable radios and sound systems inside vehicles cannot be played at an excessive volume as determined by parking lot or security staff.
- Small portable electric generators are allowed. However, electrical cords cannot be placed across drive aisles, sidewalks or create a trip hazard for other fans.
- Advertising of goods or services is not permitted at Sportsman's Park or other Cardinals parking areas. Vehicles with exterior advertising can be stopped from entering even with a valid hangtag. Hanging commercial signage on vehicles tents or by other means is also not permitted.
- Sportsman's Park and other Cardinals parking areas are patrolled by parking lot staff, security staff and local law enforcement officers. All fans should enjoy their tailgating experience in a responsible fashion. The Arizona Cardinals Code of Conduct will be enforced throughout all parking areas. Along with season tickets, parking hangtags can and will be revoked for non-compliance of Cardinals parking regulations and/or Code of Conduct.

University of Phoenix St

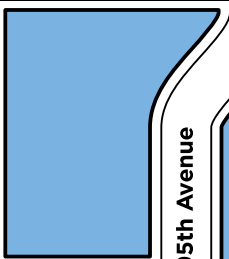


Dial 511, to get information on closures, construction, delays, weather and more. The Arizona Department of Transportation offers the 511 Traveler Information Service. Information is provided before, during and after for all home games to make your commute much easier. Dial 511 and hit *7 for special events / Cardinals traffic information on game day.

Glendale Avenue

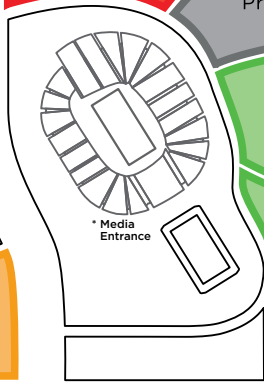
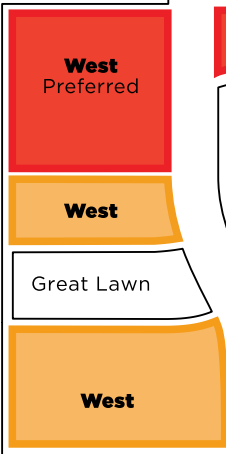
Loop 101

95th Avenue



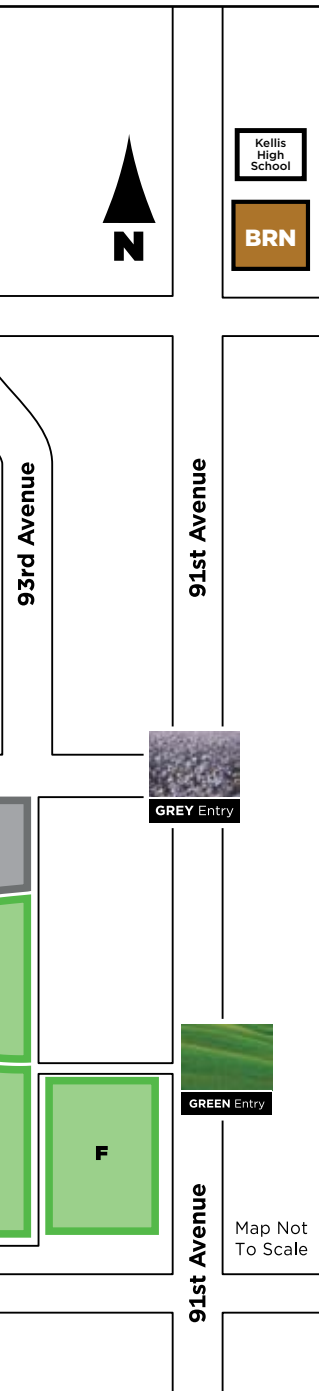
Maryland Avenue

Loop 101



Bethany Home Road

adium Game Day Parking



SEASON TICKET HOLDER CARPARKS (Parking Hangtag Required)



West Preferred Express Carpark
Use **RED** Entry



North Preferred Carpark
Use **RED** Entry



East Preferred Express Carpark
Use **GREY** Entry



East General Carpark
Use **GREEN** Entry



F Field Carpark
All Oversized Vehicles
Use **GREEN** Entry



West General Carpark
Use **ORANGE** Entry



Blue Lot
Entry Via Glendale Avenue
At 95th And 93rd Avenues



Brown Lot
Entry At
91st Avenue

SINGLE GAME TICKET HOLDER PARKING (No Hangtag Required)



Kellis High School Public Parking Lot
Entry At 91st Avenue

No single game oversized vehicle/RV parking available

Map Not To Scale

Cardinals Code of Conduct

The Arizona Cardinals are committed to creating a safe, comfortable and enjoyable experience for all fans, both inside University of Phoenix Stadium and throughout our parking areas. The Arizona Cardinals Code of Conduct was developed for all fans attending our games to enjoy the experience in a responsible fashion. All ticket holders are responsible for their conduct as well as the conduct of their guests and/or persons occupying their season seats. Stadium and parking lot staff will promptly intervene to support an environment where ticket holders, their guests and other fans can enjoy the game free of behavior prohibited in our Code of Conduct. Ticket holders and others who violate these provisions will face ejection from the stadium and/or parking areas, along with possible arrest and potential revocation of season ticket privileges without refund.

When attending an Arizona Cardinals game, all fans should be aware of and comply with the following guidelines:

- Fans are expected to present a valid hangtag to enter the game day parking areas, sit in their ticketed seat location and produce their game ticket when asked by Arizona Cardinals, parking lot, stadium or security staff.
- Fans wearing clothing deemed obscene or indecent will not be allowed entry inside or will be subject to ejection from University of Phoenix Stadium.
- Foul or abusive language and obscene gestures will not be tolerated.
- Behavior that is unruly, disruptive or illegal in nature will not be tolerated, including verbal or physical harassment of opposing team fans.
- Intoxication or other signs of impairment related to any type of illegal drug or excessive alcohol consumption will not be tolerated.
- Displays of affection or other behavior not appropriate in a public setting will not be tolerated.
- Excessive standing in seating areas which blocks the view of other ticket holders will not be tolerated.
- Interference with the progress of the game or failure to follow instructions of Arizona Cardinals, parking lot, stadium or security staff will not be tolerated.

Guest Assistance Hotlines

If you require assistance during game day or wish to report a Code of Conduct violation, stadium staff can be reached at:

Game Day Hotline
623-433-7156

Game Day Text Message Hotline
Text “Cards” <SPACE> issue
and location to 57375

University of Phoenix Stadium Prohibited Items List

Fans are reminded that the following items will not be permitted inside University of Phoenix Stadium. There are no lockers available outside of the stadium to secure items not allowed inside nor can any items be held by security staff members.

