



**TAILGATE & RV INFORMATION**  
SIMMONS BANK LIBERTY STADIUM IN LIBERTY PARK  
**TAILGATE SPACES ON SALE: Friday June 6, 2025 @ 10:AM CT**  
AVAILABLE ONLINE AT [WWW.TICKETMASTER.COM](http://WWW.TICKETMASTER.COM)

**PROPERTY LOCATION**

- The tailgate property is in midtown Memphis, Tennessee and is bordered on the north by Central Avenue, on the east by Hollywood Street, south by Southern Avenue, on the west by East Parkway.
- Access 7 onto the property is at the intersection of Central Avenue and Early Maxwell Street.
- Access 8 and Access 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.
- To navigate to tailgate packet pickup, please type the following address into your GPS: Simmons Bank Liberty Stadium, 335 S. Hollywood Street, 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 for \$568 each.**
- **Each package includes 16 game tickets and choice of team side is on a first - come, first - served basis.**
- 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 for \$330 each.**
- **Each package includes 10 game tickets and choice of team side is on a first - come, first - served basis.**
- 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.
- **These spaces are sold as packages for \$198 each.**
- **Each package includes 6 game tickets and choice of team side is on a first - come, first - served basis.**
- Entry point for Lot 14 is Access 7 at the intersection of Central and Early Maxwell.

### **RV Lot 15 – North**

#### **RV (Electrical)**

- 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 2x 50 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 as packages for \$334 each.**
- **Each package includes 8 game tickets and choice of team side is on a first - come, first - served basis.**

#### **RV (Non-Electrical)**

- Lot 15 also has a limited number of 20 ft. x 40 ft. paved RV spaces without electrical service.
- **These spaces are sold as packages for \$284 each.**
- **Each package includes 8 game tickets and choice of team side is on a first - come, first - served basis.**

**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.**

### **Lot 13 – South**

- The southeast Coliseum area has a limited number of paved 20 ft. x 40 ft. spaces.
- **These spaces are sold as packages for \$198 each.**
- **Each package includes 6 game tickets and choice of team side is on a first - come, first - served basis.**
- Entry point is at Access 11 at the intersection of Southern Avenue and Early Maxwell.



## **TAILGATING DECAL & PACKAGE PICKUP**

All tailgate spaces go on sale Friday **June 6, 2025** at 10:00 am CT online at [WWW.TICKETMASTER.COM](http://WWW.TICKETMASTER.COM)

**All tailgating purchasers will receive a ticket(s) from Ticketmaster that must be exchanged for the purchased tailgating decal(s) and game ticket package(s).**

**\*MAXIMUM OF 2 SPACES (IN ANY LOT OR COMBINED) PURCHASED PER CUSTOMER\***

This package consists of all items included in your tailgating purchase through Ticketmaster; parking decal(s), game tickets, etc., and is required for load-in on September 25, 2025 and tailgating at the Classic on September 25 – 27, 2025.

**All packages include game tickets. Please remember choice of team side is on a first- come- first-served basis only and will go quickly.**

**\*\*PLEASE NOTE THERE ARE NO REFUNDS FOR TAILGATE PACKAGE PURCHASES\*\* \*\*THIS INCLUDES PARKING PASSES AND GAME TICKETS\*\***

**To exchange your Ticketmaster ticket for your tailgating decal(s) and game ticket package in person:**

Please bring your Ticketmaster ticket to the Simmons Bank Liberty Stadium Administrative Office at 335 S. Hollywood St., Memphis, TN 38104, beginning **Monday, August 18, 2025** between the hours of 9:00 AM – 4:30 PM Monday through Friday.

\*\* If you elect to have someone pick up your package for you, please be sure they bring the original Ticketmaster ticket(s) with them.

