



2008

Fan Guide



Dear Season Ticket Holder,

Thank you for joining us for another exciting season at Arrowhead. As a season ticket holder, you have invested your time, money and loyalty to follow the Chiefs, and we are committed to continuing to provide you with the best gameday experience in the National Football League.

At the conclusion of the 2007 season, we began construction on the New Arrowhead Stadium - a \$375 million expansion and renovation project designed to bring the iconic structure up to date with first-class amenities and enhancements. Arrowhead is more than just a stadium, it's an experience. We are laying the foundation for the next generation of fans to experience the New Arrowhead.

We are also continuing to lay the foundation on the field for the future of the Chiefs, and are very excited about the continued development of our young football team. Thank you again for your continued support of the Chiefs and for being a special part of the "Chiefs Kingdom." I look forward to seeing you at Arrowhead this fall.

Best wishes,



Clark Hunt
Chairman of the Board





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FANS FIRST

The foundation of the Chiefs has been and always will be our fans. Customer Relations Department has been created to meet your needs and inquiries. We will answer your questions and listen and respond to any concerns. You will be notified, via e-mail, about new programs for our season ticket holders. Please be sure we have your current e-mail address, which can be updated via your My Chiefs Account (see page 15).

On gameday, new Fans First Booths – Powered by Sprint - will be located on each level of Arrowhead Stadium to enhance fan service.

Text messaging will be introduced to our fans in 2008 as an additional line of communication on day of game. Text messaging will allow you to communicate more clearly and confidentially. Fans can text 816.679.7555 before, during and after the game from any cell phone to report any issues or problems.

OFFICE INFORMATION

Kansas City Chiefs
One Arrowhead Drive
Kansas City, MO 64129

816.920.9300
www.kcchiefs.com

GROUP TICKETS

816.920.4539
groups@kcchiefs.org

CUSTOMER RELATIONS

816.920.4237
customerrelations@kcchiefs.org

TICKET OFFICE

816.920.9400 ext. 1
816.924.4570 (fax)

SEASON TICKETS

888.99.CHIEFS
www.kcchiefs.com

Arrowhead Information



THE NEW ARROWHEAD



Work began in 2007 on an ambitious four-year, \$375-million project that will conclude in 2010 with the completion of the New Arrowhead. Funded by a \$250 million contribution from the taxpayers of Jackson County, Missouri via a 3/8-cent sales tax and a \$125 million investment by the Hunt Family, the fully refurbished facility will offer Chiefs fans a host of modern amenities, while preserving the stadium's unique character and rich history.

All fans will benefit from concourses throughout the stadium that will be widened by 60 percent, while the number of restroom fixtures will increase by more than 120 percent. Enhanced scoreboards and ribbon boards will also add to the fan experience.



A heroic-sized statue of Lamar Hunt will greet fans as they enter the Founder's Plaza, an area honoring Hunt's vision as a sportsman, a business leader and an innovator. A 28,000-square-foot Hall of Honor inside the New Arrowhead will celebrate the franchise's history and accomplishments through interactive displays.

The club level will feature a spacious, fully-enclosed, climate-controlled concourse. A new club concourse and lounge will have varied seating options, upscale food and beverage offerings, and easy access to new escalators and elevators.



ketchiefs.com/newarrowhead/

THE NEW ARROWHEAD...RENOVATION/CONSTRUCTION

The New Arrowhead will celebrate the rich history of the Kansas City Chiefs and build upon the best gameday experience in professional sports.

What will you experience in 2008?

Arrowhead's renovation is ongoing. The exterior of the stadium is undergoing the greatest change now. The interior and bowl areas, however, will look very much the same in 2008. You may enter and exit at all four ramp areas for all levels of the stadium (including the Arrowhead Club and suites). Some limited lower bowl entry/exit will be available in the end zones.

All gate entrances into the parking areas of the sports complex remain the same as in past years. Buses will drop off on the north side of Lot M and pick up in this approximate location.

We encourage our season ticket holders to register your e-mail address with us so that you will receive construction updates that might affect your parking or entry into the stadium. Your e-mail can be updated via your My Chiefs Account (see page 15).

For the latest on construction changes during the season, go to www.newarrowhead.com.

PLEASE NOTE: For your safety, fans are not permitted in construction areas. Violators will be subject to prosecution. We appreciate your cooperation.

REMEMBERING OUR FOUNDER, LAMAR HUNT: 1932-2006

Recognized as one of the greatest sportsmen in American history, Lamar Hunt served as the guiding force behind the formation of both the American Football League and the Kansas City Chiefs franchise. Hunt served as a positive influence on the game for 47 years dating back to his conception of the American Football League in '59. He was the first AFL figure to be enshrined into the Pro Football Hall of Fame in '72, a remarkable feat considering he became involved in the game just 13 years earlier. Despite his many accomplishments, Hunt's humility was one of his most unwavering and endearing traits. While he modestly declined to take credit for his efforts, he truly played an important role in the design, ongoing development and direction of the modern-day National Football League. He was a contributor to the design of the NFL playoff format. He is also credited with accidentally putting the name "Super Bowl" on the NFL's championship game. Hunt had also lobbied for many years that an additional Thanksgiving Day game be added to the NFL schedule, and in 2006, those efforts were rewarded when the Chiefs hosted the first-ever Thanksgiving contest at Arrowhead Stadium. Perhaps Hunt's biggest influence on the league over the years was his quiet yet persuasive voice of reason. Hunt's name is rightfully mentioned alongside other legendary family surnames in pro football history such as Halas, Mara and Rooney for his commitment to putting the betterment of the league ahead of any potential individual gain.

Hunt was born on August 2, 1932, in El Dorado, Arkansas and peacefully passed away December 13th, 2006, at Presbyterian Hospital in Dallas, Texas.





FOUNDER'S PLAZA...BUILDING CHIEFS HISTORY

The Kansas City Chiefs are proud to introduce a program that gives you a chance to become a part of our team's historic past and exciting future: The Kansas City Chiefs Brick Program. In August of 2010, Chiefs fans will celebrate the opening of the New Arrowhead Stadium. Along with the new stadium, the Chiefs will be honoring Founder Lamar Hunt with the Founder's Plaza.

The Founder's Plaza is where you can take advantage of this rare and thrilling opportunity to become a permanent part of Chiefs history by purchasing a brick inscribed with your personal message at the plaza. Perfect for families, friends, teams, special events, and dedications, Chiefs personalized bricks make a lasting impression and a wonderful once-in-a-lifetime gift.

Along with your brick at the Founder's Plaza, you will receive a complimentary replica brick for display in your home or office. Replica bricks are made from the same material as the bricks on the Founder's Plaza and will be inscribed with your personal message.

