

# 2010 USA Football Game Day Guide A-Z

## **Alcohol**

Ladd Pebbles will provide alcoholic beverages at concessions located in the east and west concourse areas. It is strictly prohibited to bring alcohol into Ladd Pebbles Stadium. Individuals violating this policy are subject to ejection.

## **Animals**

Seeing Eye Dogs or other animal assistance utilized by the disabled or visually impaired are welcomed with proper identification (official vest). All other animals are prohibited from the stadium.

## **Athletic Ticket Office Business Hours**

Regular office hours for the on-campus Mitchell Center ticket office are M-F, 10 a.m-5 p.m. Sales representatives can be reached via phone M-F, 9 a.m. – 5:30 p.m. by calling 251-461-1USA (1872).

## **ATM's**

ATM's are located on the east and west concourse of Ladd Pebbles Stadium.

## **Bags and Bag Search**

Small bags and purses are allowed into Ladd Pebbles Stadium. However, all bags are subject to search by USA Police, Mobile City Police, and game day staff. Bags larger than 10 X 10 are prohibited in Ladd Pebbles Stadium.

## **Camera Policy**

Hand-held still cameras are permitted for personal use. Any cameras outside of this category must obtain a media credential from the USA Media Relations department at least one (1) week prior to a scheduled home contest.

## **Children**

All children who have celebrated their second birthday must have a ticket to enter Ladd Pebbles Stadium for a University of South Alabama Football game.

## **Concessions**

Concessions at Ladd Pebbles stadium are operated separately and independently of the University of South Alabama. Concessions stands are located in the east and west concourses and accept cash only.

## **Conduct**

USA athletics expects all fans to conduct themselves in an appropriate manner and expect everyone to treat all fans, players, coaches and officials with courtesy. Failure to do so may result in ejection from a game or revocation of season ticket privileges.

Examples of prohibited behavior include, but are not limited to, throwing objects, demonstrating unruly behavior, attempting to enter the field of play and/or engaging in any behavior that endangers the safety of any other people.

### **Directions to Ladd Peebles Stadium**

**From the South:** Take I-10 West. Take Exit 25B to Virginia St and turn right onto Virginia St. Ladd Peebles Stadium is located on Virginia St.

**From the North:** Take I-165 South. Turn a slight right onto US-90/US-98 Truck W/ Beauregard St. and continue to follow US-90W. Turn right onto Government St/US-90/AL-16. Turn left onto Michigan Avenue. Turn right onto Virginia St. Ladd Peebles Stadium is located on Virginia St.

**From the West:** Take I-10 East. Take Exit 23 onto Michigan Ave. Continue on Michigan Ave and turn left onto Virginia St. Ladd Peebles Stadium is located on Virginia St.

**From the East:** Take I-10 West. Take Exit 25B to Virginia St and turn right on Virginia St. Ladd Peebles Stadium is located on Virginia St.

### **Disability Lots (Handicap Parking)**

Ladd Peebles Stadium has 29 designated disability parking spots. There is a \$15 fee to park in handicap parking spaces. In the event all designated parking spots have been filled, please notify the nearest police officer for assistance.

### **Disability Seating**

Handicap seating is located in the South End Zone and the platform on the East side of the stadium behind the visiting team sideline. Entrance for handicap seating will be at Gate 6. Limited mobility seating is located throughout Ladd Peebles Stadium. Please contact the USA Athletic Sales Office, (251) 461-1872, for any special needs you may have at least one week prior to the home contest.

### **Elevators**

There is only one elevator with **limited access** inside the lobby area located on the west side of Ladd Peebles Stadium.

### **Field of Play**

For the safety of all participants and spectators, field access is strictly prohibited at all times before, during or after the game. Field access is strictly limited to properly credentialed individuals.

### **First Aid**

In the event of an injury an individual may contact the nearest police officer for emergency assistance. The police officer will contact the paramedics on site for further evaluation.

### **Food and Beverages**

Outside food and beverages are prohibited. Upon entering the stadium, all food and beverages from the outside must be thrown away.

### **Game Programs**

Game programs will be sold around the entry gates and concourse of Ladd-Peebles stadium.

### **Gates into the stadium**

All gates entering into Ladd Peebles stadium will be open 2 hours prior to kickoff.

### **Golf Carts**

Golf carts will be available to assist elderly and disabled individuals in different locations within Ladd Peebles Stadium parking lot. Shuttles will mainly be located in the southeast corner parking area where shuttles will be dropping off individuals for football games.

### **Guest Services**

Guest services will be located outside the stadium on the East side and Southwest corner of Ladd Peebles Stadium.