- Aerosol Cans
- Alcohol
- Animals (except for service animals)
- Bags larger than 12" x 12" x 12" (no one dimension or side can be larger than 12")
- Banners or signs larger than 3' x 2' (see additional guidelines on page 10)
- Beverages other than one (1) factory-sealed, non-frozen 500mL (16.9 fl. Oz.) plain bottle of water (sport drinks and flavored water not permitted)
- Beverage containers – Bottles, cans and thermos bottles
- Brooms
- Cameras with professional photo lenses (larger than 8 inches)
- Clothing deemed obscene or indecent
- Coolers of any kind
- Fireworks
- Folding chairs
- Food (except for children under the age of two years old)
- Footballs and beach balls (inflated or deflated)
- Illegal drugs
- Laptop computers
- Laser Pointers
- Mono/tripods
- Noise Makers (whistles, horns, bells, etc.)
- Poles or Sticks of any kind
- Umbrellas
- Video Cameras and video capable cellular phones
- Weapons – including, but not limited to, firearms & knives
- Any item deemed inappropriate or hazardous by stadium security





A to Z Guide

Address

The street address for University of Phoenix Stadium is: 1 Cardinals Drive, Glendale, AZ 85305.

Aisle Policy - "Wait for the Whistle"

So that your fellow Cardinals fans do not miss any of the action on the field, University of Phoenix Stadium staff will ask fans on the main and club concourse to wait at the top of the aisle until the end of a play to return to their seats. This "Wait for the Whistle" policy will be enforced throughout the game and your cooperation is appreciated.

Alcohol Policy

Staff members at University of Phoenix Stadium strongly encourage all fans to exercise responsible consumption of alcoholic beverages. Fans should be aware of the following policies during Arizona Cardinals games:

- Any fan that shows signs of impairment and/or intoxication will not be allowed to enter or will be removed from University of Phoenix Stadium and subject to arrest.
- No alcoholic beverages can be brought inside the stadium. Any attempt to bring alcohol inside the stadium or possession of an alcoholic beverage not purchased from the University of Phoenix Stadium concessionaire may result in ejection.
- State of Arizona law prohibits the sale of alcoholic beverages to persons under the age of 21 years of age. All fans should be prepared to show proper identification if requested by the concessionaire staff member.
- Concessionaire staff members reserve the right to deny service to fans that show signs of impairment and/or intoxication.
- Fans providing alcoholic beverages to persons less than 21 years of age will be ejected from University of Phoenix Stadium and subject to arrest.

- Fans possessing alcohol that do not have proper identification when requested by a concessionaire or security staff member may be ejected.
- A maximum of two alcoholic beverages or 32 ounces of beer will be sold per person per transaction.
- Alcohol sales in the general seating areas of University of Phoenix Stadium will stop at the conclusion of the third quarter.
- Alcoholic beverages are prohibited in the Family Sections (Alcohol-Free seating areas at Sections 114, 424 & 432).
- Stadium management reserves the right to change these policies and procedures at any time and without prior notice to fans.

Animals

Guide, signal and service animals are allowed inside University of Phoenix Stadium with fans that need their assistance. No pets or other animals are permitted.

Arizona Cardinals Kids Club

Become an official Arizona Cardinals Kids Club member and receive your Team Pack plus the opportunity to be on the field for the coin toss as a Kids Club Captain. To sign up go to azcardinals.com or register at any of the Guest Services locations on game days.



Automated Teller Machines

ATM's are located on the main concourse at sections 104 & 123, club concourse at sections 216 & 233 and the terrace concourse at sections 416 & 448, along with additional portable ATM's throughout the stadium.

Automobile Assistance

If you encounter car troubles at the end of a football game, please raise the hood on your vehicle or call 623/433-7156. Our parking staff will dispatch a service vehicle to help resolve the situation, or contact a local repair service to assist.

Baby Changing Stations

All men's, women's and family restrooms at University of Phoenix Stadium are equipped with a baby changing station.

Bag Inspection

In accordance with NFL Best Practices and Cardinals security guidelines, bags measuring 12" x 12" x 12" or smaller will be permitted after a thorough inspection by stadium security staff. Fans that need to bring a diaper bag, when accompanied by a baby or infant will be subject to the same inspection procedures. Fans should be prepared to open their bags for inspection and may be asked by security staff to shift and possibly remove the contents. Bags larger than 12" x 12" x 12" (no one dimension or side can be larger than 12") will be denied entry inside University of Phoenix Stadium and fans will be asked to return the bag to their vehicle. There are no lockers outside of the stadium to store items nor can any items be held by staff members. All items left unattended outside the stadium will be disposed of by stadium staff.

Banners & Signs

Cardinals fans are encouraged to show their support and may bring handheld signs to Sportsman's Park and University of Phoenix Stadium, provided they are football related and in good taste as determined by stadium security. Signs cannot be commercial, political or obscene in nature. Signs may not be affixed or hung anywhere within University of Phoenix Stadium. Signs may not be displayed in a manner that obstructs other fans' views of the game or stadium scoreboards/advertising signage. The signs must be made of a paper or lightweight cloth-like material. Signs cannot utilize wood, metal or similar types of materials for support. Maximum dimensions of a sign are three feet by two feet. Signage not permitted within Sportsman's Park or inside the stadium will be disposed of by stadium security unless the guest wishes to return it to their vehicle.



Bicycle Parking

Fans that choose to ride a non-motorized bicycle will be able to use the bike rack located to the northeast of the stadium, along the sidewalk between the North Preferred and East Preferred carparks.

Bottles & Cans

Fans will not be allowed to bring any type of bottle, can, thermos or beverage container inside of University of Phoenix Stadium. However, fans will be allowed to bring one (1) factory-sealed, non-frozen 500mL (16.9 fl. Oz.) bottle of water (no soda, flavored water or sports drinks.) Parents with small children may bring plastic bottles of formula or milk inside of the stadium.

Cameras

Fans may bring personal still-photo cameras to capture the special moments from their visit to University of Phoenix Stadium. Feel free to ask any stadium staff member to snap a picture of your group. The following items are not permitted inside the stadium: Video cameras, mono/tripods and professional cameras with zoom lenses greater than 200mm or larger than eight inches in length.

Catering

All food services at University of Phoenix Stadium are handled by Rojo Hospitality Group. For more information on holding your special event at the stadium contact Rojo Hospitality Group at 623/433-7656. Any catering provided by companies other than stadium concessionaire is not permitted inside University of Phoenix Stadium or anywhere on Sportsman's Park.

Cell Phones

Cellular phones are welcome inside University of Phoenix Stadium. Fans are reminded, however, to make sure that their cell phone conversations are not disruptive to the others seated around them.

Child Locator Wristbands

The Cardinals and Catholic Healthcare West have teamed up to make Child Locator Wristbands available at all Guest Services Offices. The child's ticket location or contact phone number can be written on the wristband in the event a child gets separated from their party. The Guest Services offices are located along the main concourse (near Sections 104 & 123) and upper concourse (Sections 417 & 448.)



