

**2014 SOUTHERN HERITAGE CLASSIC
TAILGATE & RV INFORMATION
LIBERTY BOWL MEMORIAL STADIUM
MEMPHIS, TN**

**TAILGATE SPACES ON SALE
June 13, 2014 @ 10:00AM
All Ticketmaster Locations**

PROPERTY LOCATION

- The tailgate property is located in midtown Memphis, Tennessee and is bordered on the South by Southern Avenue, on the west by East Parkway, on the east by Hollywood Street, and the north by Central Avenue.
- Access 7 onto the property is at the intersection of Central Avenue and Early Maxwell Street.
- Access 8 and 9 are located on East Parkway.
- Access 11 is at the intersection of Southern Avenue and Early Maxwell Street.
- There is no tailgate access onto the property from Hollywood Street.
- Please go to www.mapquest.com for directions to Liberty Bowl Memorial Stadium, 335 S. Hollywood St., Memphis, TN 38104

AVAILABLE TAILGATE SPACES

Tiger Lane – Lots A, B, D, & E

Tiger Lane has a limited number of 20 ft. x 40 ft. paved spaces with 10 ft. x 40 ft. adjacent grass space and 110v electrical connections.

These spaces are sold as premium packages with 14 game tickets for \$522 each.

Entry point for Tiger Lane is Access 8 or 9 off East Parkway.

Tiger Lane – Lots C & F

Tiger Lane has a limited number of 20 ft. x 20 ft. paved spaces with a 10 ft. x 20 ft. adjacent grass space and 110v electrical connections.

These spaces are sold as premium packages with 8 game tickets for \$284 each.

Entry point for Tiger Lane is Access 8 or 9 off East Parkway.

Lot 14 – North

Lot 14 has a limited number of 20 ft. x 40 ft. paved spaces.

Lot 14 spaces are sold for \$60 each.

Up to two (2) spaces may be purchased by one person.

Entry point for Lot 14 is Access 7 at the intersection of Central and Early Maxwell.

Lot 15 - North

Lot 15 has a limited number of 18 ft. x 40 ft. paved RV spaces with 18 ft. x 15 ft. adjacent grass space. Each RV shares a Powerhouse utility station with another RV. Each Powerhouse provides a maximum of 250 AMP and is equipped with one 3 wire, 125 volt outlet and one 4 wire 125/250v AC, 60 HZ outlet.

These spaces are sold for \$150 each.

Lot 15 also has a limited number of 20 ft. x 40 ft. paved RV spaces **without electrical service.**

These spaces are sold for \$100 each.

This lot is intended for RVs; however, an accompanying vehicle with proper pass will be allowed. All other vehicles must be parked in General Parking or in an alternate tailgating lot.

Entry point for Lot 15 is Access 7 at the intersection of Central and Early Maxwell.

Up to two (2) spaces may be purchased by one person.

Lot 13 – South

The southeast coliseum area has a limited number of paved 20 ft. x 40 ft. spaces.

These spaces are sold for \$60 each.

Entry point is at Access 11 at the intersection of Early Maxwell and Southern Avenue.

Up to two (2) spaces may be purchased by one person.

TAILGATING DECAL & PACKAGE PICKUP

- All tailgate spaces go on sale **June 13, 2014 at 10:00AM** at Ticketmaster outlets and online at www.ticketmaster.com. To charge by phone, call 1-800-745-3000.
- All tailgating purchasers will receive a “ticket” from Ticketmaster that must be exchanged for the purchased tailgating decal and package. Tailgating decals will grant access to the fairgrounds **September 11– 13, 2014.**
- To exchange your Ticketmaster ticket for your purchased tailgating decal(s) and package, bring your ticket to the Liberty Bowl Memorial Stadium Administrative Office at 335 S.

Hollywood St., Memphis, TN 38104, beginning July 7, 2014 between the hours of 8:30 AM – 4:30 PM Monday through Friday.