**To exchange your Ticketmaster ticket for your tailgating decal(s) and game ticket package via mail:**

Please complete the attached 36<sup>th</sup> Southern Heritage Classic Tailgating Package Shipping Request Form below (Pg.4) and return it along with your Ticketmaster ticket and **\$30** payment for postage and handling, **before Friday, September 12, 2025** to:

**Simmons Bank Liberty Stadium  
335 S. Hollywood St.  
Memphis, TN 38104**

**NO TAILGATING PACKAGES WILL BE SHIPPED AFTER FRIDAY, SEPTEMBER 12, 2025.**



DATE \_\_\_\_\_ # OF TICKETS \_\_\_\_\_ TICKET PACK #(S) ASSIGNED \_\_\_\_\_ ASU UAPB

**36<sup>th</sup> SOUTHERN HERITAGE CLASSIC TAILGATING PACKAGE SHIPPING REQUEST FORM**

Please complete and return along with your Ticketmaster ticket and payment for postage and handling before Friday, September 12, 2025 to:  
Simmons Bank Liberty Stadium  
335 S. Hollywood St.  
Memphis, TN 38104

PURCHASER NAME: \_\_\_\_\_

SPACE(S): \_\_\_\_\_

**ITEMS TO BE SHIPPED:**

- ASSIGNED PARKING CREDENTIAL(S) PER PURCHASED SPACE
- SOUTHERN HERITAGE CLASSIC PRE-PACKAGED GAME TICKETS ACCORDING TO PURCHASED SPACE

**PLEASE SELECT PREFERRED SIDE:**

ALCORN STATE or ARKANSAS – PINE BLUFF

**PLEASE PRINT CLEARLY**

DELIVER TO THE ATTENTION OF \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ EMAIL \_\_\_\_\_

\*\* MY SIGNATURE CERTIFIES THAT I AGREE TO HAVE THE ITEMS LISTED ABOVE SHIPPED TO THE ADDRESS PROVIDED AND DO NOT HOLD SIMMONS BANK LIBERTY STADIUM OR SUMMIT MANAGEMENT CORPORATION LIABLE FOR ANY LOST, STOLEN, UNSHIPED, OR DAMAGED ITEMS.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**PLEASE MAKE CHECKS PAYABLE TO SIMMONS BANK LIBERTY STADIUM IN THE AMOUNT OF \$30.00 OR PROVIDE CREDIT CARD INFORMATION BELOW. THERE WILL BE A \$35.00 FEE FOR ANY RETURNED CHECK.**

CREDIT CARDS ACCEPTED (PLEASE CIRCLE):                      MASTERCARD / VISA

NAME ON CREDIT CARD \_\_\_\_\_

CARD # \_\_\_\_\_ EXPIRATION \_\_\_\_\_

\*\*I AUTHORIZE SIMMONS BANK LIBERTY STADIUM TO CHARGE THE CREDIT CARD PROVIDED ABOVE FOR THE AMOUNT OF \$30.00 FOR POSTAGE AND HANDLING.