Children's Ticket Policy

Children 24 months of age or younger are permitted entry inside University of Phoenix Stadium without a ticket provided they obtain "lap pass" prior to entry. Adults can request a lap pass from stadium staff checking tickets at the entrance gates. The child receiving the lap pass must be present when the pass is issued. There is a limit of one lap pass per adult game ticket.

Chewing Tobacco

Fans are not permitted to bring or use any type of chewing tobacco inside University of Phoenix Stadium during events. If chewing tobacco is discovered inside the stadium, ticket holder will need to dispose of it immediately or face possible stadium ejection.

Compliments & Concerns

We value the compliments and concerns from all fans that come to University of Phoenix Stadium. Fans can express their comments in person at any of the four Guest Relations offices, located on the main and terrace concourses. Written feedback can be sent through the Arizona Cardinals website at: www.azcardinals.com.

Designated Driver "Good Sport" Program

The Arizona Cardinals, Anheuser-Busch, Coca-Cola, Rojo Hospitality Group, Arizona Department of Highway Safety and Hensley have teamed up to implement the "Good Sport" Designated Driver Program. Fans 21 years of age or older with a valid driver's license can sign up pre-game on the Great Lawn as well as inside the stadium at the 100 and 400 Level Guest Relations offices and Club Level concierge locations. In appreciation of the commitment to getting their friends home safely all designated drivers are awarded a coupon for one soft drink or non-alcoholic beer. Designated drivers also have the opportunity to win prizes each game and are eligible for a grand prize which will be presented on field at the final regular season home game.

Ejection

Fans that refuse to follow the direction of University of Phoenix Stadium staff or fail to comply with the Arizona Cardinals Code of Conduct will be subject to ejection without a refund of their event ticket, which may result in the loss of ticket privileges.

Elevators

Elevators are located near the three public and two Club entrances at University of Phoenix Stadium. The location and availability of elevators are:

- **Gate 1** – Working Media and fans with disabilities.
- **Gila River Club West** – Loft ticket holders and Club seat fans with disabilities.
- **University of Phoenix Gate 2** – Fans with disabilities.
- **Insight Club East** – Loft ticket holders and Club seat fans with disabilities.
- **Budweiser Gate 3** – Fans with disabilities.

Emergencies

Fans should record their section, row and seat numbers at home and office. If an emergency arises during the game, please call the University of Phoenix Stadium Security Command Center at 623/433-7156 with the seating information and a stadium staff member will be sent to that location. Per stadium policy, announcements will not be made over the public address system to locate guests.

Employment Opportunities

If you are interested in becoming part of the Arizona Cardinals or University of Phoenix Stadium event staff, information on open positions can be obtained at:

- Arizona Cardinals – www.teamworkonline.com
- Global Spectrum – 623/433-7100
- Cre8ive Associates LLC (Parking Services) – 480/840-0204
- S.A.F.E. Management (Security & Guest Services) – 623/433-7300
- Rojo Hospitality Group (Catering/Concessions) – 623/433-7656
- Facility Merchandising, Inc. (Merchandising) – 623/433-7600

Entrance Gates

The two Club Entrance gates open 3 hours and 15 minutes prior to kickoff for Club and Loft ticket holders.

- **Gila River Club West** – Northwest corner. Look for the large red “W.”
- **Insight Club East** – East side. Look for the large red “E.”

The three public entrance gates open 90 minutes prior to kickoff for all ticket holders.

- **Gate 1** – Southwest corner. Look for the large red “1.”
- **University of Phoenix Gate 2** – North side. Look for the large red “2.”
- **Budweiser Gate 3** – Southeast corner. Look for the large red “3.”

Escalators

University of Phoenix Stadium is equipped with escalators located adjacent to the three public and two private entrances. The escalators located directly inside Gates 1 & 3 allow fans access to the Club Level and Terrace concourse. The escalators located at Gate 2 provide fans with direct access to the Terrace concourse only. The escalators at the Gila River Club West and Insight Club East entrances are reserved for Club and Loft ticket holders and access the Club level only. The escalators will run in the upwards direction through halftime and change to the downward direction during the second half to speed exiting at the conclusion of the game. Fans are asked to never walk up or down a non-operational escalator.

Family Restrooms

There are a total of 12 family restrooms which are intended for the use of parents with small children and fans with disabilities. All family restrooms are outfitted with baby-changing tables and are ADA compliant. The family restrooms are located on the main concourse (near Sections 102, 114, 124 & 136), club concourse (near Sections 204, 219, 230 & 247) and terrace concourse (near Sections 404, 421, 435 & 454.)

Family Sections (Alcohol-Free)

There are three sections at University of Phoenix Stadium in which alcohol is not permitted. Fans that hold tickets in Sections 114, 424 & 432 will not be allowed to bring or consume alcohol in these three areas.

Fan Mail

Letters to Cardinals players should be sent to the following address:

Player's Name

c/o Arizona Cardinals Football Club

P.O. Box 888

Phoenix, AZ 85001-0888

First Aid

University of Phoenix Stadium has four First Aid locations that are available to assist fans throughout the event. The First Aid offices are located along the main concourse (near Sections 122 & 136) and terrace concourse (near Sections 416 & 448).

Food & Beverage Policy

Fans are not allowed to bring any food or beverage items inside University of Phoenix Stadium. We ask that fans either leave these items inside their vehicles or dispose of them at the security checkpoint before entering the stadium. The only exceptions are:

- One (1) factory-sealed, non-frozen 500mL (16.9 fl. Oz.) plain bottle of water (sports drinks and flavored water not permitted.)
- Food and beverage items for infants two years of age or younger.

Gate Opening Times

Gila River Club West and Insight Club East entrance gates open 3 hours and 15 minutes prior to kickoff for Club and Loft ticket holders. The three public entrance gates open 90 minutes prior to kickoff for all ticket holders.

Gila River Club West

Fans holding tickets for Club level sections 201-222 or Lofts numbering L207 to L216 or L301 to L322 are located on the Gila River Club West lounge. Please enter University of Phoenix Stadium through the Club West entrance doors, on the northwest side.



Guest Services Offices

Guest Services offices are ready to assist and make your visit a memorable one. The Guest Services offices are located along the main concourse (near Sections 104 & 123) and upper concourse (Sections 417 & 448.) Some of the services available at these four locations include: Child Locator Wristbands, Lost & Found, Lost Children, "Good Sport" Designated Driver Program, Stroller/Wheelchair check-in and Guest Comment forms.

