



THE CARDINAL RULES!

2011



INFORMATION GUIDE



GENERAL INFORMATION

ADA SERVICES

All games at Stanford Stadium are accessible to wheelchairs and disabled guests. Accommodations include lowered concession stands and drinking fountains, assisted listening devices and a family restroom.

Lower bowl disabled seats are located at the top of each section in Row Y. Upper bowl disabled seats are located along the north and south ends of the upper walkway in Row V of Sections 201-208, 218-228 and 238-240 and can be accessed via the elevator on the west side of the stadium. Up to three companion seats are available for each space reserved for wheelchair use. For disabled parking

information, please see parking section.

ATM

ATM machines are located on the main concourse behind Sections 112, 123 and 128 and at the main ticket office located outside the stadium at Gate 2. Please note that concessions do not accept credit card or debit card as method of payment.

CONCESSIONS

Permanent concessions counters are located throughout the main concourse above Sections 102, 103, 108, 113, 115, 118, 125, 128 and 134 and along the upper walkway at Sections 232 and 235. Additional food and beverage service may be found at the portable concession stands located throughout the concourse.

Please note that concessions stands only accept cash.

FIRST AID

First aid stations are located at the east and west sides of the main concourse, above Sections 115 and 132. A third first aid station is located outside the stadium, between Gates 2 and 3. On site medical service is provided by American Medical Response (AMR) and Stanford Emergency Medical Services (STEMS).

GATE TIMES

Stadium gates open approximately 90 minutes prior to kickoff. For your convenience and to ease concourse congestion, it is suggested that you utilize the gate entrance that is listed on your ticket. Please note that for the Stanford vs. Cal game on 11/19,

gates will open approximately two (2) hours prior to kickoff.

GUEST SERVICES

Guest service tents are located outside Gates 2, 4, 8 and 15. Inside the stadium, guest service offices are located at the north and south ends of the main concourse, above Sections 124 and 104. These locations are the headquarters for the full range of guest services and general information provided to our guests including specific information on promotional events, stadium rules, policies and directional/informational brochures. Lost and found items should be turned into any of these locations.

LOST AND FOUND

Lost and found articles will be taken to Stanford Athletics offices on the Monday following a game and can be claimed by calling 650-723-4591.

MERCHANDISE

The Stanford Athletics Shop is located on the main concourse behind Section 120. Souvenir booths are also located throughout the stadium. Sales start when gates open and continue for the duration of the game. All merchandise is provided by the Stanford Athletics Shop, located at the Cobb Track/Angell Field bleach-

ers and is open seven days a week. For more information on the Stanford Athletics Shop, please call 650-327-8870.

PROHIBITED ITEMS

Security personnel at entry gates will conduct a bag search and refuse entry to any persons possessing restricted items. Receptacles will be available if guests would like to discard prohibited items; otherwise they may take them back to their vehicle. Prohibited items include: alcoholic beverages, animals (except registered service animals), balls and frisbees, banners/signs attached to poles, bicycles, rollerblades and skateboards, cans and glass containers, coolers, backpacks and bags (larger than 12x12x15), horns and any artificial noisemakers, lawn furniture, strollers, plastic containers (unsealed), weapons and any dangerous items.

RE-ENTRY

Those planning on exiting the stadium during the event will need to present their ticket to be scanned as they exit the gate. In order to re-enter the stadium, guests must present the same game ticket to be re-scanned. The re-entry policy is good at Gates 2-13.

TICKET INFORMATION

All fans entering Stanford Stadium must have a ticket, except those fans under two years of age who must sit on the lap of an accompanying adult.

HOW TO PURCHASE

VIA THE INTERNET:
www.gostanford.com

BY PHONE:
1-800-STANFORD
(Mon.-Fri., 9am-4pm)

IN PERSON:
Gate 2 on the south side of Stanford Stadium
(Mon.-Fri., 9am-4pm)

DAY OF GAME:
Game tickets will be sold at the Track House ticket windows, located on the north side of Cobb Track/Angell Field and at Gate 2 on the south side of Stanford Stadium beginning at 9:00am for afternoon games (kickoff at 12:30pm or earlier) and 10:00am for all other games. Temporary parking is available in the Track House

parking lot to purchase tickets (see parking map for location). Game tickets will also be sold at Gate 8 on the north side of Stanford Stadium starting three (3) hours prior to kickoff. The ticket office at Gate 2 on the south side of Stanford Stadium will be open through the end of the game.

