

**2013 SOUTHERN HERITAGE CLASSIC  
TAILGATE & RV INFORMATION  
LIBERTY BOWL MEMORIAL STADIUM  
MEMPHIS, TN**

**TAILGATE SPACES ON SALE  
July 12, 2013 @ 10:00 AM  
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](http://www.mapquest.com) for directions to Liberty Bowl Memorial Stadium, 335 S. Hollywood St., Memphis, TN 38104

AVAILABLE TAILGATE SPACES

Tiger Lane – Lots A, D, B, & 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 16 game tickets for \$420 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 \$210 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 \$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 20 ft. x 40 ft. paved RV spaces with 10 ft. x 20 ft. adjacent grass space and 220v electrical connections.

These spaces are \$150 each.

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

These spaces are \$100 each.

This lot is for RVs only. Any accompanying 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 \$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 **July 12, 2013 at 10:00 AM** at Ticketmaster outlets and online at [www.ticketmaster.com](http://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 12<sup>th</sup> – 14<sup>th</sup>, 2013.
- To exchange your Ticketmaster ticket for your purchased tailgating decal(s) and package, bring your ticket to the Liberty Bowl Memorial Stadium Administrative Office beginning August 5, 2013 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 1 vehicle decal. 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 but 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 14<sup>th</sup>.
- All tailgate items, cars; 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 12<sup>th</sup>. On the day of the game, Saturday September 14<sup>th</sup>, tailgate set up is allowed until 12:00 noon.
- On Friday, 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 14<sup>th</sup>, general parking will cost \$10. 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 portable toilets, ash cans and dumpsters provided will be determined by stadium management, and they may not be relocated by the public.
- 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.

**PLEASE ENJOY THE GAME DAY EXPERIENCE!**



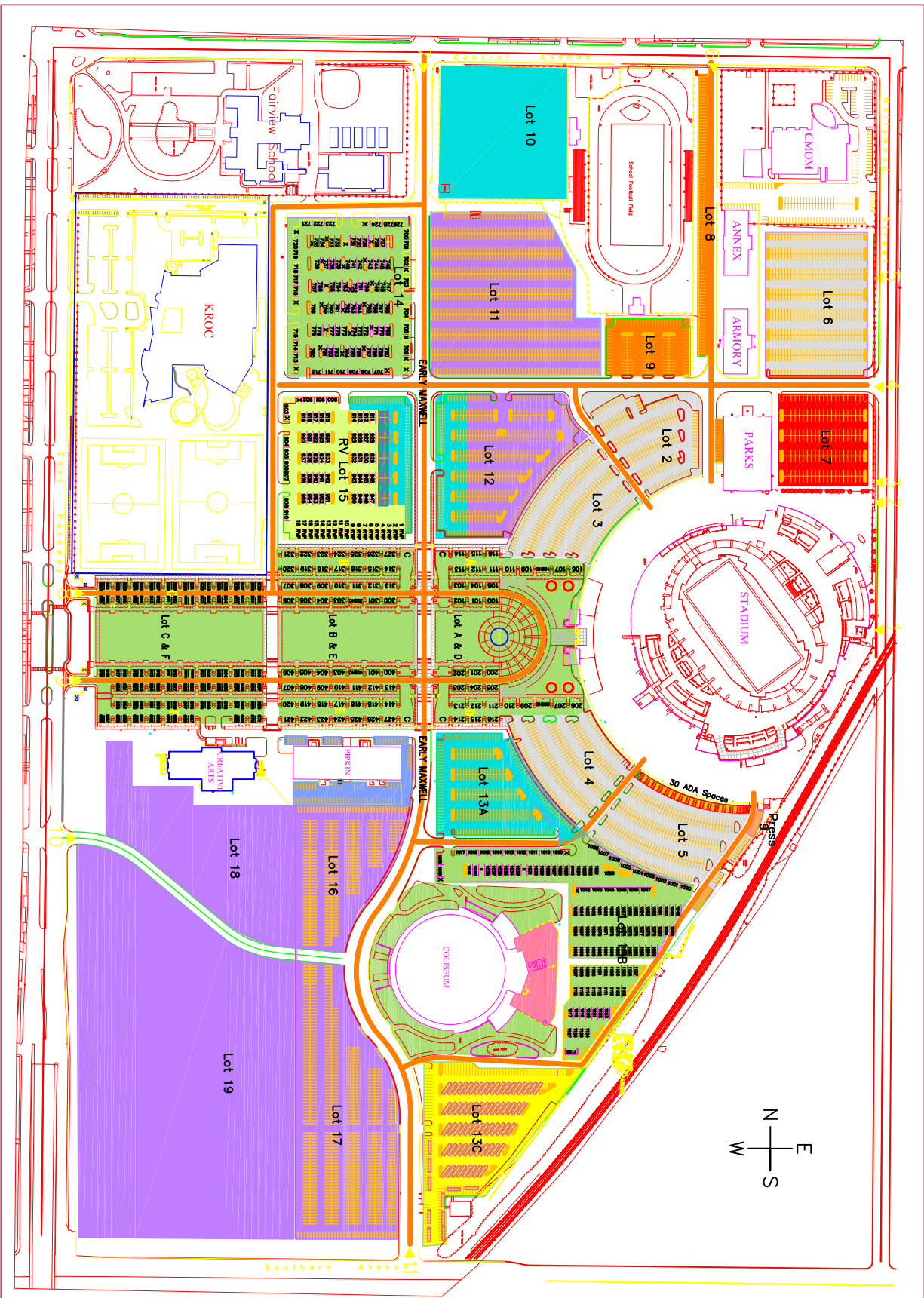
For additional assistance please call (901)729-4344