Hotlines

If you require assistance during your visit to University of Phoenix Stadium or wish to report violations of the Cardinals Code of Conduct, stadium staff can be reached at:

Game Day Hotline: (623) 433-7156

Text Message Hotline: Text "Cards" <SPACE> issue and location to 57375

Insight Club East

Fans holding tickets for Club level sections 227-248 or Lofts numbering L232 to L243 or L333 to L367 are located on the Insight Club East lounge. Please enter University of Phoenix Stadium through the Club East entrance doors, on the east side. While at the game, be sure to visit the Insight Briefing Center to learn how you can put the "technology behind the team" to work for your business.

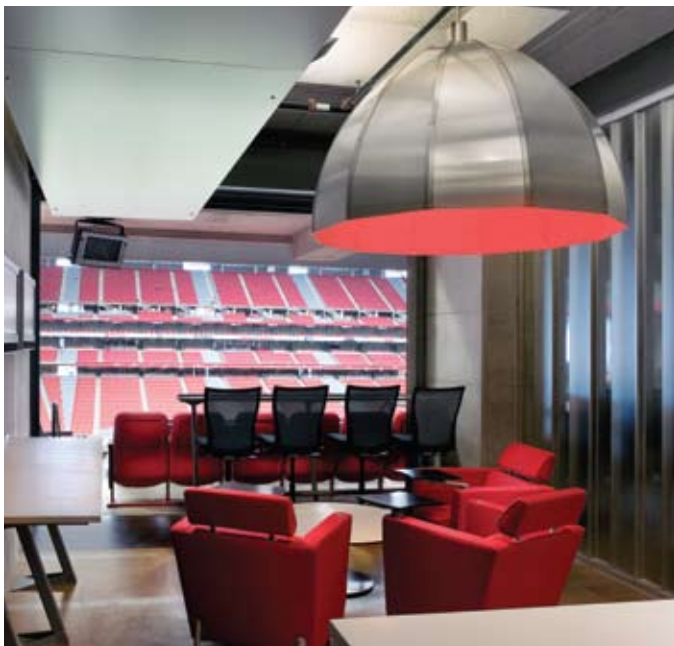
Insight
CLUBEAST

Laser Pointers

Laser pointers are considered a prohibited item at University of Phoenix Stadium and are subject to confiscation if brought inside the facility.

Lofts

There are a total of 88 Lofts, often referred to as suites in other sports venues, at University of Phoenix Stadium. The design, build-out and furnishings inside the Lofts follow in line with the overall architectural characteristics of the stadium. Lofts are located on both the Club level lounges and Loft level corridor. For more information on Lofts at University of Phoenix Stadium, please call 602/379-0102.



Lost and Found

If during your visit to University of Phoenix Stadium you misplace an item or find something that belongs to another fan, please visit one of the Guest Services offices. Claim forms are available to report missing items. Fans inquiring about lost items should call the 24/7 Command Center at 623/433-7147. Items lost at prior games are held in storage for 30 days and then are donated to a local charity. The Arizona Cardinals and University of Phoenix Stadium cannot be held responsible for lost or damaged items.

Lost Children and Guests

Children that are separated from their family or friends will be escorted by a stadium staff member to the closest Guest Services office. All children are encouraged to stop by a Guest Relations office to get a "Safe in the Stadium" wristband when they first arrive.

Lost or Stolen Tickets

Lost or stolen tickets can be replaced only under certain conditions. Please contact the Cardinals Ticket Office at 602/379-0102 for replacement guidelines.

Media Entrance

All credentialed members of the media will enter the building at the Media Entrance, located to the south of Gate 1.

Merchandise

Official Arizona Cardinals team merchandise is available at the AZone Team Store, next to Gate 2 on the main concourse level. The Team Store is open on game days for ticket holders and non-game days for all. On game days, there are additional merchandise stands on the main concourse (near Sections 101 & 137), club level (near Sections 217 & 232) and terrace concourse (near Sections 408 & 440). For more information, call the AZone Team Store at 623/433-7600.

National Anthem Performances

Do you have what it takes to perform the National Anthem before a Cardinals home game? If so, contact the Cardinals Entertainment Department at 602/379-1825 for more information.

Noise Making Devices

Musical instruments or any types of noise making devices are not permitted inside University of Phoenix Stadium. This includes, but is not limited to, items like air horns, cowbells and whistles.

Payphones/TDD Phone

University of Phoenix Stadium does not have any payphones available to fans. However, fans can request the use of a phone at any of the four Guest Services locations if needed. A TDD phone for hearing and speech impaired fans is located at the Guest Services office next to Gate 1.

Playing Field - No Trespassing

Fans are reminded that attempting to enter or accessing the playing field without the proper credential will be considered trespassing and is grounds for immediate ejection and arrest.

Publications

All fans are encouraged to pick up a free copy of Cardinals Kickoff magazine as they enter University of Phoenix Stadium. Kickoff will provide you with details on your favorite Cardinals players and information to make your visit an exciting one.

Radios

Only personal radios with headphones are permitted inside University of Phoenix Stadium. So that all fans can enjoy the action on the field, radios operated without headphones are not allowed. To ensure a strong radio signal, the Cardinals English and Spanish broadcasts are retransmitted throughout the stadium. Please turn your personal radio to 96.1 FM for the English broadcast and 93.9 FM for the Spanish broadcast.

Radio Broadcasts

Be sure to tune into the Cardinals Radio Network on your drive to the stadium, during the game and on your way home. The Cardinals flagship station is Sports 620 KTAR AM along with a regional network of stations throughout Arizona. All game broadcasts can be heard on News 92.3 KTAR FM. In addition, you can catch all Cardinals broadcasts in Spanish on ESPN Deportes 710 AM.

Recycling

The Arizona Cardinals encourage all football fans to reduce, reuse and recycle. The recycling program at University of Phoenix Stadium includes: free recycling bags for tailgaters in Sportsman's Park, recycling containers on the Great Lawn and security checkpoint locations, as well as recycling containers along stadium concourses and lofts. Please check the signage on the recycling containers to ensure you're recycling the proper items such as plastic, glass and aluminum. This is the third season the Arizona Cardinals are making recycling part of your game day experience. We hope that all fans will follow Big Red's example and recycle at the stadium!