SIGNATURE \_\_\_\_\_



### 36<sup>TH</sup> SOUTHERN HERITAGE CLASSIC PROTOCOL

- The holder of a purchased non-RV tailgate ticket will be issued two (2) vehicle decals and one (1) Load-In Only Pass. The holder of a purchased RV tailgate 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 Only Passes displayed at all times the vehicle is on property.
- **Tailgating Load-In Only Passes are good until 12:00 midnight on Friday, September 26, 2025, and are designed for drop off access only. Vehicles with a Load-In Only Pass will be allowed to drive to the designated tailgating area and drop off items. Once unloaded, the vehicle must proceed to general parking.**
- Setup for tailgate purchasers begins 10:00 a.m. Thursday, September 25, 2025. On the day of the game, Saturday, September 27, 2025, tailgate set up is allowed until 12:00 noon.
- Additional Tailgating packages, without game tickets, will be sold on-site for \$150 at Tobey Park, starting on Thursday, September 25, 2025 at 10am. These will be for 3-day access at the park, and are first-come, first-serve at the point entry/purchase.
- On Saturday, September 27, 2025, general parking will cost \$20 and will open at 8:00am. No re-entry will be allowed with general parking tickets. General Parking is available in the Avery Lot located at 2540 Avery Avenue.
- On Saturday, September 27, 2025, there is a Shuttle Service for \$10 per person, round-trip. Parking is free and located at the University of Memphis Central Lot at 3750 Central Avenue. Pick-up/Drop-offs are also available from downtown at the Peabody Hotel, 149 Union Avenue, and the , 250 N. Main Street. The services start running at 2pm and will make return trips from the Stadium up to 1 hour after the end of the game.
- **All guests, tailgate items, cars, private portable toilets, and tents must fit within the purchased space. This includes RVs in non-RV specific lots (Lot 15)! Tailgate credentials are good for the specified tailgate space only. Individual's vehicles that do not fit into the purchased space due to whatever reasons must purchase a parking pass for one of the general parking lots and park their vehicles in that designated location.**
- 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.
- 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 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.
- No trailers, hot ash, grease containers, equipment, supplies, or vehicles are allowed on any grass area including Tiger Lane Lawn or the tailgating grass pads at any time during the event.



- The location of public portable toilets, public ash cans, public grease/oil receptacles and public dumpsters will be determined by stadium management, and they may not be relocated.
- No stakes may be used anywhere on the property. Tents and other items must be weighted down.
- Alcoholic beverages distributed (given away or sold) to anyone under the age of 21 years old or the general public is strictly prohibited and will result in arrest and prosecution to the fullest extent of the law.
- No glass bottles.
- No live animals are allowed, except certified service animals or otherwise permitted by law, statute, or ordinance.
- Skateboards, scooters and roller blades are prohibited.
- Bicycle access is provided at Access 7 (off Central), Access 8 and 9 (off East Parkway) and Access 11 (off Southern). Upon entrance to the fairgrounds all bicycles must be secured using the bike rack provided at each access point. Under no circumstance will bicycles be allowed past the bike rack or in any pedestrian areas or areas that permit any vehicular traffic.
- Weapons of any kind are prohibited.
- No abusive language, fighting, or engagement in violent, threatening, or tumultuous behavior or threats to any person present which creates a clear and present danger of violence.
- No damage, disturbing, or moving of personal property of another guest or any area inclusive of the Simmons Bank Liberty Stadium.
- No use of any loud, noisy, boisterous, vulgar, or indecent language or music that offends and or disturbs the peace, comfort or enjoyment of any person.
- 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.
- No trailers, hot ash, grease containers, equipment, supplies, or vehicles are allowed on any grass area including Tiger Lane Lawn or the tailgating grass pads at any time during the event.
- 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 (any tent larger than 10'x10').
  - Permit Fees for tents 120 sq. ft. to 1,000 sq. ft. (10'x20' to 30'x30') are \$10
  - Permit Fees for tents over 1,000 sq. ft. (30'x40' and larger) are \$25
  - Permit Fees for tents rented from licensed vendors should be included in the rental fee, but it is the tailgate ticket holder's responsibility to ensure that fee is included and displayed with their tent.
  - If the Permit Fee is not included, the tailgate ticket holder is responsible for that cost and can purchase the permit from the Memphis Fire Prevention Office by calling 901-636-5401.
  
- 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) 5
  
- 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.
  
- Stadium management reserves the right at all times to refuse admission to or to cause to be removed from anywhere on the footprint of Simmons Bank Liberty Stadium 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.