For information, go to www.newarrowhead.com or call 877.522.2749.



Policies & Procedures





CHIEFS FAN CODE OF CONDUCT

The Kansas City Chiefs are committed to creating a safe, comfortable and enjoyable experience for our fans. When attending a game, the stadium staff will proactively intervene to support an environment where event patrons, their guests and other fans can enjoy the event, free from the following behaviors:

- Foul, obscene, offensive or abusive language or actions
- Standing and/or obstructing the view of other fans
- Intoxication or other signs of impairment
- Smoking except in designated areas
- Fighting and unruly or inconsiderate behavior
- Obscene or indecent clothing or signs
- Conduct that endangers spectators or participants
- Harassment of visiting team fans
- Interfering with the progress of the game, going onto the field or throwing any object onto the field
- Failing to follow instructions of stadium personnel
- Selling items or tickets in the stadium or on sports complex grounds
- Attempting to sit in a location other than the guest's ticketed seat
- Destroying property

Event patrons are responsible for their conduct as well as the conduct of their guests and/or persons occupying their seats. Please respect the rights of others. Event patrons and guests who choose not to adhere to these provisions will be subject to ejection without refund.

SECURITY SCREENING

Prior to entering stadium gates, all guests will be subject to security screening, which includes pat-downs and inspection of all bags and items entering the stadium. Any prohibited item must be returned to your vehicle. To ensure that you are in your seat in time for kickoff, please allow an extra 30 minutes at the turnstile entrances.

PROHIBITED ITEMS

For the safety and security of our fans, the following items are prohibited in Arrowhead Stadium:

- Firearms, weapons of any type or fireworks
- Bags larger than 8½" x 11" x 6"
- Backpacks
- Sports balls
- Coolers - any size, any type
- Plastic, metal or glass cups, cans or containers
- Thermos bottles or flasks
- Food
- Beer or liquor
- Video cameras or professional cameras/lenses
- Boom boxes
- Portable heaters
- Flammable liquids
- Noisemakers - air horns, klaxon, bells, whistles, etc.
- Laser pointers of any type, poles or rods
- Large strollers
- Any other items deemed dangerous or unacceptable by security



ALLOWED ITEMS

The following items are permitted into the stadium:

- Fanny packs (unattached from your body)
- Purses no larger than 8½" x 11" x 6" (must fit in template at the gate as you enter the stadium)
- Banners, signs and flags (no larger than 3' x 5') are permitted as long as they do not interfere with other guests
- Small diaper bags (if infant is with guest)
- Plastic baby bottles
- One sealed, 20-oz. or smaller bottle of water per person – guest may refill the bottle at any water fountain inside the stadium
- Binoculars and case
- Small still camera and case
- Hand-held radios and TV's are permitted if they do not interfere with other guests – an ear piece must be used to listen
- Small compact umbrella (rainy games only)
- Seat cushion – lightweight foam with sealed plastic cover

Please visit www.kcchiefs.com for a complete list of items and renovation updates.

TAILGATING

Tailgating is not a “sometime” thing for Chiefs fans. It’s part of their football lifestyle. Whenever the team plays at Arrowhead Stadium, the parking lots are filled with red-and-gold-clad fans enjoying a party. The smoke of thousands of grills creates a sweet-smelling fog that hangs over the stadium.

The Chiefs encourage fans to come early and enjoy the camaraderie of fellow believers, but we ask that you follow some important guidelines. Remember to respect the rights of others; we appreciate your cooperation.

- One vehicle per parking space
- Parking passes and parking spaces are for vehicles only, and cannot be used for trailers, grills, tables, additional tailgating spaces, etc.
- All vehicles pulling a trailer of any kind will be charged for an extra parking space and must park in the grass
- You must tailgate in front of or behind your vehicle
- Saving spaces is not permitted
- Parking passes do not guarantee a specific parking spot
- Roadways, aisles, and other parking spaces must be kept free of tailgating equipment so that vehicles may park or pass
- If your vehicle is too large to fit in the 8' x 16' space in the lot, you must park in the back of the lot or on the grass
- Violations of these policies may result in the loss of reserved parking

Cheerleader Appearances

CALL 816-920-4843 OR VISIT
KCCHIEFS.COM/APPEARANCES/CHEERLEADERS/



KC Wolf Appearances



CALL 816-920-4212
OR VISIT KCCHIEFS.COM/KCWOLF/

Junior Cheerleaders

CALL 816-920-4843 OR VISIT
KCCHIEFS.COM/CHEERLEADERS/JUNIOR_CHIEFS/



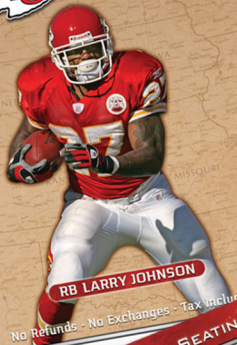
Ticket Information

ARROWHEAD PREMIUM SEATING

Game 3

SEPT 14, 2008 - Sunday - 12:00 NOON

 vs. **OAKLAND RAIDERS**



RB LARRY JOHNSON

No Refunds - No Exchanges - Tax Included

ARROWHEAD PREMIUM SEATING

Game 5

SEPT 19, 2008 - Sunday - 12:00 NOON

 vs. **TENNESSEE TITANS**



QB WAYNE BOWE

No Refunds - No Exchanges - Tax Included

ARROWHEAD PREMIUM SEATING

Game 7

SEPT 16, 2008 - Sunday - TBA

 vs. **NEW ORLEANS SAINTS**



RB TONY GONZALEZ

No Refunds - No Exchanges - Tax Included

ARROWHEAD PREMIUM SEATING

Game 9

DEC 14, 2008 - Sunday - TBA

 vs. **SAN DIEGO CHARGERS**



QB BRADY QUINN

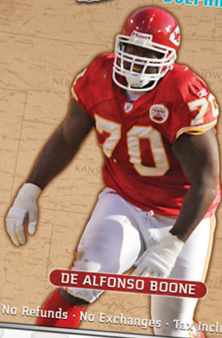
No Refunds - No Exchanges - Tax Included

ARROWHEAD PREMIUM SEATING

Game 10

DEC 21, 2008 - Sunday - TBA

 vs. **MIAMI DOLPHINS**



DE ALFONSO BOONE

No Refunds - No Exchanges - Tax Included

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MY CHIEFS ACCOUNT

As a Chiefs Season Ticket Holder, you have access to My Chiefs Account by Ticketmaster. It is your one-stop shop for all online account management. Now you can make payments, renew your season ticket package, track ticket usage, manage your tickets and update your profile, all from your own personal online account. As a season ticket holder, you will also receive special ticket offers that can only be claimed online.