PROTOCOL

- The holder of a purchased tailgate ticket will be issued two (2) vehicle decals and one (1) Load-In Only pass. The holder of a purchased RV ticket will be issued one (1) decal for each RV spot purchased. These decals must be secured to the windshield of the vehicle to be valid. Only vehicles with decals are allowed in the tailgate or RV area. Decals must be secured on the windshield and Temporary Load-In Passes displayed at all times the vehicle is on property.
- Tailgating Load-In Only passes are designed for drop off access only and does not include free parking. Upon entering the property with a Load-In Only Pass, general parking must be purchased but the vehicle will be allowed to drive to your tailgate area and “drop-off” your items. Once unloaded, the vehicle must proceed to general parking. Load-in passes are valid until 12:00 noon on Saturday, September 13, 2014.
- All tailgate items, cars, private portable toilets, and tents must fit within the purchased space. Tailgate decals are good for the specified tailgate space only. Individual’s vehicles that do not fit into the purchased space due to other setup items, must purchase a general parking pass and park their vehicles in that designated location.
- Setup for tailgate purchasers begins 10:00 a.m. Thursday, September 11, 2014. On the day of the game, Saturday, September 13, 2014, tailgate set up is allowed until 12:00 noon.
- On Friday, September 12, 2014, general parking will cost \$5 and individuals will be directed to park in the designated visitors parking area. No re-entry will be allowed with general parking tickets.
- On Saturday, September 13, 2014, general parking will cost \$15. No re-entry will be allowed with general parking tickets.
- No stakes may be used anywhere on the property. Tents and other items must be weighted down.
- Each vehicle must be parked inside the purchased tailgate or RV area when on the property. Vehicles parked illegally or in improper spaces will be towed at the owner’s expense.
- No golf carts, ATV’s, or any form of unlicensed vehicles are allowed on the property. Vehicles carrying golf carts, ATV’s, or other unlicensed vehicles will not be allowed to enter the property.
- The location of public portable toilets, public ash cans, and public dumpsters will be determined by stadium management, and they may not be relocated.
- All driveways, fire lanes, and sidewalks may not be blocked at any time. Vehicles that violate this request will be towed at the owner’s expense.
- No trailers, hot ash, equipment, supplies or vehicles are allowed on any grass area of Tiger Lane Lawn or the grass pads at any time during the event.
- Bicycles, skateboards, scooters and roller blades are prohibited.

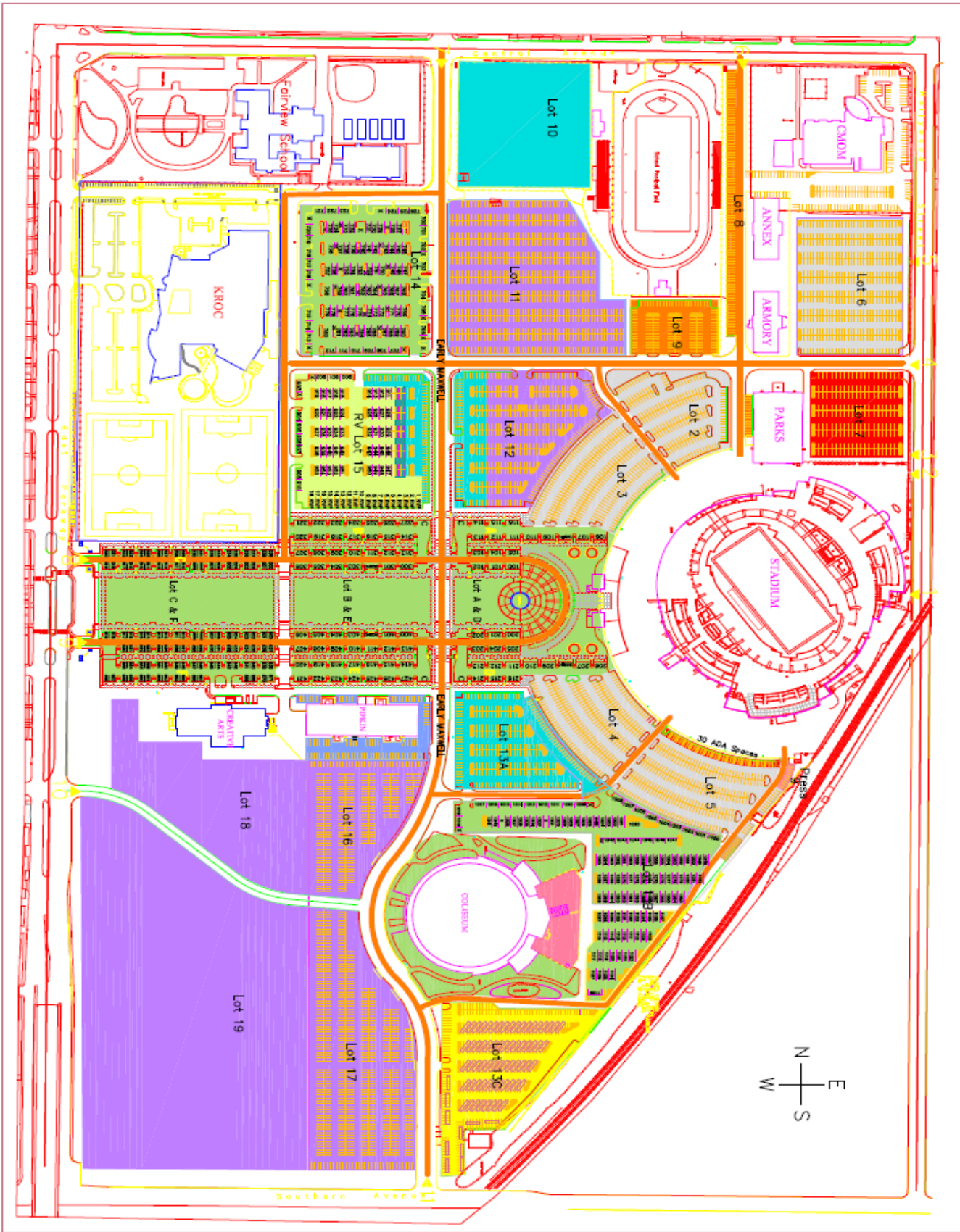
- Weapons of any kind are prohibited.
- No glass bottles.
- Under no circumstances are alcoholic beverages to be distributed (given away or sold) to the general public.
- The use of candles or open flames is strictly prohibited in or near tents or awnings.
- Wood chips or charcoal are to be used only in the cooking operations.
- All ash, coals, and grease must be properly disposed of and removed from the grounds.
- Ash, coal and grease are NOT allowed on the pavement or grass.
- A fire extinguisher with a minimum 2A:10BC rating with a current (within one year) inspection tag on site.
- Displaying or use of fireworks is strictly prohibited, and may result in arrest.
- Open flames or other devices emitting flame, fire or heat or any flammable or combustible liquids, gas, charcoal or other cooking device or any other unapproved devices shall not be permitted inside or located within 20 feet of the tent, canopy or membrane structure while open to the public unless approved by the fire code official in accordance with section 2404.7 of the 2009 IFC.
- All tents, awnings, and approved air-supported structures must be flame retardant. A flame retardant certificate must be attached to the tent or on the site. A permit from the Memphis Fire Department is required for tents 120 sq. ft. and larger.
- Fire Department policy will allow participants to use one (1) 20-pound bottle of propane for cooking purposes. The bottle must be secured and not connected directly to the cooking unit. A distance of 10 to 15 feet between the cooking unit and the propane bottle is desirable. All propane bottles must be D.O.T. approved for propane use and be equipped with a U.L. approved safety relief valve, a hose in good condition, and proper connections. Participants may have one (1) 20-pound bottle on site to use as a spare, provided it is secured and located away from any heating unit or open flame.
- All guests must adhere to the Shelby County, Tennessee, Code of Ordinances, Chapter 16, Article III – Noise Regulations. It states: Section 16-63. Playing of musical instrument or sound device. The playing of any radio, phonograph, or any musical instrument or sound device, including, but not limited to, loudspeakers or other devices for reproduction or amplification of sound in such manner or with such volume, particularly during the hours between 11:00 pm and 7:00 am, as to annoy or disturb the quiet, comfort or repose of persons in any healthcare facility or in any dwelling or other type of residence, or of any person in the vicinity is hereby prohibited. This section shall not be construed to interfere with activities of a commercial or political nature where such activity is not primarily directed toward residential areas, or healthcare facilities, and where such activity is reasonable under the circumstances. (Code 1992, § 19-43; Ord. No. 168, § 1(3), 10-23-1995)

