



2023

Blue Zone Suites Policy Manual



THE RAMS CLUB

Dear Valued Rams Club Members:

We are thrilled that you will be joining us in our Blue Zone Suites for the 2023 Carolina football season. We look forward to hosting another memorable season in Kenan Stadium -- and to sharing the fun and excitement with you.

The Rams Club and Carolina Athletics are pleased to continue our partnership with REVEL^{XP} to manage all premium hospitality areas. Mimi Martens and her staff at Carolina Athletic Hospitality are prepared to uphold their mission to provide you with the best possible service when you visit Kenan Stadium. They look forward to seeing each of you this fall, and will be available at every home game to provide you with the highest level of service and hospitality.

As always, we ask that you enjoy gameday enthusiastically and responsibly. Please be mindful to treat all fans with the utmost respect, in true Carolina fashion. We want everyone to enjoy the best gameday experience possible.

On behalf of our student-athletes, coaches, and all of us on campus, I appreciate your investment in Carolina Athletics. We look forward to seeing you on September 9 as we come together to cheer our Tar Heels on to victory!

Go Heels!

John Montgomery
Rams Club, Executive Director

2023 Schedule



9/2 SOUTH CAROLINA

9/9 APP STATE



9/16 MINNESOTA

9/23 PITTSBURGH



10/7 SYRACUSE

10/14 MIAMI



10/21 VIRGINIA

10/28 GEORGIA TECH



11/4 CAMPBELL

11/11 DUKE



11/18 CLEMSON

11/25 NC STATE



HOME

AWAY

NEUTRAL

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IMPORTANT DATES

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<u>DATE</u>	<u>EVENT</u>	<u>TIME / DEADLINE</u>
Friday September 1	App State Menu Selection Deadline	3:00 PM ET
Friday September 8	Minnesota Menu Selection Deadline	3:00 PM ET
Saturday, September 9	UNC vs App State	5:15 PM ET
Saturday, September 16	UNC vs Minnesota	3:30 PM ET
Friday, September 29	Syracuse Menu Selection Deadline	3:00 PM ET
Friday, October 6	Miami Menu Selection Deadline	3:00 PM ET
Saturday, October 7	UNC vs Syracuse	TBA
Friday, October 13	Virginia Menu Selection Deadline	3:00 PM ET
Saturday, October 14	UNC vs Miami	TBA
Saturday, October 21	UNC vs Virginia	TBA
Friday, October 27	Campbell Menu Selection Deadline	3:00 PM ET
Friday, November 3	Duke Menu Selection Deadline	3:00 PM ET
Saturday, November 4	UNC vs Campbell	TBA
Saturday, November 11	UNC vs Duke	TBA

HOSPITALITY SERVICES

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*Carolina Athletic Hospitality is managed by
REVEL^{XP}*



Mimi Martens

Hospitality Manager

Premium Areas

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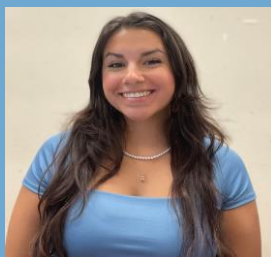
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North and South Premium Areas

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Blue Zone Premium Areas

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CAROLINA ATHLETIC HOSPITALITY OFFICE

Physical Address:

Loudermilk Center for Excellence/Blue Zone
344 Ridge Rd, #6015, Chapel Hill, NC 27514

Mailing Address:

450 Skipper Bowles Drive, chapel Hill, NC 27599

Shipping Address:

450 Skipper Bowles Drive, chapel Hill, NC 27599

Web Address:

www.carolinaathletichospitality.com

HOSPITALITY SERVICES

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SUITE ADMINISTRATORS

To ensure accurate service, each Suite should appoint one person as the Suite Administrator. The Suite Administrator will receive correspondence from the Hospitality Office throughout the season to include the Policy Manual, Suite Menu Portfolio, Order Reminders, Hospitality Newsletters, Postgame Surveys, and Year-End Survey.

The Suite Administrator should inform/update the Hospitality Office of the following as soon as possible each season:

- Changes in contact information.
- Changes to the suite nameplate.
- Changes in payment information for additional orders.
- Preferred method of communication on gameday (in the event of delays, emergencies, or other time-sensitive information).
- Names of all suite individuals who are authorized to order additional catering purchases on game days.