- Make payments online
- Update your account profile
- Forward your tickets to friends via e-mail
- Post your tickets for sale

POST YOUR TICKETS FOR SALE WITH TICKET EXCHANGE

Can't make it to a game? Now you can sell your season tickets anonymously to other fans by logging into your personal Chiefs account. There is no fee for posting tickets and the process is secure - simply highlight the tickets you wish to sell, choose the selling price and the expiration date, and submit the listing. Editing your posting at any time is quick and easy.

WHAT HAPPENS WHEN MY TICKETS ARE SOLD?

Once your posted tickets are purchased, the amount of the sale price is credited to your Chiefs Account, less the 10% seller fee. The barcodes on your sold tickets are cancelled and new barcodes are issued. The new tickets are then electronically delivered to the buyer via TicketFast® for at-home printing using any standard printer, without the hassle and delay of standard mail delivery.

WHAT HAPPENS IF MY TICKETS DON'T SELL?

You will be notified via e-mail if your tickets do not sell before your indicated expiration date. Your listing will be automatically removed and your original tickets will still be valid for entry. If you cannot attend the game, you also have the option of e-mailing your tickets to a friend via Ticket Forwarding.

E-MAIL YOUR TICKETS

Now you can send your tickets to virtually anyone up to 2 hours before the game via Ticket Forwarding. This service allows you to e-mail tickets to friends, family or clients when you can't attend a game. Simply log in to your personal account and select the ticket or group of tickets you wish to send, enter the recipient's information and select Forward. It's so easy - you don't even need to have the tickets in hand. Avoid the hassles of overnight and in-person delivery and start enjoying the benefits of this new service.

HOW IT WORKS

Each of your season tickets carries a unique barcode, ensuring that they are authentic. During the forwarding process, the barcode on your original season ticket is cancelled and a new one issued electronically. The recipient is e-mailed a new ticket with a unique barcode via TicketFast® that can be printed using any standard printer.

WHAT IS THE FEE?

Ticket Forwarding is an inexpensive alternative to other overnight delivery and courier services. Now for a nominal fee of only \$1.95 per ticket, you can enjoy the convenience of this innovative technology that provides a secure alternative method to ensure your tickets get used.



MAKE PAYMENTS

My Chiefs Account allows you to make payments on your ticket invoices. Simply log in to your personal account and select the View/Pay Invoices option. Here you can view your invoices and make payments to your season tickets. Take advantage of this option and avoid the hassles of making payments in person or over the phone.

EDIT PROFILE

With new online access to your season account, you can easily update your account profile at any time. This includes important contact information such as mailing address, phone number and e-mail address. If you are interested in receiving our online offers such as the Border Showdown or Big 12 Championship, be sure to keep your e-mail address up-to-date.

LOST OR STOLEN TICKETS

Season ticket holders with lost, stolen or destroyed tickets should contact the Chiefs Ticket Office at 816.920.9400 to request duplicate tickets. Certain fees will apply.

ACCESS YOUR PERSONAL ACCOUNT TODAY

STEP 1

Go to www.mychiefsaccount.com

STEP 2

Log in to your personal account with the account ID and password provided on your recent invoices

STEP 3

Start managing your tickets – it's that easy!

FANS GIVE BACK

The Kansas City Chiefs and Ticketmaster are teaming up with Chiefs fans to give back to the community through the donation of tickets to the team's home games. By donating Chiefs tickets you are unable to use or by purchasing them for the purpose of donating them, ticket holders have an opportunity to pass them along to a youth charity or member of our Armed Forces. The specific charity will issue you a receipt for the value of the tickets that you can use for tax purposes. Each person who receives a donated ticket will be given a complimentary small soda and hot dog. To donate tickets, log onto your My Chiefs Account and go to the Manage Your Tickets section. Follow the instructions for forwarding tickets free of charge. To allow the charities sufficient time to distribute the donated tickets, tickets must be donated 3 days prior to the game date.

WILL CALL

Due to renovation, the Chiefs Ticket Office will operate on gameday from a portable location on the southeast side of the stadium. Please visit www.newarrowhead.com for any construction updates.

FLEX SCHEDULING

The NFL will implement flexible scheduling for the final seven weeks of the regular season. Season ticket holders will be notified of any changes via e-mail. Schedule changes will also be communicated via www.kcchiefs.com, print, radio and television. This potential time change could affect the Chiefs home games on 11/16, 11/23, 12/14 and 12/21. Please make sure the Chiefs Ticket Office has your current contact information.



CAN'T MAKE A GAME?

**Sell your tickets to someone who can at
Chiefs TicketExchange!**

Make the most of your season ticket investment with Chiefs TicketExchange through your My Chiefs Account. Selling is safe and easy – credit to your account is guaranteed, and you don't have to deal with ticket delivery.

Sell tickets you can't use today at [kcchiefs.com](https://www.kcchiefs.com)



ticketexchange by Ticketmaster

Safe. Legitimate. Chiefs-Approved.

Chiefs A-2





ACCESSIBLE PARKING

There are parking spaces available to you if you are a disabled ticket holder, provided you have the proper state-issued hang-tag or license plate. You do not need a reserved parking hang-tag to park in the accessible spaces. The spaces are located in the front of Lots A, B, C, F, G, H, and J. They are filled on a first-come, first-served basis.

ACCESSIBLE SEATING

Reserved and non-reserved accessible seating areas are located on the lower level concourse. Non-reserved areas are behind Sections 127 and 128.

ALCOHOLIC BEVERAGES

Policies pertaining to alcohol are in place so that you can enjoy the game in a safe and comfortable environment.

Should you have in your possession alcoholic beverages not purchased at Arrowhead Stadium or carried in a prohibited container, you will be asked to surrender them and they will be disposed of by one of our attendants. You will be refused admission to the stadium if it appears you are intoxicated and will be taken to the Security Office for evaluation.

- State law requires that all persons consuming alcohol be 21 years of age.
- If you are under the age of 35, you will be asked to show a valid identification as to your age prior to purchasing any alcoholic beverages. If it is determined you used a false ID, you may be subject to arrest.
- Only two (2) alcoholic beverages per ID may be purchased at one time.
- No alcoholic beverages will be sold to anyone perceived to be alcohol impaired or intoxicated.

- As part of the Chiefs commitment to public safety, ticket holders can take advantage of the Budweiser Good Sport Designated Driver Program. Simply go to a Fans First Booth – Powered by Sprint - located on each level of Arrowhead Stadium, where you will be issued a wristband and a coupon for one free soda or O’Doul’s (booth locations are listed on page 27).

ALLOWED ITEMS

Please see page 11.