Re-Entry

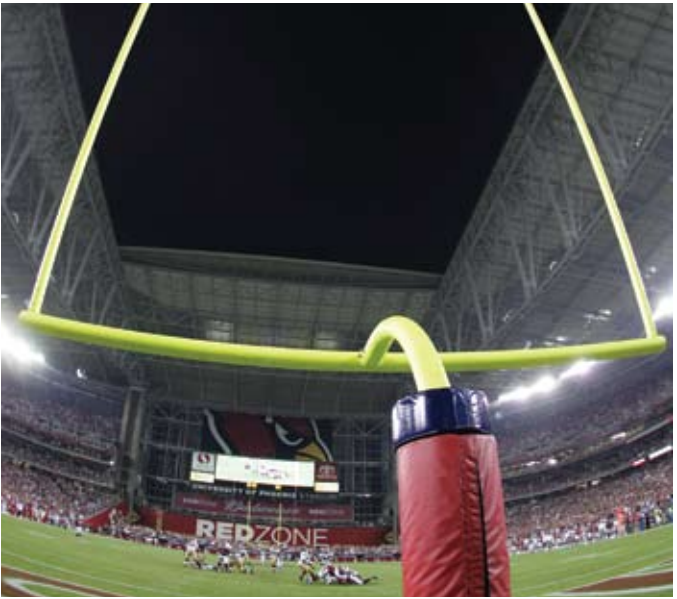
In accordance with NFL and Cardinals security procedures, fans may not exit and re-enter the stadium using the same ticket. There will be no exceptions to this policy.

Restrooms

There are 50 restrooms located throughout University of Phoenix Stadium. All men, women and family restrooms are ADA accessible and equipped with a baby-changing table. Please ask any staff member for directions to the closest restroom.

Retractable Roof Movement

The position of the roof at University of Phoenix Stadium will be determined on game day. Many factors will be included in the final decision, however the comfort of all fans in attendance is our main



concern. Research conducted by other organizations determined that it can feel up to 15 degrees warmer than the air temperature when seated in direct sunlight. With no breeze and direct sunlight, this creates a very uncomfortable environment for those ticket holders on the east side of the stadium.

Fans can call the Cardinals Roof Hotline at 623-433-7663 on their way to the stadium to find out if the roof will be open or closed.

The Cardinals are required to follow all NFL policies in effect for retractable roof stadiums. In accordance with NFL policy, the following guidelines must be followed:

- The roof can only be closed during the game if rain or other hazardous weather conditions develop or are anticipated. The only exception is that the roof will not be closed for rain in the last five minutes of the fourth quarter, or prior to or during any overtime period.
- If the roof is closed at the start of the game or during the game, it cannot be opened for the remainder of the game.
- If the decision is made to open the roof, the roof must be open no later than the time that the teams take the field for pre-game warm-ups.

Ring of Honor

Located along the front of the Terrace level, the Ring of Honor pays tribute to the many great players and members of the Cardinals organization over the years. Ring of Honor level seating is accessible by the terrace concourse.

Scanners

Radio frequency scanning devices are prohibited in University of Phoenix Stadium and Sportsman's Park.

Security Procedures

In accordance with current NFL Best Practices for stadium security, all fans will be subject to security inspection prior to entry inside University of Phoenix Stadium, including a physical pat down and inspection of all items brought inside the facility. Fans can assist in this procedure by removing their hats and emptying their pockets of any items before reaching the security staff member. Fans that elect not to consent to this security screening will be denied entry inside University of Phoenix Stadium. Due to this security procedure, fans are encouraged to enter the stadium at least 45 minutes prior to kickoff.

Scoreboard Messages

Do you want to see your name in lights? If so, contact the Cardinals Entertainment Department at 602/379-1825 for more information about scoreboard announcements.

Skateboarding/Rollerblading

Fans should be aware that skateboarding and rollerblading are not permitted within University of Phoenix Stadium, Tillman Plaza or Sportsman's Park. "Roller Shoes," which are athletic shoes with retractable wheels, are also not allowed.

Smoking

In accordance with the Smoke-Free Arizona Act, University of Phoenix Stadium is a non-smoking facility. There are three designated smoking locations on the main concourse located beyond the Gate 2 exterior gate and outside the exit doors at Sections 102 and 137. Fans on the Club level, Loft corridor and terrace level can proceed to the designated smoking locations on the north ramp. Please remember to keep the north ramp walk aisles clear for other fans and smoke only in the designated areas. Fans outside the stadium are reminded that they must be at least 20 feet away from any stadium entrance to smoke. Fans that do not comply with the smoking policy inside the stadium are subject to ejection.



Solicitation/Literature

Fans should be aware that the distribution of banners, booklets, business cards, circulars, commercial advertising, flyers, folders, handbills, leaflets, notices, pamphlets, posters, stickers or any other written, printed and/or painted materials is prohibited at University of Phoenix Stadium and throughout Sportsman's Park.

Standing

Fans that enter University of Phoenix Stadium are asked to enjoy the game from the comfort of the seat that is indicated on their ticket. Please keep in mind that when you stand, you block the view of other fans behind you. It is not the Cardinals' intent to limit fan's enjoyment of the game and cheering after great plays, but continuous standing in seating areas will not be tolerated. Standing to watch the game is not permitted along the sidelines of the 400 level concourse. These areas must stay clear for fans using the stairways to the terrace level seating. Portions of the south endzone bridge are also considered no standing zones. Please follow the directions of ushers and security.

Strollers

University of Phoenix Stadium welcomes fans with strollers. However, their use should not in any way inhibit fan movement or block any aisles. Smaller, umbrella-style strollers can be stored underneath a seat as long as it does not create an obstruction for other fans. Larger strollers can be checked at the nearest Guest Services office during the game.

Team Store

AZone is the official headquarters for Arizona Cardinals merchandise. The Team Store is located on the north side of University of Phoenix Stadium, between Gate 2 and the Ticket Office. During the football season, AZone is open from 10:00AM until 6:00PM Monday through Friday, 10:00AM until 4:00PM on Saturday and closed on Sundays. Team store hours may change during the spring and summer months. For more information, call the AZone Team Store at 623/433-7600.

Ticket Office

Located between Gate 2 and the Insight Club East entrance gate, the University of Phoenix Stadium ticket office windows will open three (3) hours prior to kickoff on gamedays. TicketMaster Will Call can be claimed here with a valid form of photo identification. Tickets for other stadium events can also be purchased here. Please call 602/379-0102 to confirm hours of operation.

Ticket Re-sale/Scalping

The resale of event tickets, regardless of price, is prohibited at University of Phoenix Stadium and throughout Sportsman's Park. Fans that purchase tickets from someone other than the Arizona Cardinals or TicketMaster do so at their own risk and those tickets could be counterfeit. The Cardinals are not responsible for and will not provide a replacement or refund of any kind for invalid tickets purchased through a secondary ticket provider.

Tours, University of Phoenix Stadium

Visit www.universityofphoenixstadium.com for more information about public and private tours of University of Phoenix Stadium along with dates, times and pricing information.

Training Camp

The Cardinals hold their annual summer training camp in the northern Arizona city of Flagstaff. At an elevation of 7,000 feet Northern Arizona University (NAU) offers high altitude training which has been proven to bring a competitive edge to the elite athlete. *Sports Illustrated* has called the Cardinals training camp in Flagstaff one of the top three in the NFL. The Flagstaff Chamber of Commerce welcomes Cardinals fans and offers a variety of accommodations, dining and shopping. Additional information on practices open to fans can be found at www.azcardinals.com.

