

# NEW FOR 2011

## ATTENTION SEASON TICKET HOLDERS:

For your convenience, we have compiled a list of items that include new and / or noteworthy policies, changes, additions and fan services for the 2011 season. Be advised that there may be additional new information in 2011 not listed, and that all information within this handbook is subject to change without notice. Please familiarize yourself with the various policies and services, as this handbook is intended to help make your game day experience as positive and as enjoyable as possible.

## GRAND PLAZA

The Grand Plaza is a brand new fan zone located on the north end of the stadium with a multitude of new entry gates. This area will feature a sports bar, various new flat screen TVs to showcase the early games, autograph stations, a new, more centralized Will Call location, improved food and beverage selections and much, much more. The Bud Light Plaza has been designed so that the Verizon Gate (Gate E) and Gate F are now connected, thus allowing fans to walk freely throughout all pregame entertainment areas before accessing their seats from either plaza. The Grand Plaza is open three (3) hours prior to kickoff to all ticketed fans.

## FAN BEHAVIOR / CODE OF CONDUCT

We are looking for your help in reducing, if not eliminating, unruly fan behavior. To **IMMEDIATELY REPORT UNRULY FAN BEHAVIOR** please participate by doing one of the following:

1. Contact your nearest usher or security guard when witnessing unacceptable behavior.
2. Utilize our TEXT MESSAGING system
  - a. Text to "69050"
  - b. TYPE keyword "BADFAN" and a <space> and then the message
  - c. Describe the issue & location (i.e., man using obscenities in Upper Box 61, Row 1, Seat 1)
3. Dial (415) 656-4949 and hit "0" to speak with a 49ers representative

## FIELD BOX SEATING AT CANDLESTICK PARK

The Field Box seats offer the most unique season ticket experience at Candlestick Park. Enjoy the up-close action at your seat just steps from the field. The Field Box seats are the ultimate VIP game day experience. Don't miss out! For more information, call 415-GO-49ERS

## GO NORTH TO GET SOUTH - TRAFFIC TIPS

Traffic engineers have suggested the use of Highway 280 south to reduce the traffic congestion on 101 southbound. Go north (toward San Francisco) on 101 for about one mile, and then take the 280 south exit toward Daly City. In other words, "Go North to Get South."

## PARKING

1. Automobiles measuring more than 17' in length and / or 8' in width are not permitted in the interior parking lot and must park in the RV or exterior lots. A limited number of parking stalls have been established in the RV Lot for these automobiles for \$40 each and are available on a first-come, first served basis only. Reserving spaces is not permitted.
2. BUS PARKING – Bus parking is available on a pre-sold basis. For buses that wish to tailgate, there are a limited number of spaces available for \$80 each. All other non-tailgating buses are still \$40. For purchasing information, call (415) GO 49ERS.
3. RV AND LIMO PARKING – RV and Limousine parking is located in the RV Lot and is available on a pre-sold basis. RV's and Limousines are \$80 per vehicle. For purchasing information, call (415) GO 49ERS. To enter the RV Parking Lot, take 3rd St. to Gilman Ave. and turn right on Bill Walsh Way.

## RE-ENTRY GATES

In order to provide a safe and secure environment for all fans attending our games and to stay consistent with current stadium security standards, re-entry is not permitted at 49ers games. In the event of an emergency or for special assistance, contact the ticket taker supervisor or security supervisor at the gate.

## RECYCLING REWARDS PROGRAM

It pays to be green at 49ers games! In our continuing efforts to "Go Green," this season the 49ers are offering rewards to fans who recycle in our interior parking lot. Bring your recyclable bottles, cans, organics, and paper products to the new recycling centers throughout the interior lot (designated by the flag below) for your chance at awesome prizes including merchandise, autographed items and much, much more!



## SEAT ASSIGNMENTS - BY POPULAR REQUEST

We believe that it is a reasonable expectation to arrive at your seats without having them occupied. Therefore, ushers will continue to check tickets more stringently this season as compared to years past. Please be prepared to present your ticket upon entering the seating area. In that regard, simply display your game day ticket in the pouch provided to you and wear it around your neck. Be sure to allow the barcode on the ticket to be visible for scanning. The color-coded pouch corresponds with your ticket and will assist our staff in quickly identifying you as being in your correct seating section as well as those that may not. Thank you in advance for your cooperation and assistance in helping to make your game day experience more enjoyable.

## SMOKING POLICY REVISIONS

Smoking within Candlestick Park is NO LONGER PERMITTED.

## STADIUM CLUB

The recently expanded Stadium Club is located above Gate C on the LEXUS | Luxury Suite Level (mezzanine) and is operated by Union Street Catering. The Stadium Club offers a full bar and restaurant and is open three (3) hours prior to kick-off until one (1) hour after the conclusion of the game. The Stadium Club may close earlier at Management's discretion. For membership info call the Stadium Operations Office at (415) 656-4949 or visit the "Stadium Restaurants" page within the Stadium section of 49ers.com. All LEXUS | Luxury Suites ticket holders receive complimentary access to the Stadium Club.

## LEXUS | LUXURY SUITE TICKET HOLDER ENTRY GATES

We have private entry gates for our LEXUS | Luxury Suite ticket holders at Gates A, B, F and the Verizon NFL Mobile Gate (Gate E). Remember, all individuals and their belongings are still subject to search.

## WOMEN'S ONLY MERCHANDISE STANDS

Merchandise stands featuring women's-only apparel will be located in the Bud Light Plaza.