ANNOUNCEMENTS/PAGING

Paging is not possible during any event. If you know the ticket holder’s seat location, we will make every possible effort to locate that person for you. If you lose someone or can’t find someone, contact the Security Office at Section 118, 816.920.4200 or text message 816.679.7555.

ARROWVISION

There are two video boards, one on each end of the field.

ARROWHEAD CLUB

The Arrowhead Club is located at the 50-yard line on the north side of the stadium. On gameday, it is open to Club members and their guests only. The Club is operated by Levy Restaurants and is available to rent out for other functions as well. Please call 816.920.4701.

AUTOGRAPHS

Players are unable to sign autographs during games. For information on community programs, visit www.kcchiefs.com/chiefsway.



AUTOMATED TELLER MACHINES (ATMS)

There are seven ATMs located throughout the stadium – on Field Level at each spiral (Sections 105, 114, 124, and 131), on the Club Level at the H ramp, and on the Upper Level at Spirals B and F. There is also one ATM located in the Pavilion.

AUTOMOBILE ASSISTANCE

Tow trucks are on the property in the parking lots to assist fans who encounter problems with their vehicles before, during, or after Chiefs events. Please call Chiefs Security at 816.920.4200.

BABY CHANGING STATIONS

Guests may go to our First Aid stations located at Sections 118 and 101.

CELL PHONES

Cell phones are permitted in the stadium as long as they do not interfere with other guests' enjoyment of the game.

CHEERLEADERS

For information regarding the Chiefs Cheerleaders, appearances, Teen, Junior, or Angel cheerleader programs, and tryouts, please call 816.920.4843.

CHIEFS KINGDOM

Chiefs Season Ticket Holders live in 48 states (all but Vermont and Maine) and the District of Columbia, Puerto Rico, and Canada.

CHIEFS/NFL LICENSED PRODUCT

For information on obtaining a license to produce NFL merchandise, please go to www.nfl.biz.

CHILDREN

Children ages three and older require a gameday ticket.

COMMENTS/CONCERNS

If you encounter a situation at Arrowhead where you would like to leave a comment or concern, please stop by one of our Fans First Booths - Powered by Sprint (locations are listed on page 27).

COMMUNITY PROGRAMS

Chiefs players are involved in a variety of community programs and organizations. For more information about the charities and organizations, visit our web site at www.kcchiefs.com/chiefsway.

CONCESSIONS

The Chiefs offer many concession options for your enjoyment. A partial listing is shown below.

Bratwurst & Sausage	Served throughout the stadium
Cocktail Service	Available on the lower, club and upper level concourses at each spiral
Gates BBQ	Sections 113, 131, 301, 324 and at the lower spirals at Gates B and F
Pizza	Sections 106, 113, 131, 217 and 240
Gridiron Grills	Located in several locations throughout the stadium
Hot Dogs	Served at all concession stands throughout the stadium



CREDIT CARDS

The following credit cards are accepted at Arrowhead Stadium: MasterCard, American Express, Visa, and Discover.

CROWD SYSTEMS INC. PERSONNEL (CSI)

The Chiefs have CSI staff at the top of the aisles throughout the stadium to check tickets and answer any questions from fans. They can be found wearing CSI shirts/jackets. Chiefs employees wearing green shirts also perform similar duties.

DECIBEL LEVEL

Arrowhead is known to be the “Loudest Stadium in the NFL,” which gives us a great home-field advantage. According to the Acoustical Design Group, Inc. of Mission, Kansas, the following is how the Chiefs rank in maximum sound levels, dBA:

- Threshold of pain - 130
- Arrowhead Stadium - 116
- 727 landing overhead - 106

DESIGNATED DRIVER PROGRAM

Guests who wish to enroll in the Budweiser Good Sport Designated Driver Program should visit a Fans First Booth – Powered by Sprint - located on each level of Arrowhead Stadium (see page 27). You will be given a wristband and a coupon for a free soda or O’Doul’s. Individuals will also be registered in a prize drawing at that time.

DONATIONS

The Chiefs are proud to support non-profit organizations and charitable fundraisers within the two-state region of Kansas and Missouri. Due to the high number of requests received, the Chiefs are unable to make other out-of-state donations. Charitable donations are strictly limited to Chiefs articles. Requests for monetary contributions or tickets are not accepted.

- Your non-profit organization must be a 501(c)(3) charity, a school, or a church. You must include your tax ID number. Without a tax ID number, we will be unable to consider your request.
- Chiefs donations are limited to Missouri and Kansas.
- All requests for donated items must be made at least 30 days in advance of an event.
- The Chiefs only donate one item per year per organization.
- The Chiefs do not sponsor businesses.

A donation request can be mailed or faxed to:

Community Relations Department, One Arrowhead Drive, Kansas City, MO 64129, fax 816.923.4719.

DROP-OFF POINTS

If you are unable to walk long distances or cannot park in an accessible parking space, you can be dropped off as close to the stadium as possible. Traffic personnel will assist you. For further information, please contact the Stadium Operations Department, 816.920.9300.

EJECTION

The Chiefs reserve the right to eject any patron whose behavior is against policy, unruly or illegal in nature. Game tickets will be forfeited without refund. Revocation of season tickets or arrest is possible.



ELEVATORS/RAMPS

There is a passenger elevator located at Gate E which is available to any ticket holder requiring special assistance on gameday. Please make advance arrangements through the Stadium Operations Department at 816.920.9300. Otherwise, guests are encouraged to take the stairs or ramps.

EMERGENCIES

Should you need immediate assistance, please notify the nearest security guard or fan assistant, or visit a Fans First Booth – Powered by Sprint (see page 27). To contact someone at the stadium in case of an emergency on gameday, please call 816.920.9300.

EVACUATION

Should there be an immediate need to evacuate the stadium, fans will be given instructions via the public address system. Stadium personnel will help direct you to the nearest concourse so you can proceed to the closest spiral ramp and exit the stadium at street level.

FANS FIRST BOOTHS – POWERED BY SPRINT

Booths are located on each level of Arrowhead Stadium. Chiefs representatives will assist you. Booths are located at the following spiral ramps:

Lower Level – Ramps B, D, F, H

Club Level – Ramps B, F

Upper Level – Ramps B, D, F, H



FAN INFORMATION LINE

Guests may call 816.920.9300 for gameday information such as gate opening times, accessible seating, and other gameday questions.

FAN MAIL

Mail for players and coaches should be addressed to their individual attention and mailed to the stadium at One Arrowhead Drive, Kansas City, MO 64129. Please note the Kansas City Chiefs assume no responsibility for lost or damaged items.

FIRST AID

First aid is located on the lower concourse at Sections 101 and 118.