Umbrellas

With the retractable roof, umbrellas are not needed inside University of Phoenix Stadium. Please leave them inside your vehicle as umbrellas are not permitted inside the stadium.

Weapons

Fans are not permitted to bring firearms or any other weapons inside University of Phoenix Stadium. In accordance with Arizona House Bill 2457, law enforcement officials attending the event are permitted to bring a firearm inside the stadium if he/she is in compliance with the Arizona peace officer standards and training board requirements.

Will Call

The Will Call windows are located at the Ticket Office, to the east of Gate 2. The Ticket Office is open three hours prior to kickoff and closes at halftime. Will Call tickets can be claimed only by the person whose name appears on the will call ticket envelope. State or government picture identification is required.



Disabled Guest Information

Assistive Listening Devices

Assistive Listening Devices (ALD's) are available and can be found at the Guest Services offices. Fans will be asked to leave a valid driver's license or other form of identification when the ALD is checked out.

Disabled Parking

All Sportsman's Park carparks and other Cardinals gameday parking lots have signed disabled parking spots. Vehicles must have a valid Cardinals parking hangtag to enter these parking areas. Please contact the Cardinals Ticket Office at 602/379-0102 for more information.

Disabled Seating

Disabled seating is located on all three concourses at University of Phoenix Stadium, including all lofts and field boxes. All levels can be accessed by the elevators located near the five stadium entrance locations. One power outlet is available at each disabled seating platform for the use of guests with electric wheelchairs and other medical equipment.

Disabled Cart Service

A courtesy cart service is available to disabled fans from disabled parking areas to the stadium plaza security checkpoints. These carts are for disabled fans and one companion only. The carts will only take fans to the closest entrance. There is no cart service available inside University of Phoenix Stadium. The cart service will be available two hours prior to the game until one hour following the conclusion of the game. Fans should wait at the large red numbers and letters outside of the gates for carts to meet them when exiting.

Payphones/TDD Phone

University of Phoenix Stadium does not have any payphones available to fans. However, fans can request the use of a phone at any of the four Guest Services locations if needed. A TDD phone for hearing and speech impaired fans is located at the Guest Services office next to Gate 1.

Restrooms

There are 50 restrooms located throughout University of Phoenix Stadium. All men, women and family restrooms are ADA accessible and equipped with a baby-changing table. Please ask any staff member for directions to the closest restroom.

Segways

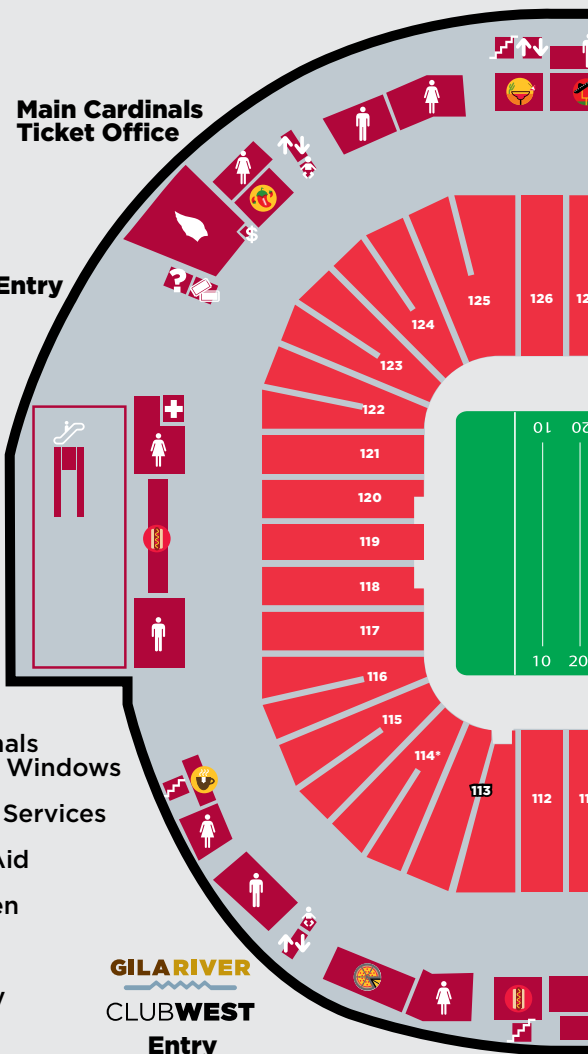
For the safety of all guests at University of Phoenix Stadium, Segways are not permitted inside the stadium.

MAIN CONCOURSE

Inst
CLUB
En

Main Cardinals
Ticket Office

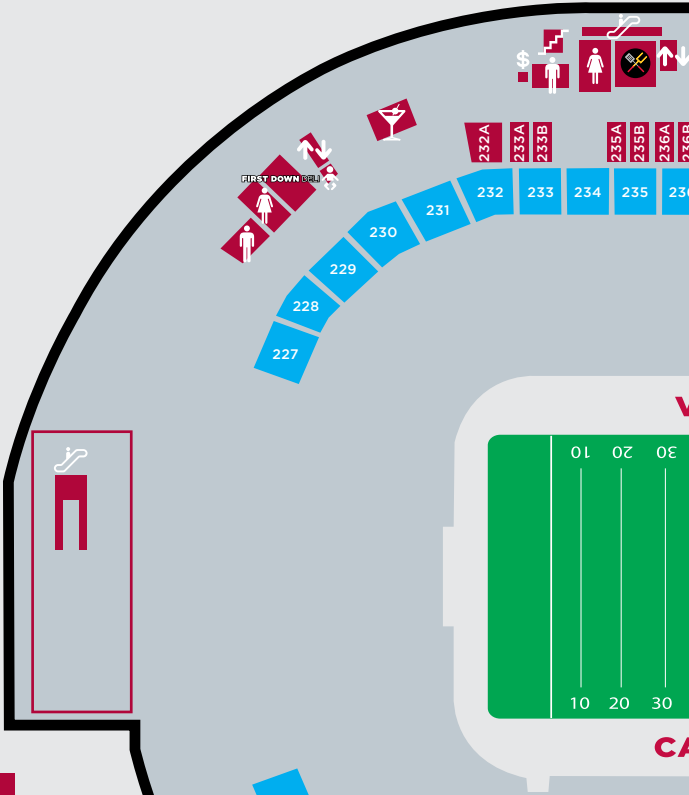
Gate 2 Entry



-  Cardinals Ticket Windows
-  Guest Services
-  First Aid
-  Women
-  Men
-  Family
-  ATM
-  AZone Team Store
-  Concession
-  Elevator
-  Stairs
-  Escalator

