

DEAR PURDUE FANS:

I am proud to be a Boilermaker and am looking forward to the 2011 season.

Over the last three years, we have made great strides to improve all areas of our football program, and I am confident the results will yield a successful team. Our student-athletes are committed to being the best they can be – on and off the field – and are dedicated to representing Purdue University with pride. We have dealt with some adverse situations in the past that have made us stronger, mentally and physically, as we strive to put the Boilermakers among the nation’s elite.

At the same time, our game-day staff is working to make the atmosphere inside Ross-Ade Stadium entertaining with new music and video board features. We also are keyed up about our 8 p.m. kickoff against Notre Dame on October 1. That evening we want to create a unique look throughout Ross-Ade with designated black and gold sections. Be sure to visit purduesports.com to see what color you should wear! Don’t forget to come to the stadium early and enjoy the pregame festivities, featuring the “All-American” Marching Band and reading of “I Am An American.”

This year’s Homecoming contest will take place on October 22 against Illinois. And we are excited to have a football game as part of the Mackey Arena Celebration festivities (November 10-13), with Ohio State coming to town on November 12. Both basketball teams and volleyball also will be part of the four-day celebration of one of our iconic campus landmarks.

As you prepare to join us this fall, please take a few moments to read the enclosed information. Due to the ongoing construction of Mackey Arena, we ask that you review the color-coded parking map carefully. We want to help make your trip to and from a Purdue football game as pleasant as possible.

We look forward to our seven home games at Ross-Ade. We feel your energy and spirit and feed off of it. You are a difference-maker for us on Saturdays. Bring your friends and have fun!

Danny Hope

Boiler Up!
Danny Hope
Head Football Coach



THE STADIUM

Gates open 1 1/2 hours before kickoff. Fans are encouraged to enter through the gate letter printed on their ticket.

LOST AND FOUND - The Lost and Found is located on the concourse of Section 115 and behind the south end zone bleachers. Articles not claimed during or immediately after the game are turned over to the Athletic Ticket Office 765/494-3194.

GAME PROGRAMS - Game programs are sold outside Ross-Ade Stadium and throughout many parking lots before each game and inside the stadium through the end of the first quarter. Programs are \$5 each. In addition, programs are available for purchase after games – subject to availability – for \$10 each by calling 765/494-9470.

FIRST AID STATIONS - First aid stations are on the concourse at Sections 111 and 119.

GAME-DAY EMERGENCIES - Ticket holders should give caregivers or family members the section, row and seat numbers from their tickets. In case of an emergency, caregivers should contact the Purdue Police at 765/494-8221. Officers will go to your seat and inform you of the emergency. Paging over the public address system is not allowed.

CONCESSION STANDS - Concession stands are located throughout the entire concourse and south end zone. Menu options include burgers, hot dogs, pork tenderloin sandwiches, popcorn, French fries, B.B.Q., pizza, Coca Cola products and much more. Stands outside the stadium open three hours before kick off. Inside stands open 1 1/2 hours prior to the game.

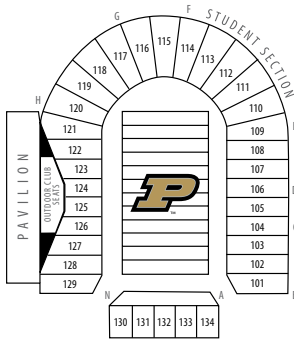
PURDUEMERCHANDISE - Purdue merchandise is available from the Purdue Pride team store, located at the northeast corner of the stadium, or from merchandise stands located through the concourse. Shop before or after the game online at purduesports.com. Request a merchandise catalog at 888/276-9997.

PRIVATE USE OF FACILITIES - The Pavilion at Ross-Ade Stadium is available for private functions, including weddings, banquets, and corporate events. Levy Restaurants is the exclusive caterer. For rates and information, call 765/746-5199 or email suite.food@purdue.edu.

FAN GUIDELINES

The purchase of a ticket gives an individual the privilege to enter a game. Once inside, the privilege to stay for the entire game is earned by respectful behavior. We want fans to be spirited, cheer loudly and be supportive of their team. Rude, lewd or obnoxious behavior will not be tolerated and may be cause for ejection from the game without refund.

A Boilermaker game day should be an enjoyable experience for all fans, and safety is our top concern. We encourage you to display a high degree of sportsmanship at all times. Spectators are not allowed, at any time, on the playing field or sidelines.



