

SUPER BOWL LI GAMEDAY FAN GUIDE

SUPER BOWL GAMEDAY SCHEDULE

ALL TIMES ARE APPROXIMATE

- **Parking Lots Open** **11:00AM**
- **Entry Plazas and Stadium Gates Open** **1:00PM**
- **Team Warm-Ups** **4:15PM**
- **Player Introductions & National Anthem** **5:00PM**
- **Kickoff** **5:30PM**

NO RE-ENTRY TO THE STADIUM PERIMETER

Re-entry is not allowed once a guest exits the stadium's secured perimeter.

SUPER BOWL GUEST SERVICES

Fans needing assistance may visit one of the Super Bowl Guest Services offices.

Guest Services offices can be found at the Northwest and Southeast corners of every level of the stadium.

SUPER BOWL CODE OF CONDUCT

The NFL is committed to creating a safe, comfortable and enjoyable experience for all fans. As such, fans are required to refrain from the following:

- Behavior that is unruly, disruptive or illegal in nature
- Intoxication or other signs of drug or alcohol impairment that result in irresponsible behavior
- Foul or abusive language or obscene gestures or clothing
- Interference with the progress of the game (including throwing objects on the field and any unauthorized entry to the field of play)
- Failing to follow instruction of Super Bowl personnel
- Verbal or physical harassment of any other fan or person
- Violations of any stadium policies, local City of Houston ordinances, state or federal laws
- Guests who are subjected to unruly fans or witness violations of the Code of Conduct can call the Guest Services Hotline at **832.667.1400** or send a text to **69050**, with keyword **SB51** <SPACE> followed by **ISSUE** and **LOCATION**. Message and data rates may apply.

Fans also may visit one of the Super Bowl Guest Services offices at any point during the Super Bowl. Guest Services staff will be on standby, ready to assist.

Committing any of the above listed violations, or others not listed, may result in ejection from the stadium, prohibition from attending future events, and/or arrest.

MOBILITY SERVICES/ADA ACCOMMODATIONS

For ADA related questions or needs, please call 888.411.1167 or email superbowlada@gmail.com.

RAMPS ARE LOCATED AT EACH GATE.

- **Gate A (Southwest Corner):** 2 elevators service floors 1 through 7
- **Gate B (Northwest Corner):** 2 elevators service floors 1 through 7
- **Gate C (Northeast Corner):** 2 elevators service floors 1 through 7
- **Gate D (Southeast Corner):** 1 elevator services floors 1 through 7

EAST & WEST:

- 2 elevators service floors 1 through 5
- 2 elevators service floors 1 through 8 (suites)

Note: Guests may experience wait times as selected elevators are used exclusively for certain groups.

ESCALATORS:

- Located adjacent to the public ramps and suite entrances
- Note: At approximately 10 minutes left on the game clock, Gate B (Northwest Corner) will be restricted to credentialed staff and media only.

ASSISTIVE LISTENING SYSTEM: Assistive Listening Devices (ALD's) are available at all six Guest Services offices (near sections 113, 133, 319, 346, 517, 543). Fans will be asked to leave a valid driver's license or other form of identification when the ALD is checked out.

CAPTIONING is available on the ribbon boards in the stadium.

GAMEDAY FAN PLAZA

- Open 1PM – 4PM to all Super Bowl LI ticketholders after passing through security.
- Entertainment: NFL Network set, marching bands, cheerleaders
- Activities: Vince Lombardi Trophy photo op, interactive games, postcard-to-home stations and MORE
- Concessions: Food and beverage available for purchase
- Merchandise: NFL Shop at Super Bowl presented by VISA

NFL TAILGATE PARTY

- Invitation-only event. Game ticket and party ticket required for admission.

NFL ON LOCATION

- Super Bowl LI game ticket and On Location hospitality ticket are required for access into ALL party venues.
- On Location guests will be directed to their hospitality venues by staff holding On Location signage.
- On Location hospitality venues located within the stadium and Center will open at 1:30PM.
- On Location guests should enter through the Entry Plaza closest to their parking or drop-off location.
- Visit to NFLONLOCATION.com to access other exclusive NFL event experiences throughout the year!

TICKET RESOLUTION, WILL CALL & NFL TICKET EXCHANGE

If ticket issues arise outside of the stadium, the Ticket Resolution Office is located at Bud Light Plaza adjacent to the Arena.

If ticket issues arise inside the stadium, the Ticket Resolution Office is located at the Stadium Ticket Office on the south end of the stadium.

Will Call is located at the Bud Light Plaza adjacent to the Arena.

NFL Ticket Exchange is located in a trailer west of Entry 4 in Blue Lot 19.

RESPONSIBLE DRINKING PROGRAM

- **Bud Light, NRG Stadium** and the **NFL** want to remind fans 21+ to make the right call by drinking responsibly and signing up to become a **Bud Light Good Sport** at tonight's game.
- The **Bud Light Good Sport** program provides one complimentary soft drink to those who pledge to be designated drivers on event day. Fans 21+ can register at one of the **Designated Driver kiosks** or the **Guest Services offices** located throughout the stadium.