### **High School Coaches**

In order to receive complimentary admission, high-school coaches should contact Lisa Callaghan in the USA Football Office at (251) 445-4013 by noon on the Thursday prior to a home contest. Pursuant to NCAA rules, a high school coach is permitted a maximum of 2 complimentary admissions issued through a pass list. Only those coaches that preregistered will be permitted through the pass gate. No walk-ups will be allowed complimentary admission.

### **IMG**

IMG College, a division of IMG Worldwide, is the premier college marketing, licensing and media company. IMG College creates opportunities for corporations to connect with specific audiences within the collegiate market. Through its multi-faceted operations and ability to deliver complete marketing solutions with a variety of demographic-specific assets, IMG College helps companies navigate the complex collegiate market. IMG College has received distinguished accolades from *Sports Business Journal*, as one of America's Top Three Sports Marketing Agencies.

### **Important Telephone Numbers**

Athletics Ticket Office – (251) 461-1USA (1872)  
Athletic Development – (251) 461-1366  
Athletics Administration – (251) 460-7121  
Media Requests – (251) 460-7035  
South Alabama Police – (251) 460-6611

### **Jaguar Athletic Fund**

The mission of the Jaguar Athletic Fund (JAF) is to support the University of South Alabama student-athletes by providing supplemental funding for scholarships, academic services, recruiting costs and other operational needs. Gifts to the JAF Priority Fund also provide donors with access to priority seating for Football and Men's Basketball."

For more information on how to join the Jaguar Athletic Fund, contact USA Athletic Development at (251) 461-1366.

### **Jag Wear**

Game day sales will be conducted by the USA Bookstore at six locations on Ladd Peebles Stadium grounds. Five venues will be inside the stadium, and one outside for pre game sales. There will be two locations on the east and west concourse areas that will be available pre/post game; one venue to serve the hospitality tent in the Northwest corner of the stadium for pre game sales; a venue on the eastside of the stadium between the ticket booth and Gate 2E for pre game sales, and a location in the southeast corner outside of the stadium near Gate 4E.

### **Lost and Found**

The Lost and Found is located on the west side of the stadium in the lobby area.

**Lost Children**

In the event that a child is lost, they will be taken to the Ladd Peebles Stadium Lobby on the west side of the stadium.

**Merchandise**

Merchandise will be sold at Ladd Peebles stadium and will be operated by the University of South Alabama bookstore. Only officially licensed vendors may sell merchandise on or near the Ladd Peebles stadium grounds.

**Official Website**

The University of South Alabama athletics official website is [www.usajaguars.com](http://www.usajaguars.com). For other information pertaining to football game day, you may visit [www.usagameday.com](http://www.usagameday.com).

**Parking Information**

There will be no game day parking at Ladd-Peebles stadium. All parking is reserved and you must have the proper parking credentials for entry.

Lots will open at 8a.m. on game day and any cars left overnight will be subject to being towed if they do not have the proper permits.

**Pets**

All pets are prohibited in Ladd Peebles stadium and any designated tailgating spots. (Exceptions will be made for service animals assisting those with disabilities)

**Press Box Access**

Only credentialed personnel will be allowed into the press box. All media should contact the USA media relations department at least one (1) week prior to a home contest.

**Prohibited Items inside Stadium**

- Alcoholic beverages
- Coolers
- Canned or bottled beverages
- Bags larger than 10X10 (back packs, large bags, etc.)
- Umbrellas
- Baby Strollers
- Air horns and other noise makers
- Weapons
- Illegal substances
- Fireworks
- Food
- Laser Pointers
- Radios that are used without an earpiece
- Any other items that are deemed by game management staff to be unfit for entry

**Radio**

WNXP 105.5 FM will be broadcasting the University of South Alabama football games.

**Re-Entry into the Stadium**

Re-entry is prohibited at Ladd-Peebles stadium. Once you exit the stadium you must purchase another ticket to re-enter.

### **Requests for Assistance**

All requests for assistance and reports of disruptive behavior should be directed to the closest available police officer or event staff. Police officers or Event staff personnel are positioned at entry/exit portals throughout the stadium for your convenience.

### **Restrooms**

Restrooms are located throughout the East and West concourses in Ladd Peebles Stadium. Restrooms will be open 2 hours prior to kickoff. Stadium restrooms will not be open to individuals tailgating on stadium grounds, however portable restrooms will be in place in designated tailgating areas.

### **RV Parking**

RV Parking passes will be sold to individuals based on a two (2) night stay. RV Parking for the season will be \$450. RV Parking is also sold on an individual game basis for \$65/game. The USA Athletic Ticket Sales office will sell passes to Jaguar Athletic Fund donors by calling 251-461-1USA. Reservations will be honored on a first-come-first-serve basis. RVs may begin parking at the stadium beginning Friday at 5:00 p.m. and must depart the property by noon on Sunday. For RV Parking information regarding the November 11<sup>th</sup> game vs. Arkansas-Monticello, please visit [www.usagameday.com](http://www.usagameday.com) for arrival and departure times.