NEWSLETTERS

Suite Administrators will receive a Hospitality Newsletter via email from Carolina Athletic Hospitality by end of day on Wednesday prior to each home game.

HOSPITALITY FANGINEERS™

FANGINEERS™ are expected to provide the highest standard of hospitality while serving all guests through hard work, dedication and integrity.

QR codes will also be available to scan in each suite as a direct line of communication to our Carolina Athletic Hospitality FANGINEERS™ who will be accessible in the corridor outside of their assigned Suites. All catering, cleaning, technical, or maintenance requests should be directed to them.

Depending on the position, responsibilities of FANGINEERS™ include:

- Inspect Suites for readiness prior to guest arrival.
- Greet and direct guests while protecting the exclusivity of the area by monitoring guests' entry at the elevators, ramps, and stairs.
- Scan tickets and affix wristbands at all entry and exit points.
- Serve 3-5 assigned Suites during the game.
- Monitor Suite needs for replacement of ice, beverages, bussing and trash removals.
- Assist Suites with additional catering purchases during the game.
- Postgame inventory of the Suite.

Carolina Athletic Hospitality is pleased to provide FANGINEERS™ to service the Suite levels, and tipping is never expected. If Suite Holders feel as though they have received exemplary service, they may tip at their own discretion. However, please refrain from offering FANGINEERS™ food or beverages at all times on game days.

GENERAL PROCEDURES

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PARKING

Parking passes will be delivered prior to the season via mail.

TICKETING

Tickets will be delivered electronically via mobile delivery.

You will need to download tickets to your Apple Wallet (iPhone) or Google Pay Wallet (Android) and/or transfer tickets to your guests prior to your arrival at the stadium on gameday.

Mobile tickets are only valid when presented on a smartphone. Printed copies of QR codes will not be accepted. If you do not have a smartphone, please contact the Ticket Office in advance of gameday for options.

For ticket inquiries, please call 919.843.2000.

HOURS OF OPERATION

Suite guests will be permitted into the stadium 90 minutes prior to kickoff.

The Premium Suites close 30 minutes after the game has ended.

ADMISSION PROTOCOLS

Gate Entry:

Tickets will be scanned at entry gates and again by FANGINEERS™ at the Blue Zone entrance. Once a Suite ticket Holder enters the gate, a FANGINEER™ will affix a wristband to the individual.

Suite Entry:

Everyone, regardless of age, is required to present a Suite ticket, Suite wristband, or Suite credential to gain admission into the Suite level. FANGINEERS™ will be positioned at all entry points to check for proper credentials.

Wristbands:

Wristbands must be worn at all times. Replacements will not be provided. Any patron without a Suite wristband will be asked to leave.

Suite wristbands do not grant access to ANY premium area besides your specific suite level.

Suite Re-Entry:

Your Suite wristband will grant you re-entry into the Suite level should you choose to visit the general stadium. Guests with torn wristbands or no wristbands will not be permitted to re-enter the Suite level.

Stadium Re-Entry:

Conference and university regulations do not allow anyone to leave and re-enter the stadium on gameday.

GENERAL PROCEDURES CONT'D

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CLEANING and MAINTENANCE

During the game, Suite guests should notify the Suite Attendant and/or Carolina Athletic Hospitality management staff for any service requests. Custodial and maintenance staff will be dispatched to assist as needed.

LOST and FOUND

Any items left in a Suite on game day will be placed in the Suite's locking closet after each home game.

During the game, should you find any items that appear to be left behind in the Suite lounge area, restrooms, or elevator lobbies, please bring those items to the Hospitality podium located in each elevator lobby.

If you are missing an item, please check with Carolina Athletic Hospitality management staff during the game or call Carolina Athletic Hospitality at 919.843.7837 during the work week.

FIRST AID

The First Aid medical tents are located just inside Gates 2 and 6.

Should the need for First Aid or other emergency assistance arise on game day, notify Carolina Athletic Hospitality management staff or a FANGINEER™ on the suite level, who will immediately notify emergency personnel.

POST-GAME RESPONSIBILITIES

The caterer will be responsible for disposing of food and washing provided utensils.

The custodial staff is responsible for vacuuming, dusting, cleaning all surface areas, cleaning the interior of all windows and glass surfaces, removing trash and placing new trash bags in each suite. They will also be responsible for cleaning all suite lounge areas, restrooms, and elevator lobbies.