ALCOHOL SALES POLICY

- Alcohol will be sold at authorized concession stands and will be sold in concourse areas only.
- Guests must be 21 years of age or older and in possession of valid government issued I.D. (or non-expired passport for international guests) to purchase, handle or consume alcoholic beverages.
- Guests providing alcohol to minors will be ejected and subject to arrest.
- Excessive consumption of alcohol is prohibited – maximum of two (2) alcoholic beverages per purchase.
- Drunk and disorderly conduct or violation of any alcohol policy will result in ejection from the game without refund and the violator(s) may be subject to arrest.
- All alcohol sales will cease at the end of the 3rd quarter.
- Stadium management and the NFL reserve the right to change policies or procedures at any time without notice.

SMOKING

- All stadium facilities are **SMOKE-FREE**.
- Guests smoking vapor cigarettes or electronic cigarettes are asked to adhere to the same policy.
- Designated smoking areas have been established at select location(s) outside of the stadium.

ATMS

Automated Teller Machines (ATMs) are located inside and outside of the stadium near the following sections:

- Stadium - Sections 117, 137, 322, 353, 602 and 628
- Center - Halls A, B, D and E lobbies
- Arena - Concourse

RESTROOMS

- There are public restrooms for men, women and families conveniently located on all levels of the stadium.
- All restrooms are accessible to guests with disabilities.
- Baby changing stations are located in all men's and women's restrooms and most family rest-rooms throughout the stadium.

FIRST AID/MEDICAL

Stadium guests are encouraged to report medical emergencies by contacting the nearest stadium personnel or by texting keyword "SB51" and a message that includes description of the issue and the location to 69050.

If this is a life threatening emergency, call 832.667.1460 or 911.

In non-emergency situations, guests requiring medical assistance should contact any uniformed staff member or visit a First Aid station.

First Aid stations are located throughout the stadium concourses near the following seating sections:

- Northeast 100 Level - Section 120
- Southwest 100 Level - Section 140
- Northeast 300 Level - Section 327
- Southwest 300 Level - Section 355
- Northeast 500 / 600 Level -Section 525
- Southwest 500 / 600 Level - Section 551

First Aid will be available in the Center (Hall C Lobby), Arena (South side of lobby) and GameDay Fan Plaza.

LOST AND FOUND

All found items will be available at the Guest Services booth across from section 133 for 45 minutes after the game.

Guests can also inquire from home about lost items by calling 832.667.1714.

Unclaimed items turned into lost and found will be held for 30 days before being donated to a charitable organization.

The stadium is not responsible for any lost or damaged items.

NFL SHOP AT SUPER BOWL PRESENTED BY VISA

AUTHENTIC SUPER BOWL LI MERCHANDISE LOCATIONS

- Officially licensed merchandise is available at over 50 sales locations throughout the stadium.
- Visit the main location just inside the Bud Light Plaza for an exclusive line of products available only at the game. With more than 3,500 square feet of selling space, and the widest selection of gear, take home a piece of Super Bowl LI.

OUTSIDE MERCHANDISE LOCATIONS:

- Arena store (for guests of On Location and fans taking Uber)
- Three locations in GameDay Fan Plaza
- Three locations located at Gates A, C & D
- Two locations at the NFL Tailgate Party (for guests of the NFL Tailgate Party only)

INSIDE MERCHANDISE LOCATIONS:

- Endzone Store – Located behind section 119
- Ladies Boutique – Located in section 119
- Main Concourse – 102, 104, 105, 108, 111, 114, 119, 122, 125, 128, 129, 131, 134, 139
- Club Level – 306, 309, 313, 320, 326, 334, 337, 341, 348, 354
- Upper Concourse – 501, 507, 515, 519, 524, 527, 535, 541, 544, 551
- Suite Entrances (200 Level) – East Club & West Club

TAXIS, UBER, BLACK CARS AND LIMOS

Uber drop-off and pick-up location is in Maroon Lot 14 east of the arena and southeast of the stadium.

Taxi drop-off and pick-up location is in the Brown Lot, west of the stadium.

Black cars and limos should have purchased a parking permit for each fare at superbowl.parkmobile.com as there will be no designated black car / limo drop-off or pick-up area.

ROADSIDE ASSISTANCE

For assistance within stadium parking lots from 7AM-11PM, coordinate with on-site parking management for assistance.

For assistance within stadium parking lots after 11PM, call 832.667.1400 for service. There may be a charge associated with this service.

EXITING THE STADIUM

When leaving the game, fans should exit from the same Entry Plaza that they entered through if utilizing the same mode of transportation that was used to get to the game. Fans can use the below as a guide.

- Fans taking METRORail from game – exit through Verizon Entry Plaza.
- Fans taking an UBER from game – exit through Bud Light Entry Plaza.
- Fans taking a TAXI from game – exit through Entry Plaza 5.

QUESTIONS?

Questions about gameday? Tag your posts with #SBQuestions.