# SHC

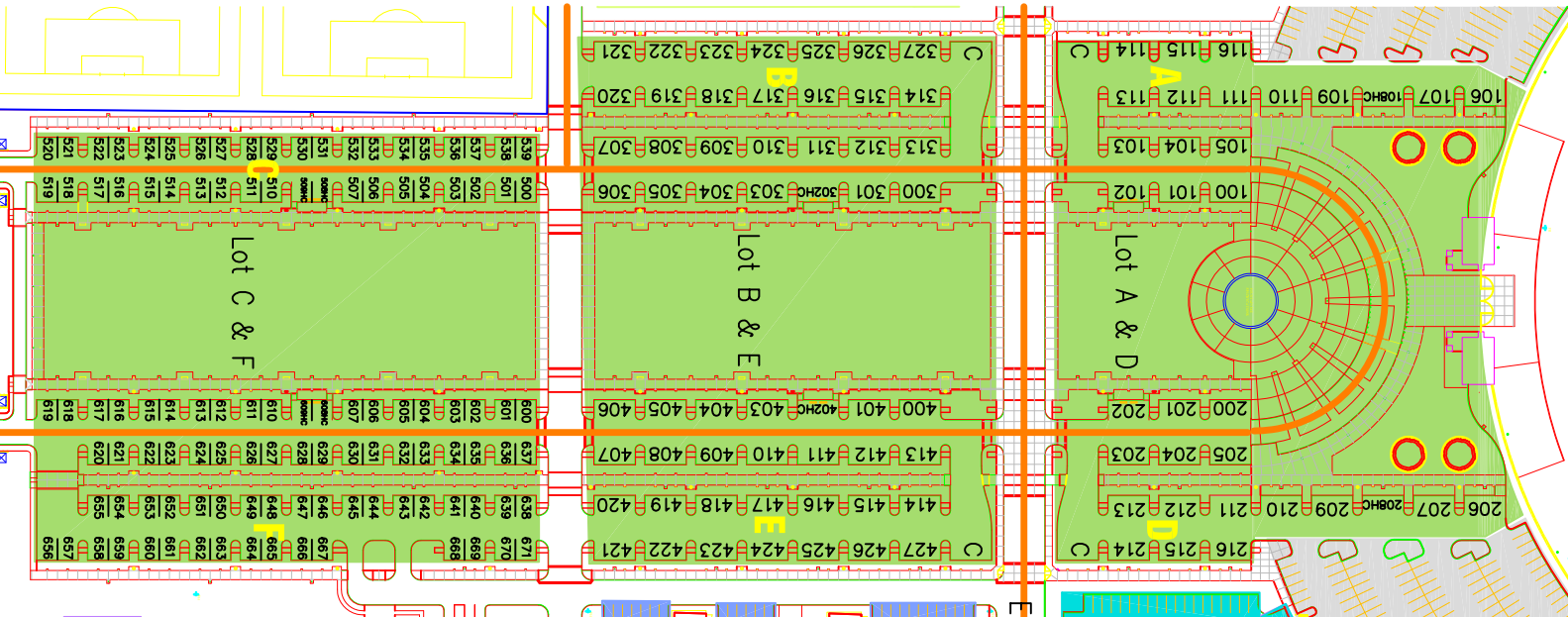
Fairgrounds / Tiger Lane  
 Game Day  
 Logistical Plan