PREGAME ACTIVITIES

THRILL ON THE HILL & MARCH TO THE STADIUM - The “All-American” Marching Band will perform a 40-minute concert at Slayter Hill beginning two hours prior to each home game. The band will leave Slayter Hill one hour prior to kickoff and begin its voyage to the stadium. The band will march up the west side of the stadium and stop on the north stadium plaza to perform a brief concert. Following the performance the band will march down on the east side and enter the stadium at the southeast corner of the stadium. As you see and hear the “All-American” Marching Band go by, that is your signal to pack up those tailgates and head to the stadium!

STREETFEST - Fans, especially families, looking for fun before home games will want to check out the popular Boilermaker StreetFest. Meet-the-team events, inflatable games and interactive opportunities highlight the list of activities. Boilermaker StreetFest is free and open to fans of all ages.

BOILER WALK - Be on the look out for the football team as it travels from the Purdue Memorial Union to Ross-Ade Stadium. The team will travel by bus past several of the tailgate lots, so be sure to cheer them on as they pass by. The Boilermakers will unload the buses at the southeast corner of the R lot, on the north side of the stadium, and walk down John R. Wooden Drive to their locker room located in the Intercollegiate Athletic Facility. The team will depart from the Memorial Union approximately 2 1/2 hours prior to kickoff and will arrive in the R lot two hours and twenty minutes prior to the game.

PURDUE SPORTS RADIO NETWORK - Follow the Boilermakers on the Purdue Sports Radio Network. Tune in one hour before kickoff and remain with the Purdue Sports Radio Network through Boilermaker Sports Wrap after each game. In addition, be sure to tune into the Purdue Sports Radio Network each Monday during the season at 6 p.m. for the Danny Hope Show. The Purdue Sports Radio Network is ever growing. For the most current list of radio affiliates carrying the Purdue football broadcasts, please visit purduesports.com.

JOHN PURDUE CLUB

Purdue Intercollegiate Athletics receives no funding from state or University budgets. Since 1958, John Purdue Club members have underwritten the scholarship and academic support for Purdue’s 500 student-athletes. The success of the club is critical to the overall mission of Intercollegiate Athletics. Membership ranges from the First Team level (\$200 annually) to the Champion level, which covers the cost of one in-state scholarship. Privileges and perks increase with both the level and duration of support.

The most important benefit is the knowledge that you are helping to make Purdue’s athletics program one of the nation’s elite. In addition, members receive priority in the purchase and location of football, volleyball and basketball tickets and parking. Annually, more than 70 events are held for members. Members also receive a subscription to Gold & Black Illustrated.

A complete list of John Purdue Club benefits and events can be found at purdue.edu/jpc.

Your gift to the John Purdue Club is considered a gift to Purdue and is credited at full value for purposes of your giving record to the University. Indiana taxpayers also are eligible for additional state tax credits.

The John Purdue Club offices have moved to the upper level of the new Mackey Arena Complex. On football game days, the JPC will operate a ticket window at the Athletic Ticket Office beginning three hours prior to kickoff. A JPC representative will be available to assist members with any questions or JPC will-call needs. Normal business hours are observed Monday through Friday. For additional information, call 765/494-3248 or e-mail jpc@purdue.edu.

PROHIBITED ITEMS

Please note that storage facilities are not available at the stadium. Items prohibited inside the stadium include (but are not limited to) umbrellas; pets; noisemakers or irritants; seat backs not provided by the stadium; alcoholic beverages, coolers, cans, bottles or food; flags, banners, large signs or any item that may block the view of

others; and objects that interfere with the comfort of other fans. Ross-Ade Stadium is a smoke and tobacco-free environment. Tobacco use, in any form, is not allowed in the stadium.

NCAA COMPLIANCE

Purdue University is committed to a comprehensive compliance program that educates everyone – including faculty, staff, alumni and fans – regarding the importance of adhering to NCAA, Big Ten and institutional rules. The existence of a successful compliance program depends on the willingness of faculty, staff, coaches, administrators, student-athletes and boosters to be cognizant of NCAA, Big Ten and institutional rules. We ask for your support in maintaining our institution’s integrity as we strive to create a “compliance conscience” within the university and throughout the community.

WHAT IS COMPLIANCE?

At Purdue, the athletics compliance office works within the department of athletics and the university to ensure Purdue’s compliance with all applicable rules. In doing so, the compliance office is charged with the following tasks:

- Educating administrators, coaches, staff, prospects, student-athletes and boosters about NCAA, Big Ten and institutional rules
- Developing monitoring systems to ensure compliance with these rules - these systems are designed to monitor rules pertaining to recruiting, academic eligibility, financial aid, awards, extra benefits, ethical conduct, amateurism, agents, employment, occasional meals and the playing and practice seasons for each sport
- Investigating and reporting violations of NCAA, Big Ten and institutional rules to the appropriate governing authority

ARE YOU A “BOOSTER”?