GENERAL PROCEDURES CONT'D

PAGE 10

POST-GAME PASSES

All Suite Post-Game Passes are mailed to the Suite Administrator prior to the season.

Individuals with Post-Game Passes may only enter the Suite levels with 10 minutes remaining on the game clock during the 4th Quarter. Entry will not be permitted prior to this time.

Guests with Post-Game Passes sitting in the upper deck may access the Suite levels via the spirals or stairs. Guests with Post-Game Passes sitting in the lower bowl of the stadium may access the Suite levels via the spirals or exit the stadium and enter the gate indicated on the Post-Game Pass. Upon entry, Post-Game Pass Holders will receive a wristband to travel within the Suite levels. Guests with Post-Game Passes outside of the stadium may access the East Premium Suite Level through Gate 44.

The stadium closes 30 minutes after the conclusion of the game. All Suite ticket Holders and their guests must exit the stadium within this timeframe.

CODE OF CONDUCT

All Premium Suite ticket Holders and their guests are expected to abide by University guidelines and the ACC Fan Code of Conduct, specifically:

- Comply completely and promptly with all directives given by gameday staff.
- Conduct yourself in a respectful manner, free from disorderly behavior including foul, sexist, racist, obscene or abusive language and gestures.
- Alcoholic beverages should be consumed responsibly and only by those of legal drinking age.

Individuals found violating any policy can be denied Suite access and may be removed from the stadium.

Repeated violations may result in the revocation of Suite Post-Game Passes and termination of the Suite License Agreement.

PROHIBITED ITEMS

The following items or articles similar in nature will not be allowed in the Suites on gameday:

- Weapons
- Strollers
- Umbrellas
- Animals (service animals excluded)
- Computers
- Artificial noisemakers
- Flags/banners
- Bags that do not adhere to the clear bag policy

FEATURES AND AMENITIES

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SUITE AMENITIES

The Suites include the following features and amenities:

- Parking passes
- Stadium seating within the suite area
- Wheelchair accessible seating
- Televisions with cable access
- Pregame beverage icing
- Complimentary Coca-Cola products
- Complimentary menu package
- Access to for-purchase food and beverage menu
- Cleaning and trash removal services
- Post-game passes
- Suite nameplate
- Suite attendant

SUITE CATERING

Fieldhouse is the exclusive food and beverage provider in the premium areas of Kenan Memorial Stadium.

Suite Holders are able to select an in-suite menu package and items from the add-on menu for each home game. Coca-Cola canned soft drinks and bottled waters are included with all menu packages.

Additional catering information, purchasing procedures, and in-suite menu offerings can be viewed beginning on [Page 12](#).

PERSONAL HOST/HOSTESS

Carolina Athletic Hospitality will assign your Suite with an attendant.

Dyehard FAN SUPPLY

The Dyehard Fan Supply store is located on the main level of the Blue Zone Concourse. The entrance to the Dyehard store is accessible from the main exterior concourse and from the indoor Concourse Club entrance.

FOOD AND BEVERAGE

PAGE 12

CATERER

All food and beverage selections are provided by Fieldhouse.

PROVISIONS

Regardless of menu selection, Fieldhouse will provide the following:

- Bottled water
- Coca-Cola products (Coke, Diet Coke, Coke Zero and Sprite)
- Plates, cups and flatware
- Dinner and beverage napkins
- Condiments, salt and pepper
- Serving utensils
- Ice (game day)

Throughout the game, the catering staff will ensure that items are properly bussed. Following the game, serving utensils will be collected and all disposable items will be removed and discarded.

A rotating buffet will be provided each game beginning two hours prior to kickoff until five minutes remaining in the 3rd Quarter.

Buffet offerings will be communicated in the Carolina Athletic Hospitality newsletter each week.

ONLINE ORDERING

Suite Administrators will choose three complimentary menu items to be placed in the suite each game. Menu package offerings for the upcoming season can be viewed on the following pages. Additional menu items can be ordered for an additional fee.

To place an order, Suite Administrators should log into the hospitality website by 3:00pm at least eight (8) days prior to each game. Menu selections can be changed through the online ordering portal until each deadline.