## **PROHIBITED ITEMS**

- Bags not compliant with the stadium's Clear Bag Policy (small clutches & purses permitted, 5"x7"; clear bags & totes only, 12" x 6" x 12" maximum size). *Please See Clear Bag Policy*
- Briefcases, luggage of any kind, computer bags, camera/video recorder bags
- Seat Cushions larger than a single seat (a maximum of 18" wide, 12" deep with arms)
- Baby Strollers
- Umbrellas
- Cameras with lens greater than 12" and audio or audio/visual recording devices
- Laptop computers, televisions or any electronic device that may interfere with technology related services provided by the stadium or for its use
- Drones or Remote Controlled Model Aircraft (RCMA)
- Laser pens or laser products of any type
- Air horns or any other artificial noise makers other than those approved by the playing teams or their respective conferences
- Animals (excluding service animals, those approved for shows, entertainment, etc.)
- Outside food or beverages of any kind (alcoholic beverages included) except for medical or infant needs
- Coolers/Ice Chests
- Glass, plastic, aluminum & liquid containers
- Balloons, confetti, glitter, objectionable banners or device that may interfere with and/or distract any sports or event participant or stadium guest
- Bubbles including bottles of bubble mix with wands and bubble making machines
- Mask or costumes other than those in support of the playing teams excluding any Stadium Management approved themed events
- Projectiles of any type including frisbees, baseballs and beach balls
- Poles or sticks
- Fireworks or other explosives
- Weapons of any type, including guns and knives
- Any other item deemed unacceptable by Stadium Management
- In the event any of these items are revealed during a search, guests must dispose of the items or return the prohibited item to their vehicle prior to entry.





To provide a safer environment for the public and significantly expedite guest entry into the stadium, Simmons Bank Liberty Stadium will implement a new bag policy in 2017-18 for **all ticketed Stadium events** that limits the size and type of bags that may be brought into the venue.

**Guests will be able to carry the following style and size bag, package or container into the venue:**

- Bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12."
- One-gallon clear plastic freezer bag (Ziploc bag or similar).
- Small clutch bags, approximately the size of a hand, with or without a handle or strap can be taken into the venue with one of the clear plastic bags.
- An exception will be made for medically necessary items after proper inspection.

Prohibited bags include, but are not limited to: purses larger than a clutch bag, briefcases, backpacks, fanny packs, cinch bags, luggage of any kind, non-approved seat cushions or seatbacks \* (see below) computer bags, diaper bags, binocular cases, and camera bags.

Guests will continue to be able to enjoy their tailgate activities in the parking lots and to do so with greater safety and the knowledge that their entry into the venue will be smoother and faster. They also will continue to be able to carry items allowed into the venue, such as binoculars, cameras, and smart phones.

*\*Non-approved seat cushions and seatbacks include large traditional seat cushions that have pockets, zippers, compartments, or covers. Seat cushions and seatbacks must be 18" or less in width with no armrests.*

Bag Policy FAQ

**Why did the Stadium adopt this policy?**

This is about both safety and improving the overall fan experience. Simmons Bank Liberty Stadium frequently reviews its public safety and stadium security policies looking for ways to improve them. The most recent review concluded that there is

a need to adjust our policy to enhance public safety and make stadium access more efficient by limiting the size and style of bags carried into the stadium. This proactive measure will enhance safety inside and outside the stadium, and speed the security screening process for all fans. The public deserves to be in a safe, secure environment.

**How does the policy improve public safety?**

The clear bag is easily and quickly searched, greatly reducing faulty bag searches. It also supports the Department of Homeland Security's "If You See Something, Say Something" campaign.

**How does this make it more convenient for fans?**

It is hoped that this will enable us to move fans through our security check points much faster, as it has at other venues where it has been implemented. A standard bag size simplifies the search process, making stadium security's job much easier, allowing staff to be more efficient and effective in checking bags at points of entry. It is hoped that there will be less time spent standing in lines at the stadium gates and fans will be able to be in their seats well before kickoff. Shorter lines mean fewer hassles. Also, it is hoped that fans will enjoy an improved sense of safety.

**How many bags can each person bring into the stadium?**

One large clear bag – either a one-gallon Ziploc style bag or the 12" by 6" by 12" clear bag – plus a small "clutch" purse, no larger than 4½" by 6½". The larger clear bag must be a standard 12" by 6" by 12" made of clear PVC vinyl. The one-gallon Ziploc bag is readily available, inexpensive and easy to search. The small "clutch" allows privacy for small personal items and also is easily searched.