FOOD

Fans who have special food needs due to medical reasons may call in advance of the event to our Security Manager at 816.920.9300. Otherwise, patrons are not allowed to bring food into the stadium.

FUNDRAISING

Our concessionaires, Centerplate & Levy Restaurants, are looking for local groups that want to raise money for their activity by vending products at Arrowhead (must be over 21 years of age to sell beer). Your group of 10 or more people (16 years of age or older with adult supervision) should be available to work as few as one or as many as eight events this season. You will need to attend a one-hour training session at Arrowhead on the Thursday before the game. Uniforms, parking and product are provided to you. If you are interested in more details, please contact:

Centerplate
816.921.4700 ext. 21
NPOKC@centerplate.com

Levy Restaurants
816.924.4000
rrobinson@levyrestaurants.com



GATES OPEN

Parking lot gates typically open 3-1/2 hours prior to the start of an event, with stadium turnstiles opening 2 hours prior to the start of the event.

LICENSE PLATES (MISSOURI RESIDENTS)

The Chiefs and the Missouri Department of Revenue now offer the chance for Chiefs fans to get their very own Kansas City Chiefs License Plates. All proceeds go to the Chiefs Children's Fund. For more information on obtaining your Chiefs License Plate, go to www.kcchiefs.com/myplates.

LOST AND FOUND

Lost and found items and lost people are taken to our Security Office, located on the south side of the stadium at Section 118.

MASCOT

Since his introduction to Chiefs fans in 1989, KC Wolf has become one of the most entertaining mascots in professional sports. Whether he's dancing, imitating Elvis, or performing one of his hilarious routines, audiences everywhere are guaranteed lots of laughs and smiles. KC Wolf brings energy and enthusiasm to sports competitions, charity events, parties, conventions, or any event that brings people together for fun and excitement. To book KC Wolf for your event, please call 816.920.4212.

MEDIA

Media requests should be forwarded to the Chiefs PR Department. Please call 816.920.9306.

MEDIA GUIDES

Media guides are printed yearly and may be purchased (while they last) for \$19.95 (plus \$3.50 shipping and handling) by calling 800.466.6320.

MERCHANDISE & NOVELTIES

There are gift shops located at spirals B, F, and H, as well as 24 other locations within the stadium. You can also order official souvenirs and clothing through the Kansas City Chiefs web site www.kcchiefs.com.

MISSING/LOST PERSONS

Contact the Security Office at Section 118, 816.920.4200, to report missing or lost persons.

NEWSLETTER

To subscribe to the Chiefs Pulse, the official Chiefs internet newsletter, sign up on our web site at www.kcchiefs.com.

PACK BAND

The Pack Band, led by trumpet player Tony DiPardo, is a pep band that plays at all Chiefs home games.

PARKING

Cash Parking \$22.00

RV/Limo/Bus Parking \$60.00

Gold Parking:

Lots E and M, portions of Lots B and H for M overflow, and a portion of Lot D.

Red Parking Lots:

Lots B, C, D, F, G, H and J

Cash - Non Reserve Parking:

Lots A, L and N

(Parking map is located on page 46)



PAT-DOWN POLICY

You and your belongings may be searched upon entry into the stadium. By tendering your ticket and entering the stadium, you consent to such searches and waive any related claims that you might have against the NFL, the Kansas City Chiefs, its member clubs, their affiliates and stadium landlord, or their agents. If you elect not to consent to the searches, you will be denied entry into the stadium.

PREMIUM SEATING

See Hospitality on page 40.

PROHIBITED ITEMS

Please see page 10.

PUBLIC TRANSPORTATION

For information, please call 816.221.0660.

RADIO BROADCAST

Chiefs games are broadcast locally on 101.1 FM, The Fox.

RECYCLING

There are P.E.T. plastic and aluminum recycling bins in the parking lots and in locations situated around the outside of the stadium for fans as they enter events at Arrowhead. There are no recycling bins located inside the stadium.

RED FRIDAY

Red Friday is an annual Kansas City Chiefs event, sponsored by the Red Coaters, to signify the start of the regular season. In 2007, the Chiefs celebrated the 15th Anniversary of Red Friday. It is a day of fundraising beginning with magazine sales in the morning followed by a Chiefs Pep

Rally in the early evening. During the day-long celebration, the Chiefs raise money for select players' charities. See www.kcchiefs.com for more information.

RE-ENTRY POLICY

Once you have exited through the stadium gates, regardless of whether you have a ticket stub, you are not permitted back into the stadium. Wolfpack Club members with the appropriate wristband are allowed re-entry.

RESTROOMS

There are men's restrooms and women's restrooms located on each level of Arrowhead Stadium.

RING OF HONOR

The names displayed on the Ring of Honor on the club level inside the stadium are Chiefs players who have been inducted into the Chiefs Hall of Fame. Every year a former Chiefs player is inducted during a home game.

SECURITY

Police officers and guest service staff are on duty throughout Arrowhead Stadium during the game. Patrons in need of assistance should notify the nearest police officer/event staff member, or go to the nearest Fans First Booth - Powered by Sprint.

SERVICE ANIMALS

Service animals are allowed as long as they are approved through the Chiefs Stadium Operations Department prior to gameday or the date of event. For more information call 816.920.9300.



SMOKING POLICY

Smoking is NOT permitted in the seating areas, concourses or restrooms at Arrowhead Stadium and is limited to the spiral ramp areas. If you are smoking in a non-smoking area, you will be asked to extinguish your cigarette, pipe or cigar. There are signs at each entrance of the stadium informing guests of the smoking policy.

SOLICITATION/SAMPLING

No person can solicit contributions or distribute literature, such as pamphlets, information cards, etc., on stadium property or parking facilities without obtaining written consent from the Kansas City Chiefs Administrative Offices. Selling or sampling any goods or services on the Truman Sports Complex around Arrowhead Stadium or in the surrounding area (including parking lots) without permission is strictly prohibited.

STADIUM TOURS

Arrowhead Stadium is currently undergoing an extensive renovation that began in 2007. Tours will not be available until the renovation is completed. Please refer to www.newarrowhead.com for updates.

TAILGATE PARTIES

Customized tailgate parties are available through our Group Sales Department. Call 816.920.4539 or e-mail groups@kcchiefs.org for more information.

TAXI CABS

Taxis are available on the east side of the stadium on Red Coat Drive on gameday only.

TEXT MESSAGING

Text messaging will be introduced to our fans in 2008 as an additional line of communication on day of game. Text messaging will allow you to communicate more clearly and confidentially. Fans can text 816.679.7555 before, during and after the game from any cell phone to report any issues or problems.