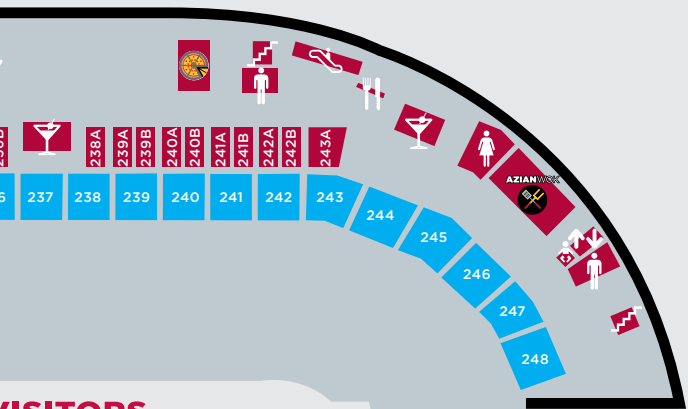
GIL RIVER
CLUB **WEST**
Entry

CLUB LEVEL

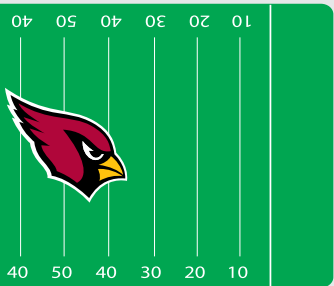


-  Women
-  Men
-  Family
-  ATM
-  Bar
-  Concession
-  Elevator
-  Stairs
-  Escalator
-  Loft

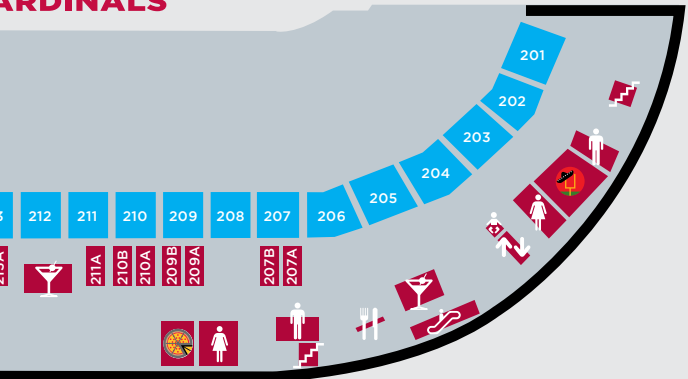
Women
Men
Family
ATM
Bar
Concession
Elevator
Stairs
Escalator
Loft



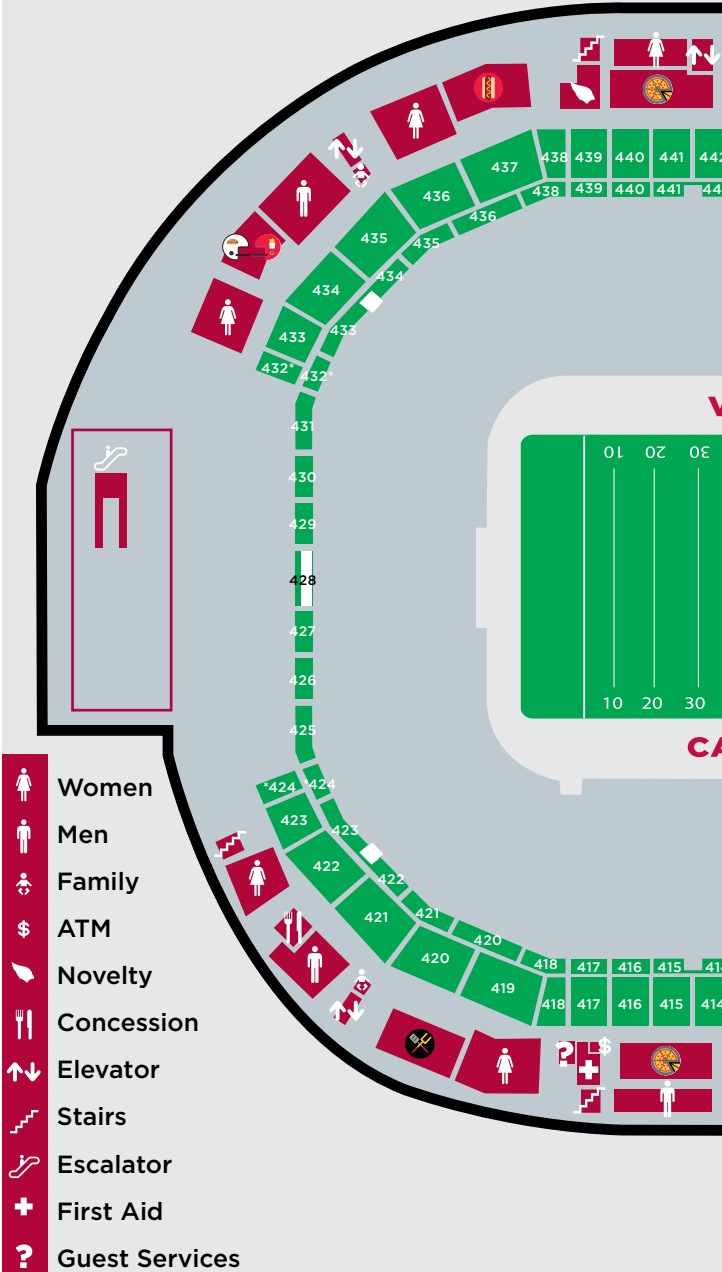
VISITORS

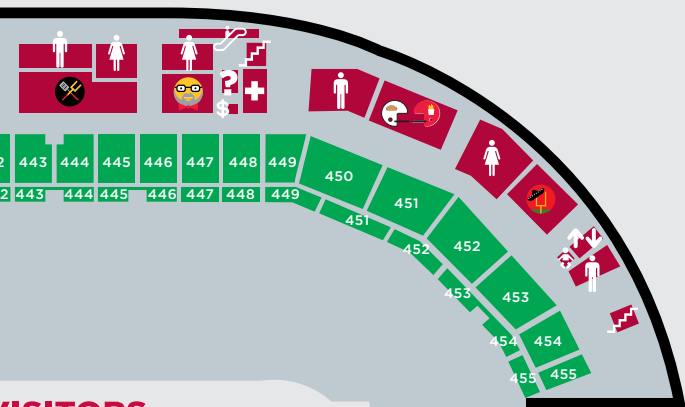


ARDINALS

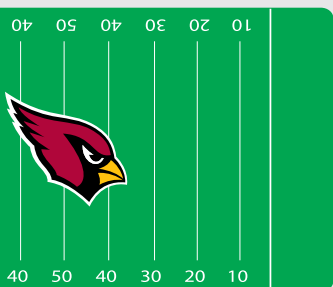


TERRACE CONCOURSE





VISITORS



ARDINALS



Concession Information Main and Terrace Level Concourses

DESERT  **BREEZE**

Location – Main Concourse Section 125

 **FIELD OF FAVORITES** 

Locations – Terrace Concourse Sections 413, 434, 450

1ST ROUND  **DRAFT**

Locations – Red Zone Bridge, east and west end

GRANDE  **ROJO**

Location – Main Concourse Section 124

GRIDIRON  **GRILL**

Locations – Main Concourse Sections 102, 107, 129;
Terrace Concourse Sections 408, 420, 444