2013 SEASON  
 Revised 6.13.13

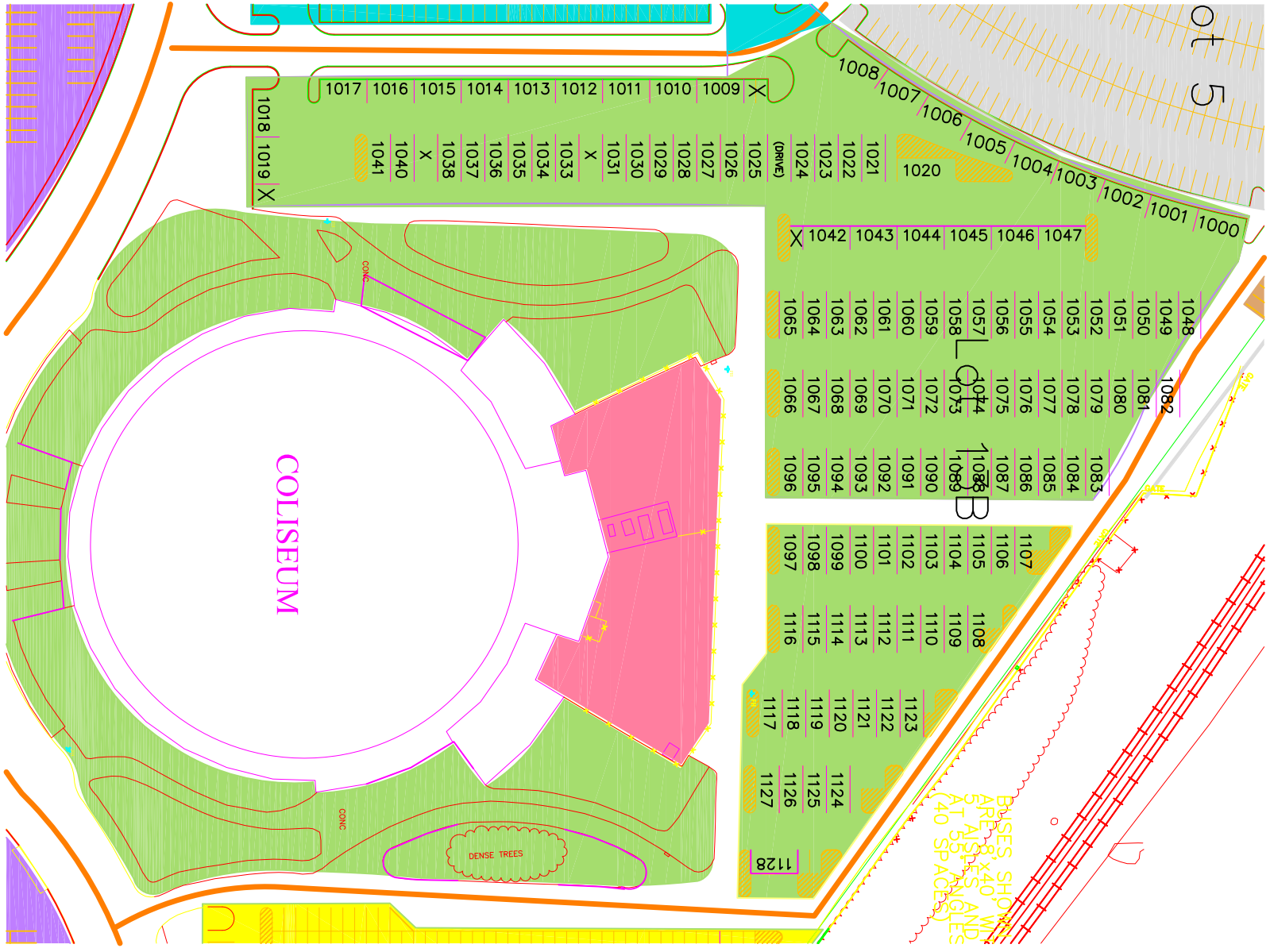
- COLOR LEGEND**
- ADA PARKING LOT
  - BUS PARKING
  - CREDENTIAL PARKING
  - GENERAL PARKING
  - MAINTENANCE COMPOUND
  - RV PARKING
  - SPONSORSHIP
  - STAFF / VENDOR PARKING
  - TAILGATING
  - YOUTH SERVICES INITIATIVE
  - VEHICLE / EMERGENCY LANES







of 5



COLISEUM

BUSES SHOWN ARE 8' x 40' WITH 55 SPACES AND AT 55° ANGLES (40 SPACES)

DENSE TREES

CONC

CONC

1017 1016 1015 1014 1013 1012 1011 1010 1009 X  
 1018 1019 X

1008 1007 1006 1005 1004 1003 1002 1001 1000  
 1020  
 X 1042 1043 1044 1045 1046 1047

1048 1082  
 1049 1081  
 1050 1080  
 1051 1079  
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1088 B  
 1089  
 1107 1106  
 1105 1108  
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 1103 1110  
 1102 1111  
 1101 1112  
 1100 1113  
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 1118 1126  
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 1128