WILL CALL:

Tickets held at will call may be picked up at Gate 2 on the south side of Stanford Stadium beginning at 9:00am for afternoon games (kickoff at 12:30pm or earlier) and 10:00am for all other games. Photo ID is required.

LOST OR STOLEN TICKETS:

As a service to season ticket holders, replacement tickets can be obtained by calling 1-800-STANFORD or by visiting the south side of Stanford Stadium. Replacement tickets must be requested by the season ticket holder. **NOTE:** Replacement tickets will be issued to season ticket holders only. Individual game tickets will not be replaced.

TICKET TRANSFER:

Keep your seats filled by sharing unused tickets. With Ticket Transfer, fans can simply select game tickets they cannot use and electronically transfer them to friends, family and co-workers- all for FREE. For more information, visit www.gostanford.com or call 1-800-STANFORD.

TICKET GIFTBACK:

Can't attend all games? Conveniently donate unused tickets back to Stanford Athletics online! For more information, visit www.gostanford.com or call 1-800-STANFORD.



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 SAN JOSE STATE SEPTEMBER 3, 2011 - 2:00 PM	 UCLA OCTOBER 1, 2011 - TIME TBD
 COLORADO OCTOBER 8, 2011 - TIME TBD	 WASHINGTON OCTOBER 22, 2011 - 5:00 PM
 OREGON NOVEMBER 12, 2011 - TIME TBD	 CALIFORNIA NOVEMBER 19, 2011 - TIME TBD
 NOTRE DAME NOVEMBER 26, 2011 - 5:00 PM	 PAC-12 CHAMPIONSHIP GAME DECEMBER 2, 2011 - TIME TBD LOCATION TBD

ALL REGULAR SEASON HOME GAMES PLAYED AT STANFORD STADIUM

JOIN THE TEAM

BEHIND THE TEAMS

For over 75 years, members of the Buck/Cardinal Club have made the dream of a Stanford education a reality for thousands of student-athletes from around the world. Every dollar given to the Buck/Cardinal Club provides annual financial support for the more than 800 Stanford varsity student-athletes through scholarship aid and program support.

To donate to the Buck/Cardinal Club and to learn more about the Buck/Cardinal Club's benefits, including exclusive, pregame tailgates and priority seating for football, please visit gostanford.com or call Adam Schneberger at 650-723-1008.



PARKING INFORMATION

Select parking lots will open six (6) hours prior to kickoff and close approximately four (4) hours after the end of the game. Fans are encouraged to arrive 60-90 minutes prior to kickoff to avoid traffic delays. Please follow directional signage for the most convenient route to all lots.

NEW IN 2011: Due to our new paid parking policy, El Camino Grove (Lot #2) and Masters Grove are no longer Season Ticket Parking Lots. These lots require special

permits to enter. Those without an El Camino Grove (Lot #2) or Masters Grove parking pass will be directed to park in a Season Ticket Lot (Lot #3, 7, 10, 11, & 12) or General Parking Lot (Lot #4, 8, 9, & 13).

GENERAL PARKING: General parking for the 2011 season will cost \$15 per game. Payment will be collected upon entering the general parking lot on game days (CASH ONLY). General Parking is in Lot #4, 8, 9, & 13.

DISABLED PARKING: Parking for guests with disabilities is available in the Sunken Diamond Parking Lot (Lot #1) and in the H Lot on the corner of Nelson Road and Galvez Street for \$15 or with a valid 2011 football parking pass. Please also be prepared with a state issued placard and identification card or evidence of issuance of that placard upon request by authorized parking attendants or security personnel.

OVERNIGHT PARKING: Overnight parking for cars and RVs will be allowed in El Camino Grove (Lot #2) only and will require a parking pass for that lot. If you have a Lot #2 parking pass, you will be able to park in Lot #2 beginning Thursday at 3:00pm during home game weeks.

RV PARKING: **Game Day:** RV parking is available to those holding a Season Ticket Holder parking permit in Eucalyptus Grove (Lot #10) on game days only. Those without a parking pass may park in Lasuen Grove (Lot #9) on game days only. Those without a Season Ticket Holder parking pass may park in Lasuen Grove (Lot #9) for \$15 on game days only.