- If any displays, props, decorations, materials or other personal property, are used it must fully comply with the Fire Code of the City of Memphis, *i.e.*, all wiring on booths or display fixtures must meet the rules and standards of the City of Memphis Board of Fire Underwriters and Fire Department. Among other precautions, cloth, paper decorations, pine boughs, leaves, tree branches and all other decorations must be flame proofed. Use of combustible material is forbidden.
- Any hazardous substance, explosives, gasoline, kerosene, acetylene or other fuel or combustibles are strictly prohibited.
- No live animals are allowed, except aides to the handicapped or otherwise permitted by law, statute, or ordinance.
- All guest and participant will act in a safe and careful manner and agree not to damage any part of Tiger Lane, RV Lot, or any area or property inclusive of the Liberty Bowl Memorial Stadium and Fairgrounds.
- Stadium management reserves the right at all times to refuse admission to or to cause to be removed from anywhere on the footprint of the Liberty Bowl Memorial Stadium and Fairgrounds property any disorderly or undesirable person, as determined by the stadium management in its sole discretion, and in the event of the exercise of such authority, the event sponsor and disorderly or undesirable person hereby waives any and all claims for damages against the stadium management.

PLEASE ENJOY THE GAME DAY EXPERIENCE!



For additional assistance please call (901)729-4344



SHC

Fairgrounds / Tiger Lane

Game Day Logistical Plan

2013 SEASON

Revised 6.13.13

COLOR LEGEND

- █ ADA PARKING LOT
- █ BUS PARKING
- █ CREDENTIAL PARKING
- █ GENERAL PARKING
- █ MAINTENANCE COMPOUND
- █ RV PARKING
- █ SPONSORSHIP
- █ STAFF / VENDOR PARKING
- █ TAILGATING
- █ YOUTH SERVICES INITIATIVE
- █ VEHICLE / EMERGENCY LANES

EARLY MAXWELL