**Can fans carry cameras, binoculars, smart phones or tablets separately from what they put in a clear bag?**

Yes. Binoculars, phones or cameras may be carried into the stadium, but no cases or bags will be allowed. This new policy is not a restriction on items that fans have been able to bring into the stadium. It is only a restriction on the type of container used to carry those items.

**Are seat cushions allowed to be carried into the stadium?**

Only approved seat cushions may be carried into the stadium. Large traditional seat cushions that have pockets, zippers, compartments, armrests, or covers are not permitted. Small seat cushions and seat pads without pockets, zippers, compartments, or covers are permitted.

**What about bringing blankets in cold weather?**

Fans will be able to bring blankets by tossing them over a shoulder or arm as they arrive at the gate. These items can be screened easily.

**What happens if I arrive in Memphis and do not have a clear bag?**

Be sure to leave your non-clear bag in your vehicle and only pack your gameday necessary personal items before heading to Simmons Bank Liberty Stadium.

**What happens if I arrive at my entry gate at Simmons Bank Liberty Stadium with a non-clear bag?**

All non-clear bags will be prohibited from entering the stadium gates. Simmons Bank Liberty Stadium does not sell clear bags, nor are there any lockers to store personal items. Please leave your non-clear bag in your vehicle.



### **Are all purses prohibited?**

No, not all bags are banned. Small "clutch" purses, no larger than 4 1/2" by 6 1/2", with or without a handle or strap, are permitted along with either the 12" by 6" by 12" clear tote bag or the one-gallon freezer bag. This should enable fans to carry the same items they have in previous years while providing for quick entry into the stadium because it will take less time to screen bags. Shorter lines mean fewer hassles. We encourage fans not to bring any bags, but we have created a policy that balances the needs of spectators with improved public safety and convenience.

### **Do I have to put everything I'm carrying into the permissible bags?**

No. We are only limiting types of bags that may be carried into the stadium, not the items normally brought to a game. Therefore, fans may carry (in their pockets or jackets) keys, makeup, feminine products, combs, phones, wallets, credit cards, etc., if the spectator chooses not to put them in a clear bag or clutch. Spectators also can carry a blanket over their arms, and binoculars and/or camera around their neck or in their hands without a case. Spectators can use the clear bag and clutch to carry other items. They will continue to have the flexibility to bring a wide variety of approved items into the stadium. Every member of a family may carry in their own permissible bag.

### **What about diaper bags?**

Diapers may be carried in a permissible 12"x6"x12" clear bag. Each member of a family, including children, will be allowed to carry an approved clear bag and a clutch purse into the stadium.

### **If I have medical bag or special medical equipment I need to have with me at all times, where do I put that?**

An exception will be made for medical necessary items after proper inspection at specified stadium gates. ALL TICKETED GUESTS NEEDING MEDICAL BAG EXCEPTIONS PLEASE ASK FOR THE GUEST RELATIONS SUPERVISOR AT YOUR ENTRY GATE.