Overnight: Overnight RV parking is only available to those who hold a valid El Camino Grove (Lot #2) parking pass. Those who have a Lot #2 parking pass can enter the lot via Nelson Road starting at 3pm on the Thursday prior to a game.

DROP OFF/TEMPORARY PARKING: Temporary parking on game days will be located on the west side of the Track House Parking Lot (Lot #6). Access to this area will be available via Galvez Street.

TAILGATING: Tailgating is permitted in all parking lots and should be limited to the area directly in front of or behind your vehicle. Tailgating should not impede vehicle or foot traffic. Please adhere to the following safety rules while tailgating: keep the hot grill 5-10 feet away from vehicles, trees and branches; do not store hot grills under vehicles or in vehicles and dispose drenched coals and ashes in designated metallic containers. Please do not leave BBQ fires and hot coals unattended. For questions, call the Stanford Fire Marshal's office: 650-723-0448. To reserve group tailgating space, please call the Stanford Athletics Ticket Office at 1-800-STANFORD.

RED ZONE: The Red Zone is the official student fan club for Stanford Athletics, and the most raucous section inside Stanford Stadium. Open exclusively to Stanford students, The Red Zone is a dedicated assembly of passionate students committed to cheering their peers to victory on the field.

BIG GAME AND THE AXE: Stanford and California first met on the gridiron in 1892 and since then The Big Game has become one of college football's most storied rivalries. On November 19th, 2011 the Cardinal and Golden Bears meet for the 114th Big Game with the winner claiming the legendary Stanford Axe trophy and bragging rights for the year.

THE WALK: Two hours before every home game, the Stanford Football team makes "The Walk" from their locker room in the Arrillaga Family Sports Center to Stanford Stadium. Stanford supporters of all ages line the pathway down Sam McDonald Road to the Gate 1 entrance of Stanford Stadium to cheer on the players and coaches. The Stanford Band lines up behind the team during The Walk treating the crowd to its famous version of "All Right Now."

THE CARDINAL RULES!

CONTACT INFORMATION

STANFORD ATHLETICS

641 EAST CAMPUS DRIVE - STANFORD, CA 94305

GAME DAY INFORMATION
650-723-1949

GUEST SERVICES
650-796-8750
athletics-guestservices@stanford.edu

GENERAL INFO/LOST & FOUND
650-723-4591
(non game days)

TICKETS
1-800-STANFORD
athleticstickets@stanford.edu

PARKING INFORMATION
650-723-6771
athletics-parking@stanford.edu

BUCK/CARDINAL CLUB
650-723-1008

TEXT: Text CARD and your message to 41513

WEBSITE: One-stop resource for information on tickets, parking and other game day details.
www.gostanford.com/footballcentral

PROMOTIONS: For marketing promotion updates, visit www.gostanford.com/promotions

@suguestservices Follow Stanford Athletics Guest Services to share your ideas, ask questions, provide feedback and receive helpful tips about your game day experience

STANFORD ATHLETICS 2011 FOOTBALL PARKING GUIDE



1-800-STANFORD
www.gostanford.com/footballcentral

PRIORITY SEAT PARKING

- Suites / Director's Level (Skybox) Lot #6 / Track House Lot** (Access to Season Ticket and General Parking lots)
- Varsity / Touchdown Level Lot #5 / Galvez Field** (Access to Season Ticket and General Parking lots)

SEASON TICKET PARKING

- Season Ticket Lots** \$70 Per Season (Access to General Parking lots)
Note: Family Plan parking is \$90 for 6 games, includes Cal game
- Lot #2 / El Camino Grove** \$140 Per Season (Access to Season Ticket and General Parking lots)
- Masters Grove Lot** \$140 Per Season (Access to Season Ticket and General Parking lots)
- Lot #1 / Sunken Diamond Lot** Varsity Lot / Chuck Taylor Grove \$400 Per Season—SOLD OUT
- Toyon Grove** \$300 Per Season—SOLD OUT

GAME DAY PARKING

- General Parking Lots** \$15 Per Game
- Disabled Parking** (Valid ADA placard required) 2011 football parking pass or \$15 per game
- Bus Parking** On Galvez Street, west of Campus Drive (Bus enter at Serra St. & El Camino Real)
- Bicycle Parking**