Menu order deadline dates are listed on Page 5

Menus are available at www.carolinaathletichospitality.com

FOOD AND BEVERAGE CONT'D

PAGE 13

ALCOHOL

In alignment with North Carolina ABC laws, Suite Level ticket Holders and their guests may not leave the Blue Zone with an alcoholic beverage. Additionally, **Suite Level ticket Holders and their guests are not permitted to bring alcoholic beverages purchased in the main bowl into the Blue Zone or bring Suite level alcohol down to the club areas.** Failure to follow these procedures will result in ejection from Kenan Stadium and the alcohol will be confiscated.

Guests must be 21 years of age to purchase an alcoholic beverage. Valid identification is required. Beverage service staff will not serve patrons unable to provide proper identification.

Beverage service staff will accept MasterCard, Visa, and American Express at all bars. No cash will be accepted.

ALL alcoholic beverages must be consumed from opaque cups OR the original container provided. Alcoholic beverages may not be transferred to another cup for consumption.

Bars will close promptly at the end of the third quarter. All non-alcoholic beverages are available throughout the entirety of the game.

A violation of the above rules and regulations jeopardizes the alcohol service license for all premium areas. Ticket Holders should advise their guests of all rules and regulations. Any patron found in violation of these rules and regulations will be subject to removal from Kenan Stadium.

A LA CARTE ORDERS

Suite Administrators are required to have a credit card saved to their online ordering profile in order to place an additional order, whether in advance or on gameday.

If you would like to purchase additional items during a game that are not on your original advance order, your Suite Attendant can assist you by completing an Additional Gameday Order Form. Orders for hot items are accepted from gates opening until the end of the 1st Quarter. Orders for alcohol are available until the end of the 3rd Quarter.

Since all Additional Gameday Orders will be charged to the Suite Administrator's card on file, only authorized signers will be permitted to complete an Additional Gameday Order Form.

Authorized signers should be communicated to the Hospitality Office in the preseason preferences form and/or via email to the Hospitality Office prior to the season.

BILLING

Payment for advanced and/or gameday orders will be processed within three (3) business days following the game.

Tax is not included in the menu prices. All items are subject to all local and state taxes which will be reflected on the final invoices for each game.

RULES AND GUIDELINES

PAGE 14

Suite Holders' rights of use in the Suites are subject to terms stated in the License Agreement and the following rules and guidelines, which may be supplemented and amended without prior notice to Suite Holders.

Suite Holders agree to comply with the following rules and guidelines and to be responsible for guests' compliance with such rules and guidelines. If the Suite Holder or guests violate any rule or guideline, The University, in its sole discretion, may require the Suite Holder and/or guest(s) to leave the stadium immediately.

The following Rules and Regulations are subject to alterations based on requirements and policies established by the University of North Carolina, the ACC and the NCAA.

1. **Metal Detectors:** In the interest of continued safety for fans, student-athletes, coaches and gameday personnel, walk-through metal detectors are in place at all gates on gamedays.
2. **Clear Bag Policy:** Fans will be able to carry the following style and size of bag, package or container into the stadium:
 - Bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12"
 - Clear, One (1) gallon plastic storage bags (*Ziploc bags or similar*)
 - Small clutch/wallet, no larger than 4 1/2" by 6 1/2" *with or without a handle or strap*
3. **Suite Usage:** The Suites will be used only during home University of North Carolina football games and specified events approved by Athletic Department. The Suites may not be used for overnight accommodations or for any unlawful purpose.
4. **Suite Damages:** Suite Holders agree to maintain the assigned Suite, furnishings and equipment in good condition, and will reimburse The University for the cost of repairing any damage in excess of ordinary wear and tear caused by the Suite Holder or guests.
5. **Suite Alterations:** Suite Holders may not make alterations, renovations, decorative additions, or other improvements to the Suite without obtaining permission from The Athletic Department. Requests should be submitted to Carolina Athletic Hospitality for approval. The University shall have the right to remove and dispose of any unapproved changes or improvements in any manner it deems appropriate. Should any such changes or additions be approved by the University, the Suite Holder is responsible for expenses associated with the changes, and at the termination of the license agreement must restore the Suite to substantially the same condition prior to said changes.
6. **Smoking Policy:** Smoking is prohibited at all times and at all locations on The University campus, including indoor and outdoor athletics venues and facilities. For the purposes of this policy, "smoking" means inhaling, exhaling, burning, carrying or possessing any lighted product, including cigarettes, cigars, pipe tobacco, and any other lit products, and the use of electronic cigarettes or similar devices.