### **Will this policy affect the ability of fans to tailgate? Are there limitations on tailgating items?**

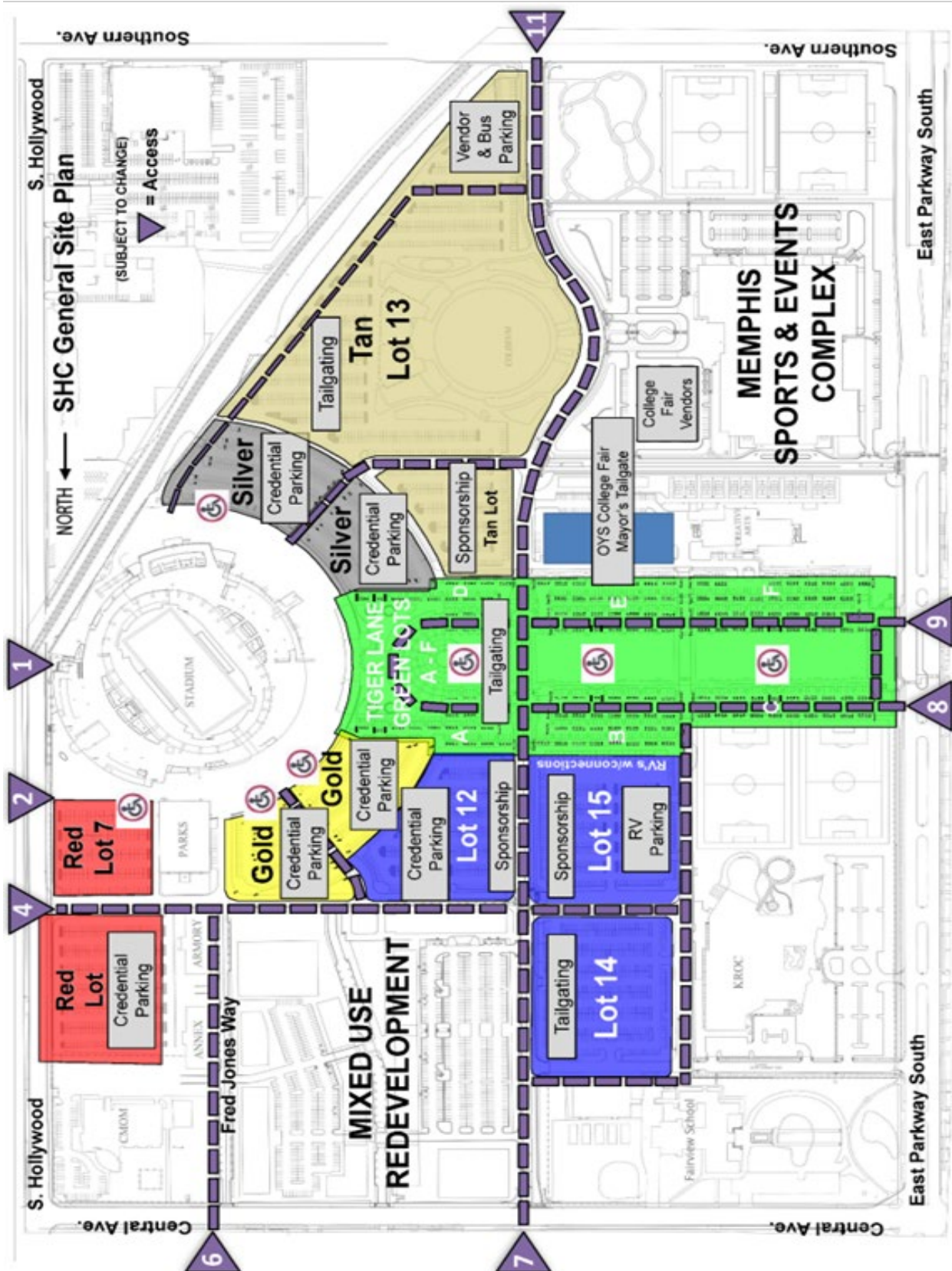
No. Fans will be able to enjoy tailgating activities on Tiger Lane and in parking lots and can do so with greater safety and knowledge that entry into the stadium will be smoother and faster.

In the event any of these items are revealed during a search, guests must dispose of the items or return the prohibited item to their vehicle prior to entry. If you have any questions, please contact the Stadium Office at [sbls@oakviewgroup.com](mailto:sbls@oakviewgroup.com) prior to the event.