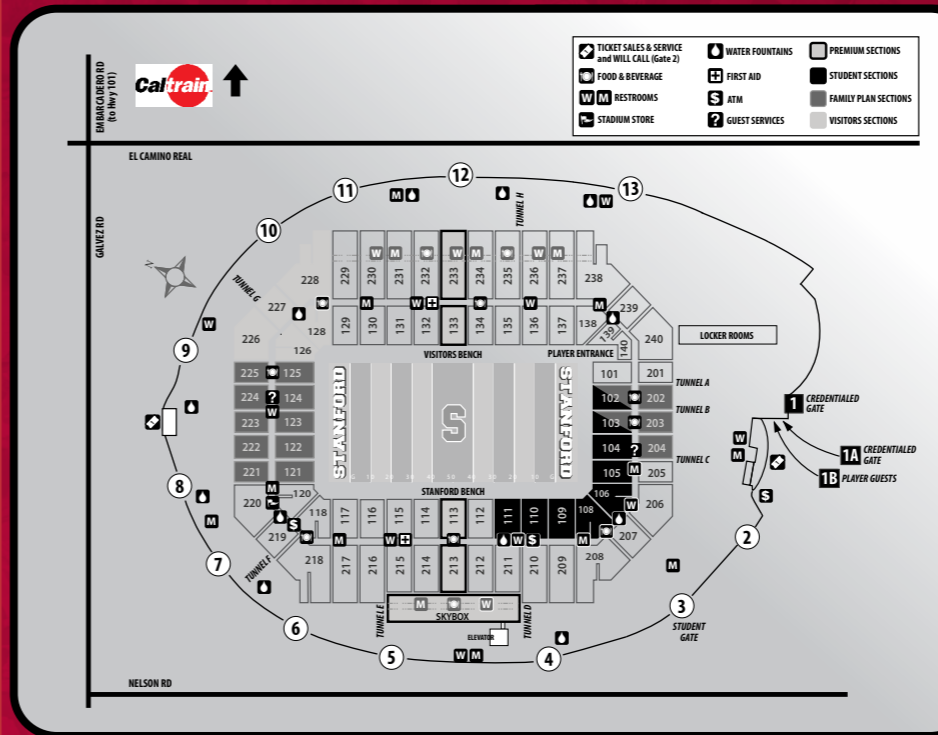
Free Parking Lots Located near Wilbur Hall (Parking lots L-62, L-63 & S-6) and Cantor Arts Center (Parking lot S-1). For details visit <http://transportation.stanford.edu/pdf/parking-map.pdf>

> Lot Entrance / Exit



2011

TRADITIONS



S COUNTDOWN TO KICKOFF

6 HOURS BEFORE:

Parking lots open so arrive early and **TAILGATE** among the eucalyptus groves with family and friends.

2.5 HOURS BEFORE:

Head over to **FAN FEST**, Stanford Football's FREE pre-game headquarters for games, music, food, and fun for the entire family. Located in the hammer throw area of Cobb Track & Angell Field.

2 HOURS BEFORE:

Cheer on the Stanford Football team as they make the traditional **WALK** down Sam McDonald Road to Stanford Stadium.

30 MINUTES BEFORE:

Head into Stanford Stadium to cheer on the Cardinal for **KICKOFF!**

CARDINAL IS THE NEW GREEN!

BIKE PARKING:

Stanford Athletics, in partnership with the Silicon Valley Bike Coalition, offers FREE guarded parking for bikes on game days. Bike corrals are located outside Gates 4 and 7 as well as along Nelson Road and next to Fan Fest located in the Hammer Throw area of Cobb Track and Angell Field. Bike corrals open 2 hours prior to kickoff and close 1 hour after the end of the game.

WATER RE-FILL STATIONS:

Stanford Athletics has refillable, potable, water stations throughout Stanford Stadium as well as outside the gates. Stanford Athletics encourages fans to bring empty refillable water containers and help reduce waste.

RECYCLING:

Stanford Athletics Recycles! Stanford Athletics is committed to reducing waste, educating fans and enhancing the sustainability of Stanford University. Recycling bins are located throughout the concourse of Stanford Stadium as well as outside the gates.

PUBLIC TRANSPORTATION:

When possible, please consider alternative means of transportation such as Caltrain, VTA and carpooling. Caltrain provides an additional train stop near Stanford Stadium on game days.