RULES AND GUIDELINES

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7. **Behavior:** All Suite Holders and guests are expected to respect the rights of other Suite Holders and guests. Suite Holders are further responsible for ensuring that all activities conducted in the Suite area are done so in a thoughtful and courteous manner.

8. **Noisemakers:** Artificial noisemakers are not permitted in the Suites.

9. **Recording:** Video recording equipment and video recording is prohibited in the stadium.

10. **Window Displays:** Banners or items similar in nature may not be displayed outside of the Suite windows.

11. **Food and Beverage:** No food or beverage is to be brought into the stadium on gameday. Food or beverage may not be taken from the Suite areas into the public areas.

12. **Storage of Personal Items:** Suite Holders are discouraged from using this area for storing valuables, as there may be significant variations in temperature and humidity, which may result in damage to personal items. Storage of flammable materials is forbidden.

13. **Liability Release:** Suite Holder agrees that the University and all affiliates shall not be liable for personal injury, loss, theft or damage to personal property occurring at the stadium, including the Suite. Suite Holder shall indemnify and hold harmless the University and all affiliates from and against any liability whatsoever for personal injury, loss, theft or property damage occurring in the stadium, including the Suite.

14. **Event Staff:** It is necessary that Suite Holders and guests refrain from offering FANGINEERS™ and event staff food or beverages before, during or after games. Tipping of staff is not expected.

15. **Supervision of Minors:** Minors attending the game are to remain in the Suites, unless attended by an adult to other areas, and then chaperoned at all times while outside of the Suite.

16. **Suite Capacity:** In no event shall the Suite Holder at any time permit more persons to occupy the Suite than the number deemed by the Fire Marshall. Fire codes require that this limitation be strictly enforced.

17. **Ticket Requirements:** A game area ticket is required for all individuals over the age of 2 for stadium entry. A suite ticket, wristband, pass or credential is required for all individuals, including children of any age, for entry into the premium area.

FAQ's

PAGE 16

Q: When will the premium seating areas open?

A: All premium seating areas will be open and ready for you to enjoy 90 minutes prior to kickoff.

Q: Are children allowed in the premium seating areas?

A: Yes, children are part of the Carolina family experience and are welcome in the premium seating areas. Please note that children must be supervised at all times.

Q: Can I smoke in the premium seating areas?

A: Kenan Stadium, including all premium seating areas, is a smoke-free facility. This includes e-cigarettes.

Q: Where can I find Game Programs?

A: Football Yearbooks and Roster Cards will be available in limited supply on game day. Please see your suite attendant if there are none in your suite.

Q: Can I leave Kenan Stadium and re-enter during the game?

A: **There is no re-entry to Kenan Stadium under any circumstances on game day.** However, with your wristband you can leave the Blue Zone and go down to the main concourse. You will be permitted to re-enter the Blue Zone area with an untorn wristband on your wrist.