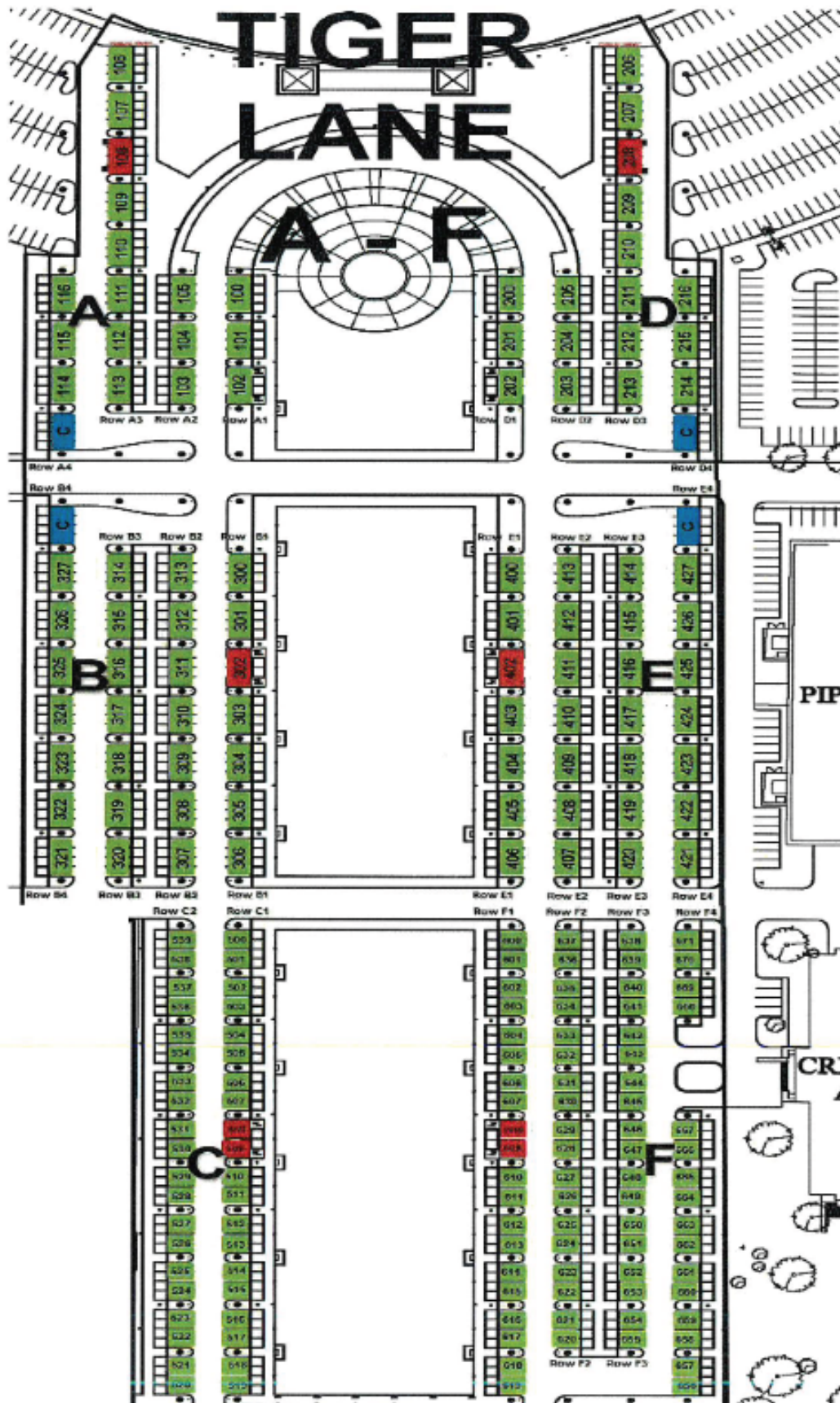
**PLEASE ENJOY THE GAME DAY EXPERIENCE!**