You are a Representative of Purdue’s Athletics Interest (“booster”) if you (this is NOT an exhaustive list):

- Contribute to the Athletics Department or its booster organizations (e.g. John Purdue Club)
- Join or participate in Purdue’s various Athletics Department booster groups (e.g. sport specific “friends of” groups, etc.)
- Hold, or have ever held season tickets
- Have a guardianship role over a student-athlete (i.e., parent or legal guardian)
- Provide allowable benefits to enrolled student-athletes (e.g., summer jobs)
- Promote Purdue athletics programs in any way

Remember, once you are identified as a booster, you retain that identity forever. Boosters are bound by NCAA, Big Ten Conference and Purdue University rules. As a result, boosters are responsible for notifying Purdue University’s Athletics Compliance Office of any potential rules violations. Even if a violation is unintentional, the eligibility of a prospective student-athlete (recruit) or enrolled student-athlete could be placed in jeopardy.

WHAT IS AN EXTRA BENEFIT?

An extra benefit is any special arrangement provide to a prospect, a student-athlete or their relatives or friends a benefit not expressly authorized by the NCAA. Examples include, but are not limited to:

- cash or any type of gifts
- loans or cosigning of loans
- vehicle or the use of a vehicle
- payment for or arrangement of transportation costs
- free or reduced cost goods or services
- free or reduced cost housing
- concert or sporting event tickets
- any other item or action not expressly permitted under NCAA rules

WHAT ARE THE CONSEQUENCES?

Purdue is responsible for the actions of its boosters. If a booster provides an impermissible benefit to a prospect, a student-athlete, or their relatives or friends, Purdue may be subject to penalties, even if the student-athlete has completed his or her eligibility. The prospect or student-athlete who accepts an impermissible benefit jeopardizes his or her eligibility for intercollegiate competition. A booster who provides an impermissible benefit may be disassociated from the university’s athletics program.

Disassociation results in a loss of all benefits or privileges offered by the department of athletics and may involve other penalties as appropriate.

GOT QUESTIONS? ASK COMPLIANCE.

We need your help in making all fans understand and comply with NCAA and Big Ten rules. For more information regarding NCAA, Big Ten or institutional rules and how they may affect Purdue University, please contact the Athletics Compliance Office at 765/494-9752 or visit our website at purduesports.com.

2011 SCHEDULE

09.03	MIDDLE TENNESSEE STATE	TBA
09.10	@ Rice	TBA
09.17	SOUTHEAST MISSOURI STATE	TBA
10.01	NOTRE DAME	8 p.m.
10.08	MINNESOTA	TBA
10.15	@ Penn State	TBA
10.22	ILLINOIS	TBA
10.29	@ Michigan	TBA
11.05	@ Wisconsin	TBA
11.12	OHIO STATE	TBA
11.19	IOWA	TBA
11.26	@ Indiana	TBA

Dates and times subject to change. All times ET.

COUNTDOWN TO KICKOFF

- 3:00 Ticket Office Opens
Tent City Opens
StreetFest begins
Pregame Radio Show (Located NE of Ross-Ade Stadium)
Concession stands outside the stadium open
- 2:30 Team departs Purdue Memorial Union for stadium
- 2:20 Boiler Team Walk
- 2:00 Thrill on the Hill (Band at Slayter Hill)
Shuttle Begins to IM Gold & Black Lots
Accessible shuttle service begins to Lot O
- 1:30 Ross-Ade Stadium gates open
Concession stands inside the stadium open
- 1:00 March to the Stadium begins
Game Radio Broadcast begins
- 0:50 Band performs on North Plaza
- 0:40 Teams warm up on the field
- 0:17 Band pregame show
- 0:08 Fire up Video, Team Entrance
- 0:05 "I am an American", National Anthem
- 0:00 KICKOFF!

YOU, our guests, are the focus of everything we do. The Purdue athletics staff is here to make your Ross-Ade Stadium experience a special and memorable one. Enjoy the game, have a great day. **BOILER UP! HAMMER DOWN!**

TICKETS

Athletic Ticket Office is located in Mackey Arena, inside the main entrance off Northwestern Avenue. On gameday, the ticket office opens three hours prior to kickoff or 8 a.m., whichever is later, and will remain open through halftime. Contact the ticket office by phone at 800-49-SPORT or 765/494-3194.

The ticket office is the only sanctioned outlet for the sale and distribution of athletic tickets. Any others selling tickets will be subject to penalties under Purdue University rules and regulations governing the "canvassing, peddling, soliciting and delivery of merchandise on its campus."