UNC ATHLETICS CONTACTS

PAGE 17



Bubba Cunningham

Director of Athletics

919.962.6000



John Montgomery

Executive Director, Rams Club

919.843.2000

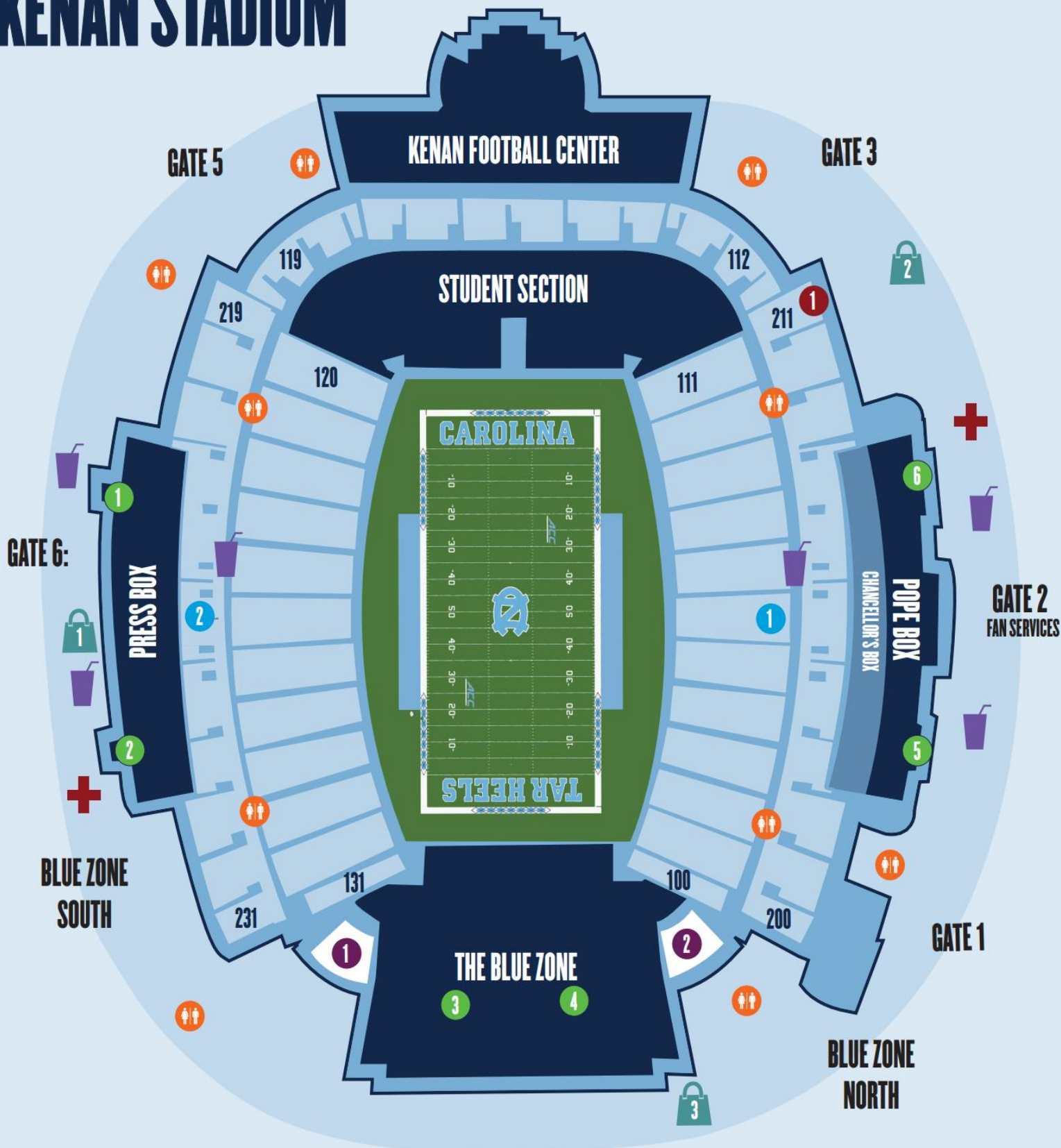


Brian Bersticker

Director of Membership Services, Rams Club

919.843.6473

KENAN STADIUM



KEY

ELEVATORS

- 1. West MZ
- 2. East MZ
- 3. Blue Zone
- 4. Blue Zone
- 5. East Pope Box
- 6. West Post Box