### **Shuttle Service**

Shuttles will be provided within the Mobile area. The Wave Shuttle service will provide service from the Bel Air Mall parking lot south of Target and JC Penney. The Wave will begin 5 hours prior to kickoff and provide continuous service until 90 minutes after conclusions of South Alabama football games. **Fans are encouraged to ride before 3p.m. in order to arrive before the 4 p.m. kick-off.**

The cost is \$2.50 per person for a round trip. The drop location at Ladd Peebles Stadium will be at the Southeast corner. Fans will be picked up in the same location where they were dropped off.

### **Smoking**

Ladd Peebles stadium has designated smoking areas within the stadium. Smoking areas are located in the Southwest, Southeast, Northeast, and Northwest corners of the concourse.

### **Sports Information**

Media, Radio, and Television personnel will have entry access through the lobby on the Westside of Ladd Peebles stadium. Credentials may be picked up at the Guest Services tent located outside of the lobby. Without the proper credentials, access to the lobby, press box, and field will be denied.

### **Student Entrance**

All students are granted one free admission with a valid USA ID. Student seating is located in sections N, O, P and Q. Hard tickets are not required for admission, but students must show their ID upon entering the game through Gate 2E. Gate 2E is the only gate that students may enter Ladd stadium without a ticket. Single game student guest tickets can be purchased for only \$8 in advance at the Mitchell Center ticket office or day of game at the east side ticket booth. One student guest season ticket can be purchased per valid USA ID for only \$42. This ticket must be purchased in person at the Mitchell Center ticket office and only with their valid USA ID. Student guest tickets cannot be purchased using an ID other than your own.

## **Tailgating**

Tailgating is encouraged prior to each home football game at Ladd-Peebles stadium. It is the plan of USA Athletics to provide an outstanding game day atmosphere that encompasses more than the game itself. With that said, certain rules and restrictions will be in place to ensure the safety of all our patrons.

### **The following rules will apply to tailgating:**

- Live musical bands or amplified music will not be allowed in tailgating areas so as to protect the enjoyment of surrounding fans.
- Charcoal and propane grills are allowed at Ladd Stadium and must be placed at least 10ft from RVs and vehicles while in use. However, it is preferred that propane grills be utilized for increased safety. If using a charcoal grill please make sure to extinguish or cool hot coals appropriately. Containers will be provided throughout the tailgating areas for safe disposal of hot coals. **Do not place charcoal or other flammables in trash cans.**
- Tents are allowed provided they are no larger than 10 X 10, placed directly behind your vehicle and do not impede foot or vehicular traffic.
- The University of South Alabama and the City of Mobile are not responsible for any tailgating items that are left behind prior to entering the stadium. It is the responsibility of all fans to securely lock their valuables in vehicles.

## **The South Jaguar Prowl**

The Jaguar Prowl is a chance for fans to see players and coaches before the game. Fans are encouraged to line the sidewalks and cheer on our Jaguars as the team enters the stadium. The Prowl will begin at the southeast corner of the stadium between the USA Alumni Tent and USA Merchandise Tent continuing on the South end of the stadium, to the southwest corner of the stadium to enter the locker room at Gate 3W. The event will begin 2 hours and 20 minutes prior to the contest.

## **Ticket Info**

Single game tickets for all South Alabama football games can be purchased in advance via ticketmaster.com or in person at the Mitchell Center ticket office on the University's main campus.

Single game tickets will be on sale the day of game and can be purchased at either the East or West side of Ladd Peebles Stadium three hours prior to kickoff.

Any patrons with ticketing problems on game day should go to the West side ticket office.

Group tickets can be purchased by calling 251-461-1USA (1872) at least two (2) weeks prior to the scheduled home contest.

Season tickets can be purchased by calling 251-461-1USA (1872) at least 24 hours prior to the first home contest.

## **Will Call Locations**

General Sales (Ticket Master) – You may pick your tickets up from any ticket window with a photo ID if you purchased your tickets through Ticket Master.

USA Current Player Pass Guest Gate – Gate 4W (Southwest side)

Visiting Team Player Pass Guests/Will Call – Located near Gate 3E (Southeast side)

USA Prospective Student Athlete Tent – Located on the West Side of the stadium near Gate 4W  
Media –Press Box Tower (west side-main lobby)  
High School Coaches – Gate 4W (Southwest side)  
**\*Picture ID is required to pick up any tickets left at will call**

**Umbrellas**

Umbrellas are prohibited in Ladd Peebles Stadium.

**Water Fountains**

There is no water fountains located within Ladd Peebles Stadium.