MR. B's  **BOWTIE BBQ**

Locations – Main Concourse Section 134;
Terrace Concourse Sections 411, 448

PIZZAZ



Locations – Main Concourse Sections 113, 132; Terrace Concourse 416, 440

RED  **DOG**

Locations – Main Concourse Sections 112, 119, 135;
Terrace Concourse Sections 406, 437

TOUCHDOWN  **TORTILLAS**

Locations – Main Concourse Section 127; Terrace Concourse Section 452

SPORTSMAN'S  **CAFÉ**

Location – Main Concourse Section 115 & 136

Concession Information Main and Terrace Level Concourses (cont.)



Papa John's Pizza available at the four PizzAz stands at Sections 113, 132, 416 and 420.



Safeway sandwiches are available at the South Bridge and Section 426 portable stands.

Concession Information Club Level

AZIAN WOK

Locations – Club Level Sections 213, 247

FIRST DOWN DELI

Locations – Club Level Sections 220, 227



Locations – Club Level Section 235

LOFTGRILL

Locations – Club Level Sections 213, 247

PIZZAZ



Locations – Club Level Sections 209, 240



Locations – Club Level Section 203



Club Level Section 228



Safeway sandwiches are available at Section 209 and 240 concession stands.

University of Phoenix Stadium Information/Facts

Field Tray

University of Phoenix Stadium features a unique rollout natural-grass playing field, contained in a single tray measuring 234 feet wide by 403 feet long and weighing a hefty 18.9 million pounds. The first completely retractable field in North America, it will be positioned inside the stadium on game days to offer the preferred natural-grass playing surface for football and outside the stadium the remaining 350+ days of the year to receive the needed sunlight and water to grow. A total of 462 steel wheels riding on 13 parallel steel rails are used to slide the field tray in and out of the facility. Of those 462 wheels, only 76 of them are powered by a one-horsepower electric motor to move the field tray from outside to inside in roughly 70 minutes. The flexibility of this unique design allows University of Phoenix Stadium to serve as a true multi-purpose venue featuring a 152,000 square-foot event floor.

Retractable Roof

The roof at University of Phoenix Stadium is comprised of two 180-foot long by 240-foot wide retractable panels that will remain closed to allow for air conditioning during the hot summer months and then open during the cooler months to take advantage of the Valley's abundant sunshine. The fabric roof will allow light to fill the stadium and provide an open, airy feel even when the roof panels are closed. The roof system is designed to close in approximately 12 minutes.

Scoreboards

University of Phoenix Stadium features one of the largest video scoreboards in the state of Arizona. The main scoreboard over the south endzone measures 96 feet long by 27 feet tall and covers a total area of 2,592 square feet. The north endzone scoreboard measures 40 feet long by 22.5 feet tall. Both videoboards are manufactured by Daktronics, the industry leader in videoboards. They feature Daktronic's "ProStar" VideoPlus display technology that locates full color LED pixels on 23 mm centers. This tight spacing of the LEDs will provide fans with crystal clear video images of replays, highlights and other game enhancements.

Tillman Plaza and Memorial

The Pat Tillman Memorial is located in a prominent, but reflective area just off the northwest section of the stadium plaza, which is also known as Tillman Plaza. Both the plaza and memorial are open for viewing by fans during their visit to the stadium. The Memorial was conceived and designed by Peter Eisenman and Michael Dollin, the same designers who designed Sportsman's Park, the 160-acre parcel that surrounds University of Phoenix Stadium. The Memorial consists of a bronze statue of Pat in a pose familiar to all Cardinals fans. The statue was sculpted by OmriAmrany, an expert in this art form. Opposite the statue is a 60 foot diameter negative edge reflecting pool. The pool has a low seat wall that allows fans to experience the Memorial and creates a fitting remembrance of the Arizona State Sun Devil, Arizona Cardinal and U.S. Army Ranger that lives on in our hearts and memories. All money collected in the reflecting pool is donated to the Tillman Foundation.

Emergency Evacuation Plan

All fans at University of Phoenix Stadium should familiarize themselves with the emergency evacuation plan. The most important thing you can do in the event of an emergency is be prepared. The first step is to be familiar with the closest emergency exits to your seat location. It is always a good idea to identify two emergency exits should one be unavailable due to the nature of the emergency. Families and groups should pre-designate a meeting location outside of the stadium in the event of an evacuation. If you have any questions about the location of emergency exits please refer to the stadium diagrams in this guide or contact a guest service or security staff member for assistance.

It is important to remain calm and follow the instructions of stadium staff during an evacuation. Please remember, for the safety of all, everyone should leave in an orderly manner.

Red Zone

Exit the seating area by walking to the top of the sections and down the stairways to the event floor. Exit the stadium through the emergency exits and up the vehicle ramp to the parking lot

Main Concourse

Exit the seating area by walking to the top of the section and onto the concourse. Exit the stadium through the nearest gate or door and continue out to the parking areas.

Club Level

Exit the seating area by walking to the top of the section or out the loft doorway to the Club concourse. Proceed to the nearest stairwell or north ramp exit doors and walk down to ground level. Exit the stadium and continue out to the parking areas.

Lofts Corridor

Exit loft doorway to the Loft corridor. Proceed to the nearest stairwell or north ramp exit doors and walk down to ground level. Exit the stadium and continue out to the parking areas.

Ring of Honor

Exit up and out of the seating area into the concourse and locate the nearest stairwell and exit down the stairs or walk north to the north ramp and take the ramp down and exit out of the stadium and into the parking lot.

Terrace Concourse

Exit the seating area by walking to the concourse. Proceed to the nearest stairwell or north ramp exit doors and walk down to ground level. Exit the stadium and continue out to the parking areas.

Disabled Fans

Contact the nearest guest service or security staff member for assistance in exiting the stadium as elevators and escalators are not available in the event of an emergency.

If you require assistance during your visit to University of Phoenix Stadium or wish to report violations of the Cardinals Code of Conduct, stadium staff can be reached at:

GAME DAY HOTLINE

623-433-7156

TEXT MESSAGE HOTLINE

**TEXT "CARDS" <SPACE> ISSUE AND
LOCATION TO 57375**

WE DO THIS TOGETHER.