MERCHANDISE

- 1. Tar Heel Team Store
- 2. Pop Up Store
- 3. Pop Up Store

KOURY BOXES

- 1. NORTH
- 2. SOUTH

TERRACES

- 1. South
- 2. North

CONCESSIONS

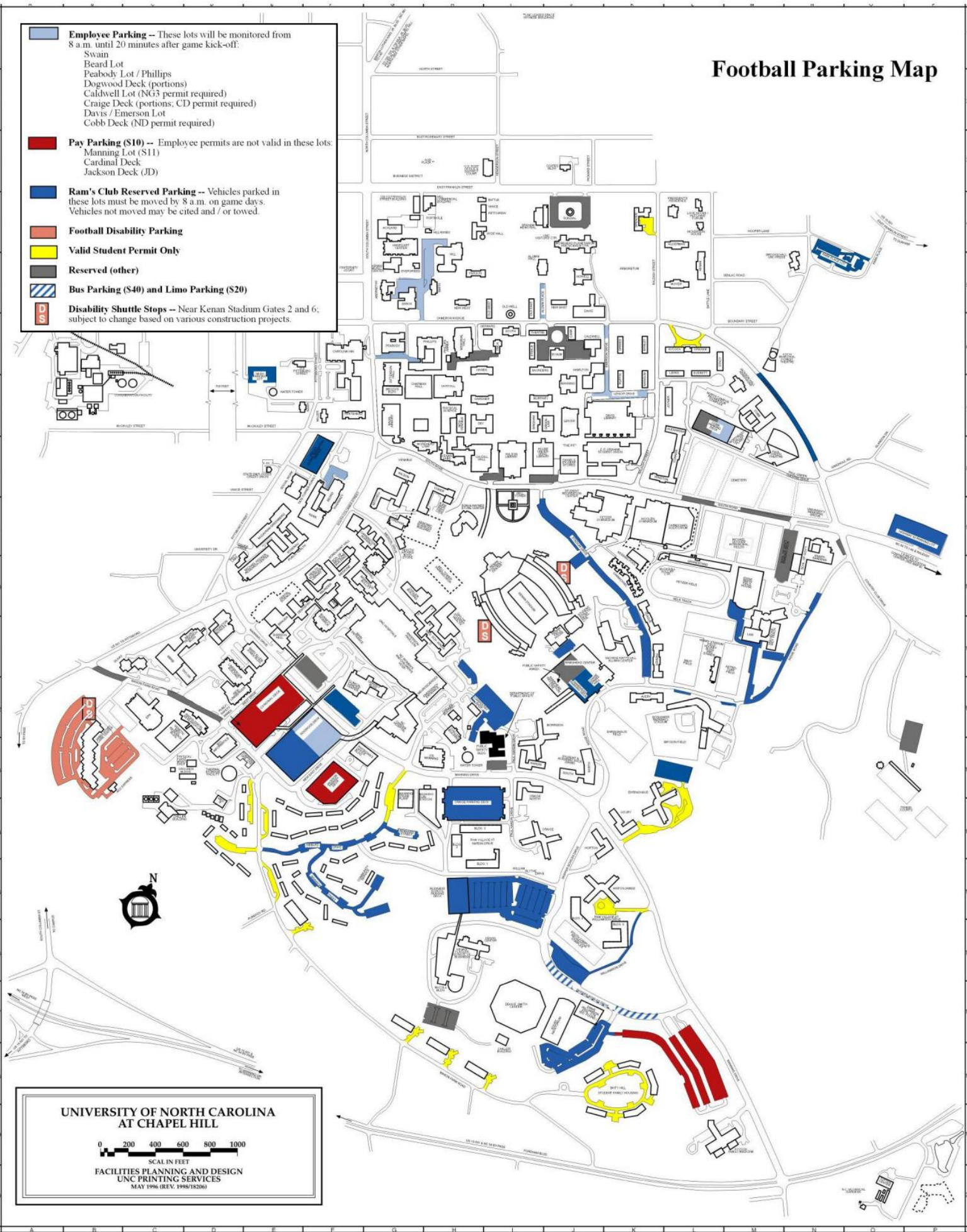
- 1. South
- 2. North

MEDICAL +

RESTROOMS

Football Parking Map

- Employee Parking** -- These lots will be monitored from 8 a.m. until 20 minutes after game kick-off.
 Swain
 Beard Lot
 Peabody Lot / Phillips
 Dogwood Deck (portions)
 Caldwell Lot (NG3 permit required)
 Craig Deck (portions, CD permit required)
 Davis / Emerson Lot
 Cobb Deck (ND permit required)
- Pay Parking (S10)** -- Employee permits are not valid in these lots.
 Manning Lot (S11)
 Cardinal Deck
 Jackson Deck (JD)
- Ram's Club Reserved Parking** -- Vehicles parked in these lots must be moved by 8 a.m. on game days. Vehicles not moved may be cited and / or towed.
- Football Disability Parking**
- Valid Student Permit Only**
- Reserved (other)**
- Bus Parking (S40) and Limo Parking (S20)**
- Disability Shuttle Stops** -- Near Kenan Stadium Gates 2 and 6; subject to change based on various construction projects.



UNIVERSITY OF NORTH CAROLINA
AT CHAPEL HILL

0 200 400 600 800 1000
SCALE IN FEET
FACILITIES PLANNING AND DESIGN
UNC PRINTING SERVICES
MAY 1996 (REV. 1998/18206)



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