TICKET RESALE

It is illegal to sell your tickets, regardless of price, inside the confines of the Truman Sports Complex. To do so on the property is to risk arrest.

TRAFFIC

The Chiefs provide traffic directors, who are responsible for directing vehicle and pedestrian traffic in the streets and intersections on the complex. You will be directed to the closest available parking lot in accordance with the parking plan.

TRESPASSING

The Chiefs do not condone trespassing on the Arrowhead Stadium premises. First-time offenders are given a warning. Second-time offenders are arrested and charged with trespassing.

VISITING TEAM FANS

Visiting team fans at Arrowhead Stadium should be treated as our guests. If there is a situation where a visiting team fan is treated unfairly, alert CSI personnel or text 816.679.7555 to report a problem. They will alert Arrowhead Security and the matter will be dealt with as they see fit.

WATER FOUNTAINS

Water fountains are located throughout the concourses of the stadium.



WEB SITE

The Chiefs official web site is www.kcchiefs.com. Here you can find information about upcoming events, job opportunities, team schedules, stadium policies, and so much more.

WHEELCHAIR ASSISTANCE

We will provide wheelchair assistance for non-emergency wheelchair transportation needs once a guest has reached the stadium gates. Please call Security if you need assistance at 816.920.4200.

WILL CALL

Due to stadium renovations, the Ticket Office will operate from a portable location on the southeast side of the stadium.

WOLFPACK CLUB/PAVILION

Please see page 40 for membership details. The Pavilion at Arrowhead is also available for non-gameday events. Call 816.920.4502 for more information.

Additional Information





FREQUENTLY ASKED QUESTIONS

WHERE CAN I FIND THE LATEST CONSTRUCTION UPDATES?

Visit www.newarrowhead.com

IS SMOKING PERMITTED IN ARROWHEAD STADIUM?

Smoking is not permitted in the seating areas, concourses or restrooms at Arrowhead Stadium. Smoking is limited to the spiral ramp areas.

CAN I BRING A BACKPACK INTO THE STADIUM?

Backpacks are not allowed into the stadium. Please see the Prohibited Items section of Policies and Procedures (see page 10) for more information.

WHERE IS TICKET WILL CALL LOCATED?

Due to renovation, a portable ticket Will Call station will be located on the southeast side of the stadium.

WHEN WILL I RECEIVE MY KU/MU OR BIG 12 TICKETS?

Tickets for all special events will be mailed to customers 4 weeks prior to the event.

HOW DO I UPDATE MY CONTACT INFORMATION?

This can be done by logging into your account online at www.kcchiefs.com using your account number and PIN.

WHAT IS THE TICKET OFFICE'S GENERAL CONTACT INFORMATION?

816.920.9400 ext. 1

816.924.4570 (fax)

WHAT IS THE NUMBER FOR PUBLIC BUS TRANSPORTATION?

The phone number is 816.221.0660.

WHAT TIME DO PARKING AND STADIUM GATES OPEN?

Parking gates typically open 3-1/2 hours prior to game time. Stadium gates open 2 hours prior.

HOW DO I GAIN ENTRANCE TO A TENT?

We have several tailgate options available through our Group Sales Department. They can be reached at 816.920.9400.

WHAT HAPPENS IF I HAVE AN UNRULY FAN SITTING IN MY AREA?

CSI staff members are located at the top of every section, or contact any security personnel. You can also go to your nearest Fans First Booth - Powered by Sprint - or text message 816.679.7555.

MY CUP HOLDER/SEAT IS BROKEN; WHO DO I GET TO FIX IT?

Please contact our office at 816.920.9300 and ask for Stadium Operations, or on day of game report the problem to the nearest Fans First Booth - Powered by Sprint.

I'M UNABLE TO USE MY TICKETS; DO YOU BUY THEM BACK?

Any game tickets you wish to sell can be offered through our Ticket Exchange program or Fans Give Back. Refer to page 18 for details.

IS RESALE OF TICKETS ON THE PROPERTY ILLEGAL?

It is illegal to sell your tickets, regardless of price, inside the confines of the Truman Sports Complex. To do so is to risk arrest.



SPECIAL EVENTS

College football has become a rich tradition at Arrowhead Stadium. Don't miss the rivalry during the 2008 season.



FALL CLASSIC VII

Northwest Missouri State vs. Pittsburg State
Saturday, October 4, 2008, 5 p.m. Kickoff
Watch these MIAA powerhouses face off in the seventh annual Fall Classic at Arrowhead. This game continues to be the indicator of MIAA supremacy.



BORDER SHOWDOWN

University of Missouri vs. University of Kansas
Saturday, November 29, 2008, Kickoff TBD
The oldest college football rivalry west of the Mississippi River will revisit its roots when the University of Missouri and the University of Kansas return to Kansas City.



DR PEPPER BIG 12 FOOTBALL CHAMPIONSHIP

South Division Champs vs. North Division Champs
Saturday, December 6, 2008, Kickoff TBD
Kansas City is proud to host the Big 12 Football Championship game for a fifth time. Arrowhead's reputation for outstanding college football maximizes the exposure for the Big 12 Conference and the participating institutions.

PURCHASE TICKETS AT WWW.TICKETMASTER.COM OR 800.676.5488

HOSPITALITY

WOLFPACK CLUB

Enjoy the Pavilion, home to the Wolfpack Club, before, during and after the game where you can view the Chiefs History Wall and grab a fabulous meal from one of the KC restaurants represented at the Club. Plus, there are new and upgraded seating options and VIP parking available with membership. For more information and to download a membership application, go to www.kcchiefs.com/tickets/wolfpack_club/ or call 816.920.4502.

VIP TAILGATE

Entertain in style in this all-inclusive pre-game experience complete with silver-platter buffet, open bar and live entertainment. Upgrade or purchase new tickets in the lower level with your full-season membership. Single-game passes are also available. For more information, please call 816.920.4502. To download a membership application, please visit: www.kcchiefs.com/at_the_game/viptailgate/.

SINGLE-GAME SUITES

Treat your clients and guests to a Chiefs game in style. Reserve a suite or box for any home game! Packages include game tickets and catering for each guest. Located on the exclusive Club Level at Arrowhead with seating for 18 to 30 guests, a suite provides the most dynamic way to entertain. They are fully enclosed, climate controlled and furnished with a private restroom, HDTV monitor, wet bar, refrigerator and lounge seating. Private Party Boxes can accommodate 16-60 guests and are close to the field on the lower concourse so your guests can really feel a part of the action. Boxes are semi-enclosed seating and entertainment areas with radiant heat and ceiling fans. Please call 816.920.4501 for information on reserving your suite or box.