For additional assistance please call Southern Heritage Classic: 901.398.6655

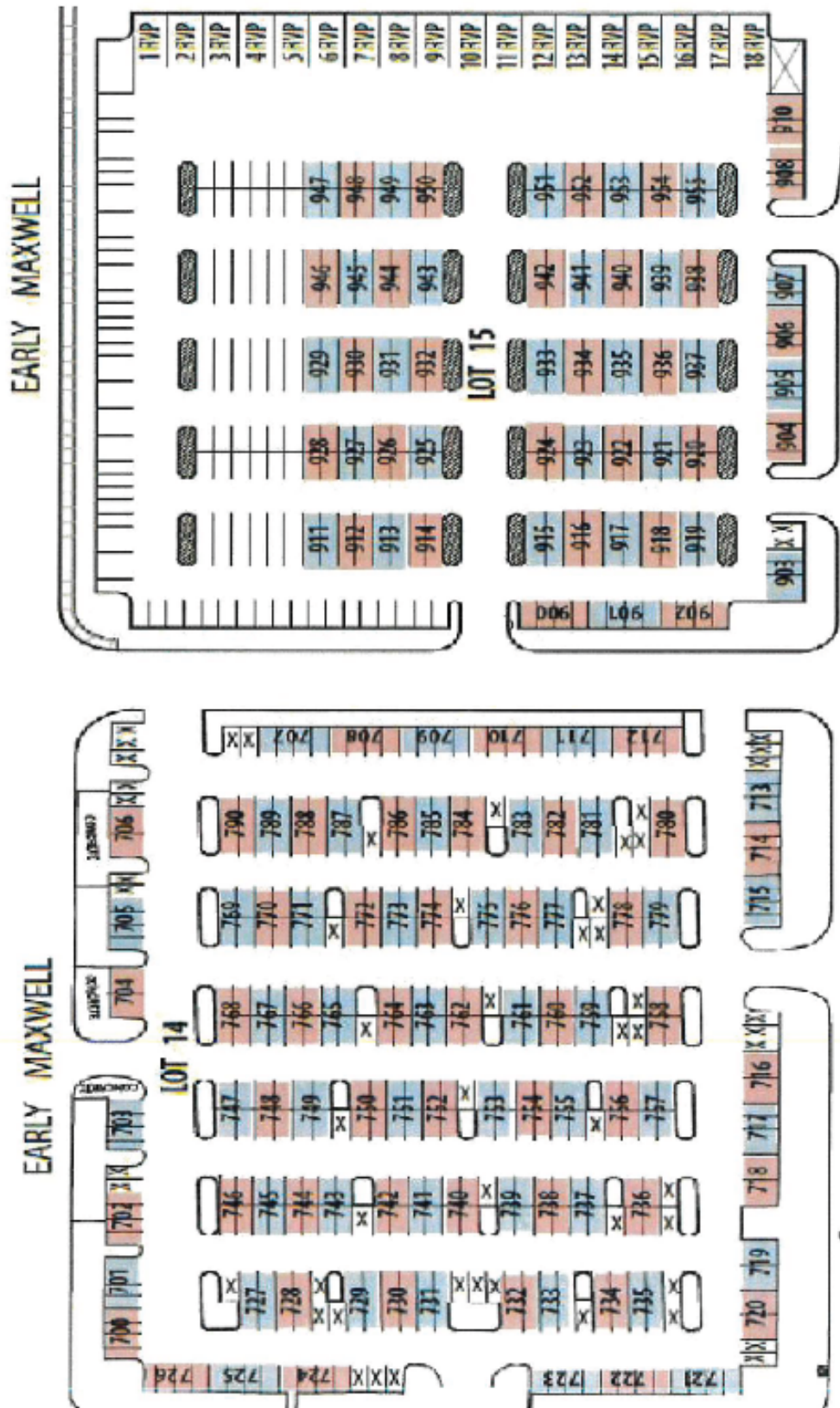
OR Email Simmons Bank Liberty Stadium Management: [sbls@oakviewgroup.com](mailto:sbls@oakviewgroup.com)







## LOT 14 - NORTH & RV LOT 15 - NORTH





## LOT 13 - SOUTH