In accordance with Big Ten rules, every person must have a ticket regardless of age. Purdue students, who purchase football season tickets, will have this information loaded on their student ID's. They must present their student ID's at stadium gates D, E or F, where ID's will be scanned for entrance into the game. These policies are strictly enforced.

Accessible seating is available. Fans requiring special assistance are urged to make all ticketing arrangements through the ticket office well in advance. Game-day tickets, if available, can be purchased at the ticket office. They can also be purchased at Ross-Ade Gates A and N beginning 1 1/2 hours prior to kickoff.

Will-call tickets for the general public are available three hours prior to kickoff at the ticket office. Purdue player guest (Gate J) and recruit (Gate K) will-call tickets are available 1 1/2 hours before kickoff through halftime on the west side of the stadium. Visitor's pass gate is located near Gate N. A picture ID is required for pickup of will-call tickets. Tickets will be released to the original purchaser only, unless other arrangements with the ticket office have been made in advance.

Group tickets are available for all home games, subject to availability. To qualify for discount ticket prices, a minimum of 25 tickets must be purchased. For more information, call 765/494-9476 or e-mail tickets@purdue.edu.

Boilermaker Tent Club. Official pregame tent packages – including game tickets, hearty buffets, game programs, in-game recognition, private tents and much more – are available for every home game. For information, call 765/494-9476.

A ticket replacement is available for a fee for left-at-home or lost tickets if there is a record of the seat assignments. If the ticket office does not have a record of seat assignment, new tickets, if available, can be



purchased at full price with no refund available. Tickets will be replaced for the original purchaser only. Replacement tickets take precedent over original tickets.

PARKING

Purdue offers many parking options. Please review the choices and accompanying map. For detailed traffic and parking information, click on directions and maps at purduesports.com.

Season parking permits are available to purchase for \$105 by season-ticket holders. Generally, the lots closest to Ross-Ade are reserved for purchase by John Purdue Club members.

General public parking is \$10 and available in the IM Gold/Black lots. Non-permit RV parking (\$30) is available in the RV4 lot located at the intersection of SR26 and Airport Road, and bus parking (\$30) is available near the Armory Lot on University Street. Electric service is not available in general public parking lots. Shuttle service is provided to and from the IM Gold/Black lots, beginning two hours before and continuing one hour after games. The stadium shuttle stop is located at the intersection of Russell Drive and Stadium Avenue south of the stadium.

Accessible parking is available to both permit holders and the general public. Fans without parking passes needing accessible parking should park in Lot O (between Rankin Track and Field and Lambert Baseball Field) or in Lot GC (located at the Birk Boilermaker Golf Course on Cherry Lane). Accessible shuttle service is provided from Lot O & Lot GC beginning two hours before and continues one hour after games. Accessible shuttle service will drop patrons at Ross-Ade Gates A, N and the accessible gates located at the northeast and northwest corners of the stadium.

Free parking is available in many University lots and parking garages on weekends. Restrictions may change from game to game without warning. Please refer to regulations posted at the entrances to lots. Tailgating is not permitted in any of the University's free parking lots. Shuttle service is not provided to or from free parking lots.

GETTING TO ROSS-ADE STADIUM

FROM THE NORTH: Take I-65 south to SR 43 (exit 178). Turn south off of ramp. Follow SR 43 approximately 7 miles to fourth stop light (State Street/SR 26 West). Turn right onto SR 26 (State Street). Turn right at second light (Grant Street). Follow Grant Street to the next light. Turn left on Northwestern Avenue. Follow traffic signs for permit or non-permit parking.

FROM THE SOUTH: Take I-65 north to SR 25 (Exit 175). Go west at light on SR 25. Proceed to the next light (Sagamore Parkway/US 52). Turn right and follow across the river. Turn left at fourth light (Yeager Road). Turn left at next light (Northwestern Avenue/US 231). Follow traffic signs for permit or non-permit parking.

BOILER BRIDGE WALK

This popular event takes place on Fridays before all seven home games and features the team interacting with its fellow citizens as they walk across the John T. Myers Pedestrian Bridge. Fans of all ages are invited to join Purdue Pete, the cheerleaders, the Boilermaker Special and community leaders. A different youth organization from the community will lead the team from the fountain on the West Lafayette side of the bridge across to Riehle Plaza, and the players will handout giveaway items each week. The event begins at 5:30 p.m. with the team arriving around 5:45 p.m.



FACEBOOK AND TWITTER

Keep up to date on all the news relating to Boilermaker Athletics by following us on Facebook (Purdue Athletics) and Twitter (@purduesports).



2011 FAN GUIDE