GROUP TICKETS

The Chiefs invite you to be a part of the best gameday atmosphere in the NFL. Bring your group of 20 or more fans to a Chiefs game in 2008. A Chiefs outing also is perfect for friends and family, motivating your group, building camaraderie, boosting morale, building a strong, unified team and for outstanding client entertainment.

Enhance your Arrowhead experience with a customized tailgate party for your guests - coordinated by the Chiefs! All Chiefs sponsored tailgates are conveniently located adjacent to the stadium and can accommodate parties of 20 to 1,000.

Call 816.920.4539 or visit www.kcchiefs.com/tickets for group details.

ADDING SEASON TICKETS

Should you have interest in adding tickets to your current season ticket account, please call 888.99.CHIEFS.

CHIEFS TRAVEL

The Chiefs have launched an innovative new travel site for loyal fans just like you! ChiefsTravel.com offers competitive rates on airfare, hotels, car rentals and other details you need to book your personal or business travel. Plus, with ChiefsTravel.com, you are eligible to win prizes through the Travel Rewards program by simply booking your travel.

AWAY-GAME PACKAGES

Cheer on the Chiefs on the road with your own customized away-game travel package! Base packages include:

- Game ticket
- One night hotel stay the night before the game
- Transfers to and from the game
- Commemorative gift
- Gameday meal with a Chiefs representative
- Professional staff to escort trip

Select the length of stay; add a car, air or even a travel excursion to complete your trip. With ChiefsTravel.com you can create your own unique away-game experience.

HOME-GAME PACKAGES

For out-of-town guests, Chiefs Travel has put together customized packages for planning your trip to see the Chiefs in Kansas City.

CHIEFS CELEBRITY CRUISE

Cruise the Caribbean with Chiefs celebrities and other Chiefs fans this winter. Visit the travel web site for more information.

Go to www.ChiefsTravel.com to book your personal, business or Chiefs Travel package today!



Red Coaters

The Chiefs Red Coaters are a special group of dedicated fans who support the team and the National Football League. They are ambassadors to the community and a vital part of the Chiefs organization.

Members assist with season ticket sales, volunteer for Chiefs-related charity events and assist existing season ticket holders.

Red Coater interviews are held twice a year. If you are interested in becoming a member of this elite organization, go to www.kcchiefs.com/community/red_coaters/



The Chiefs Ambassadors are a group of former players living in the Kansas City area that are committed to helping the community and current players. They raise money for various charities, including the Ambassador Scholarship Fund, through their annual Golf Tournament and other fundraising endeavors.

For more information about the Ambassadors, or to request an appearance, please go to www.kcambassadors.com.

RADIO NETWORKS

For the 19th consecutive year, all Chiefs games will be carried in Kansas City by KCFX Radio/101.1 FM. The Chiefs Fox Football Radio Network, with KCFX as its anchor, extends throughout a seven-state region that includes Missouri, Kansas, Iowa, Nebraska, Oklahoma, South Dakota and Arkansas. KCFX will broadcast all Chiefs preseason, regular season and playoff games live.



MISSOURI

Bethany	KAAN 870 AM KAAN 95.5 FM
California	KRLL 1420 AM
Chillicothe	KULH 105.9 FM
Clinton	KDKD 95.3 FM
Columbia	KBBM 100.1 FM
Jefferson City	KBBM 100.1 FM
Joplin	KKOW 860 AM
Kansas City	KCFX 101.1 FM
Kirksville	KRXL 94.5 FM
Marshall/ Carrollton	KMMO 1300 AM KMMO 102.9 FM
Monett	KRMO 990 AM
Neosho	KBTN 1420 AM
Osage Beach	KRMS 1150 AM
Sedalia	KSDL 92.3 FM
Springfield	KXUS 97.3 FM KGMV 1400 AM
St. Joseph	KFEQ 680 AM KSJQ 92.7 FM
Thayer	KAMS 95.1 FM

NEBRASKA

Falls City	KTNC 1230 AM
Grand Island	KRGY 97.3 FM
Lincoln	KFOR 1240 AM
Omaha	KXSP 590 AM

OKLAHOMA

Bartlesville	KWON 1400 AM
Oklahoma City	KREF 1400 AM

ARKANSAS

Mammoth Spring	KAMS 95.1 FM
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KANSAS

Chanute	KKOY 105.5 FM
Clay Center	KCLY 100.9 FM
Coffeyville/ Independence	KGGF 690 AM
Colby	KXXX 790 AM KQLS 100.3 FM
Emporia	KVOE 101.7 FM
Fort Scott	KMDO 1600 AM KOMB 103.9 FM
Garden City	KKJQ 97.3 FM
Great Bend	KVGB 104.3 FM
Hays	KFIX 96.9 FM
Hutchinson	KWBW 1450 AM
Iola	KALN 1370 AM
Junction City	KJCK 1420 AM
Manhattan	KMAN 1350 AM
McPherson	KNGL 1540 AM KBBE 96.7 FM
Parsons	KLKC 1540 AM KLKC 93.5 FM
Pittsburg	KKOW 860 AM
Salina	KSKG 99.9 FM
Topeka/ Lawrence	KDVV 100.3 FM
Wellington	KLEY 1130 AM
Wichita	KTHR 107.3 FM
Winfield	KKLE 1550 AM

IOWA

Atlantic	KJAN 1220 AM
Des Moines	KPSZ 940 AM KRNT 1350 AM
Shenandoah	KMA 99.3 FM
Maryville	

SOUTH DAKOTA

Yankton	KYNT 1450 AM
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TV NETWORKS

KCTV5, the flagship television station of the Chiefs Television Network, is the largest pre-season network in the NFL, reaching 5 states and 11 total markets.

MISSOURI

Columbia & Jefferson City	KMIZ
Kansas City	KCTV
Springfield	KDEB
St. Joseph	KQTV

KANSAS

Hayes	KBSH
Joplin & Pittsburg	KODE
Topeka	WIBW
Wichita & Hutchinson	KWCH

OKLAHOMA

Tulsa	KWBT
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IOWA

Des Moines	KCWI
Sioux City	KMEG

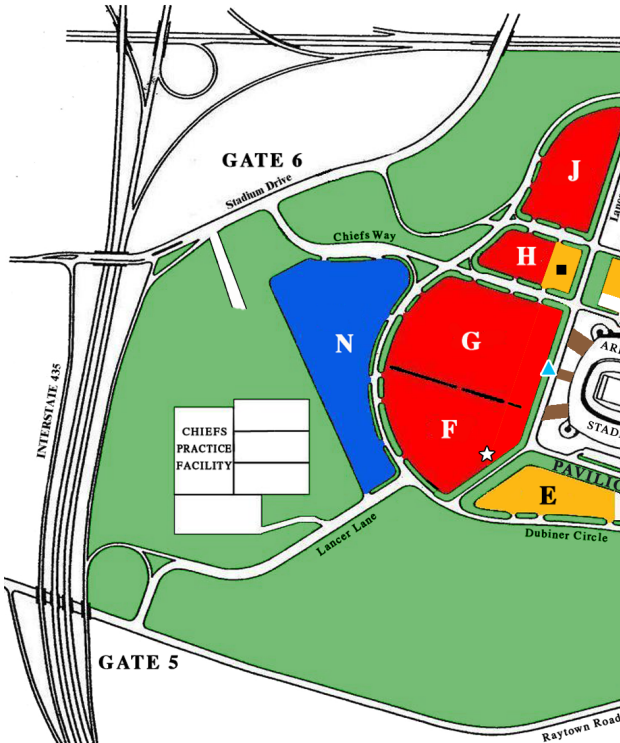
NEBRASKA









Omaha	KXVO
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**LIVE.
LATE-BREAKING.
INVESTIGATIVE.**

2008 Gameday Parking Instructions Resulting From Renovations

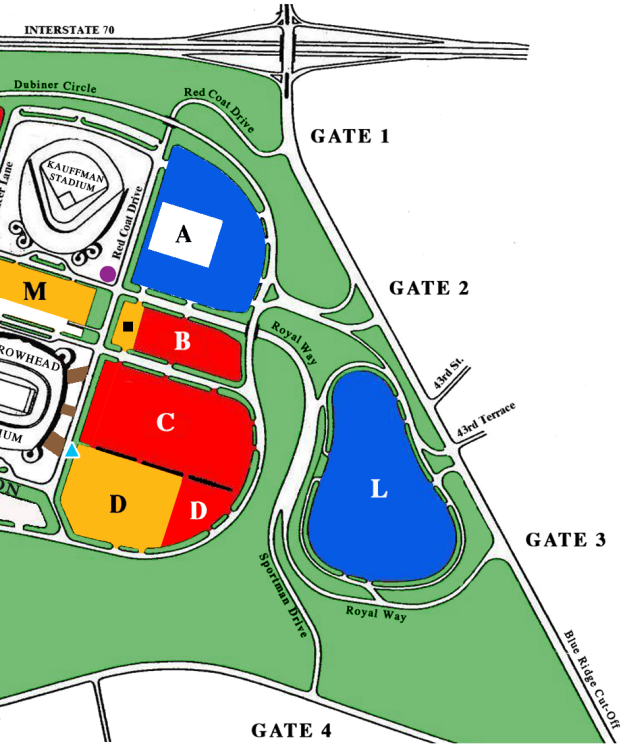


- | | | | |
|---|------------------------|---|--------------------------------|
|  | Stadium Entry and Exit |  | VIP Tent |
|  | Gold Reserved |  | Lot M overflow |
|  | Red Reserved |  | Bus/Taxi/Limo Drop off/Pick up |
|  | Cash Lot |  | Ticket Office locations |

FOR THE LATEST ON CONSTRUCTION CHANGES, GO TO



Lots and Stadium Access to Arrowhead and Kauffman Stadiums

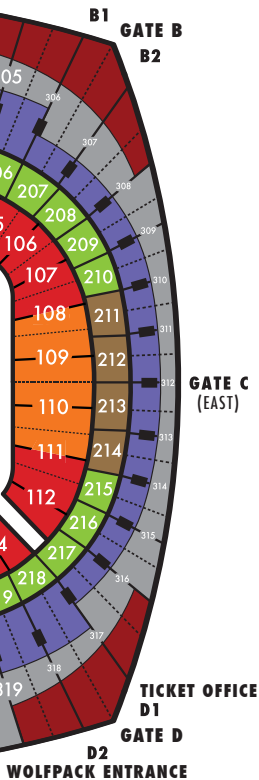


TO AVOID DELAYS, PLEASE ENTER EARLY.

Accessible spaces available in the front of Lots
A, B, C, F, G, H and J on a first-come, first-served basis.







SEATING AREA

- FIELD LEVEL - SIDELINE SELECT
- FIELD LEVEL - RED ZONE
- FIELD LEVEL - TOUCHDOWN ZONE
- CLUB LEVEL - SIDELINE SELECT
- CLUB LEVEL - RED ZONE
- CLUB LEVEL - TOUCHDOWN ZONE
- UPPER LEVEL - RED SELECT
- UPPER LEVEL - RED RESERVE
- UPPER LEVEL - RED VIEW

SMOKING IS PERMITTED ONLY ON RAMPS AND NOT IN THE STADIUM SEATING AREAS, CONCOURSES OR RESTROOMS.

TO AVOID DELAYS, PLEASE ENTER THE STADIUM EARLY.

CHIEFS 2008 SCHEDULE

PRESEASON

AUGUST

7	THU	at Chicago Bears	7:00 PM	KCTV5
16	SAT	ARIZONA CARDINALS	7:00 PM	KCTV5
23	SAT	at Miami Dolphins	6:30 PM	KCTV5
28	THU	ST. LOUIS RAMS	7:00 PM	KCTV5

REGULAR SEASON

SEPTEMBER

7	SUN	at New England Patriots	12:00 NOON	CBS
14	SUN	OAKLAND RAIDERS	12:00 NOON	CBS
21	SUN	at Atlanta Falcons	12:00 NOON	CBS
28	SUN	DENVER BRONCOS	12:00 NOON	CBS

OCTOBER

5	SUN	at Carolina Panthers	12:00 NOON	CBS
12	SUN	-- OPEN DATE --		
19	SUN	TENNESSEE TITANS	12:00 NOON	CBS
26	SUN	at New York Jets	12:00 NOON	CBS

NOVEMBER

2	SUN	TAMPA BAY BUCCANEERS	12:00 NOON	FOX
9	SUN	at San Diego Chargers	3:15 PM	CBS
16	SUN	NEW ORLEANS SAINTS	12:00 NOON*	FOX
23	SUN	BUFFALO BILLS	12:00 NOON*	CBS
30	SUN	at Oakland Raiders	3:15 PM*	CBS

DECEMBER

7	SUN	at Denver Broncos	3:05 PM*	CBS
14	SUN	SAN DIEGO CHARGERS	12:00 NOON*	CBS
21	SUN	MIAMI DOLPHINS	12:00 NOON*	CBS
28	SUN	at Cincinnati Bengals	12:00 NOON*	CBS

ALL TIMES CENTRAL

*SUBJECT TO FLEX SCHEDULING

TIMES SUBJECT TO CHANGE



KINGSTON
PRINTING

an eye for excellence