

2025 SERVICE GUIDE



UPPER CLUB

TCU

RICHMOND



CLEMSON





THE RAMS CLUB

Dear Valued Rams Club Members:

We are thrilled that you will be joining us in our Upper Club for the 2025 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 1 as we come together to cheer our Tar Heels on to victory!

Go Heels!

John Montgomery
Rams Club, Executive Director

HOME

UNC VS. TCU
MON, SEPT 1

UNC VS. RICHMOND
SAT, SEPT 13

UNC VS. CLEMSON
SAT, OCT 4

UNC VS. UVA
SAT, OCT 25

UNC VS. STANFORD
SAT, NOV 8

UNC VS. DUKE
SAT, NOV 22

AWAY

UNC VS. UNCC
SAT, SEPT 61

UNC VS. UCF
SAT, SEPT 20

UNC VS. CAL
FRI, OCT 17

UNC VS. SYRACUSE
FRI, OCT 31

UNC VS. WAKE FOREST
SAT, NOV 15

UNC VS. NC STATE
SAT, NOV 29

2025
SCHEDULE

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HOSPITALITY OFFICE CONTACTS

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27514

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www.carolinaathletichospitality.com

UNC ATHLETICS CONTACTS

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Bubba Cunningham

Director of Athletics



John Montgomery

Executive Director, The Rams Club



Brian Bersticker

Director of Membership Services,
The Rams Club



Rick Steinbacher

Senior Associate AD

GENERAL PROCEDURES

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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 919.962.2296.

HOURS OF OPERATION

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

ADMISSION PROTOCOLS

Gate Entry:

Tickets will be scanned at the stadium entry gates and again by FANGINEERS™ at the Blue Zone entrance. Once an Upper Club ticket holder enters the building, a FANGINEER™ will affix a wristband to the individual.

Upper Club Entry:

Everyone over the age of 2 is required to present an Upper Club ticket, Upper Club wristband, or credential to gain admission into the Upper Club 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 an Upper Club wristband will be asked to leave.

Upper Club wristbands do not grant access to ANY premium area besides the Upper Club level.

Upper Club Re-Entry:

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

Stadium Re-Entry:

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

GENERAL PROCEDURES CONT'D

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CLEANING & MAINTENANCE

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

LOST & FOUND

Any items left in the Upper Club on game day will be placed in a locking closet after each home game.

During the game, should you find any items that appear to be left behind in the Upper Club, please bring those items to the hospitality podium located within the Upper Club.

If you are missing an item, please check with Carolina Athletic Hospitality management staff during the game or call Carolina Athletic Hospitality at 919.230.1195 during the work week.

FIRST AID

The First Aid Medical Tents are located just inside Gates 2 & 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 Upper Club level, who will immediately notify emergency personnel.

CODE OF CONDUCT

All Upper Club 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 Upper Club access and may be removed from the stadium.

Repeated violations may result in the revocation of Upper Club passes.

PROHIBITED ITEMS

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

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

FEATURES & AMENITIES

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UPPER CLUB AMENITIES

The Upper Club includes the following features & amenities:

- Elevator access
- 10,000+ square feet of temperature-controlled lounge space
- Complimentary catered meals and non-alcoholic beverages
- Beer, wine, canned cocktails, and a limited variety of mixed drinks available for purchase - credit card only
- Exclusive, centrally-located restrooms
- Individual Carolina Blue chair-back seats with seat cushions and cup holders

UPPER CLUB LOGE SEAT AMENITIES

Upper Club loge seat amenities include:

- Elevator access
- 10,000+ square feet of temperature-controlled lounge space
- Complimentary catered meals and non-alcoholic beverages
- Beer, wine, canned cocktails, and a limited variety of mixed drinks available for purchase - credit card only
- Exclusive, centrally-located restrooms
- One comfortable, movable chair and ample counter space for each Loge seat along with an individual TV

CAH FANGINEERS™

CAH FANGINEERS™ serve as liaisons between the CAH Manager and Associate Manager, The Rams Club, Athletic Department personnel, ticket holders, and catering and maintenance staffs. CAH FANGINEERS™ assist in the fulfillment of guests' requests and ensure proper servicing in all areas of premium seating within Kenan Stadium. They may be identified on game day by their gray CAH polos and bright green lanyards. **A CAH FANGINEER™ may always be found at the podium in the center of the Upper Club.**

DYEHARD FAN SUPPLY

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

FOOD & BEVERAGE

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CATERER

All food & beverage selections are provided by Fieldhouse Catering.

PROVISIONS

A rotating buffet will be provided each game beginning 1.5 hours prior to kickoff until the end of the 3rd Quarter.

Buffet offerings will be communicated in the Carolina Athletic Hospitality newsletter each week and are available on the Carolina Athletic Hospitality website.

ALCOHOL

In alignment with North Carolina ABC laws, **Upper Club Level ticket holders and their guests may not leave the Blue Zone with an alcoholic beverage. Additionally, Upper Club level ticket holders are not permitted to bring alcoholic beverages purchased in the main bowl into the Blue Zone.** 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 all major credit cards at all bars. No cash will be accepted.

ALL alcoholic beverages must be consumed from the provided white 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 3rd 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. Any patron found in violation of these rules and regulations will be subject to removal from Kenan Stadium.

RULES & GUIDELINES

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In order to maintain a pleasant environment for all ticket holders and guests, please remember the following guidelines. In addition, ticket holders must comply with the applicable rules for Kenan Stadium fans that appear on goheels.com. Ticket holders not adhering to rules and regulations may be addressed by management staff or security.

1. Patrons' rights are subject to the Terms and Conditions, as stated in the Premium Seat License Agreement, and the following Rules and Regulations which may be supplemented and amended without prior notice to members.

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 & do not exceed 12" x 12" x 20"
- Clear, one (1) gallon plastic storage bags (*Ziploc bags or similar*)
- Small clutch/wallet, no larger than 4 1/2" by 6" *with or without a handle or strap*

3. An unused ticket is required for entry to Kenan Stadium. No pass-out or re-entry wristbands will be permitted at the stadium gates.

4. Premium seating ticket holders may exit the premium seating areas and travel to other public areas within Kenan Stadium. A validated ticket and undamaged wristband are required for re-entry to the premium seating areas.

5. Premium seating ticket holders may not access another premium seating area without an unused ticket for the corresponding level. The 2nd and 4th levels of the Blue Zone are not open for public access on football game days.

6. The premium seating areas will be used only during UNC home football games and specified events approved by UNCAA and The Rams Club.

7. Premium seating patrons agree not to damage, deface, waste or strip any premium seating area property. A ticket holder shall reimburse UNCAA for any damages incurred by the ticket holder or guests.

8. The premium seating areas may not be used for any unlawful purpose. Premium seating privileges may be revoked, suspended, or conditioned in the event that the ticket holder or the ticket holder's guests engage in activity which is illegal or, in the judgment of The Rams Club Executive Board of Directors, is detrimental to UNC, The Rams Club, or Rams Club members.

9. All premium seating ticket holders must respect the rights of other premium seating ticket holders and ensure that all activities conducted in the premium seating areas are done so in a thoughtful and courteous manner.

10. Premium seating ticket holders may not throw objects from the seating area. Any person found in violation of this regulation is subject to expulsion from Kenan Stadium.

RULES & GUIDELINES CONT'D

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11. Any premium seating ticket holder is subject to removal from Kenan Stadium for the following reasons: stadium personnel deem the patron intoxicated or under the influence of alcohol or drugs; patron uses foul language or makes obscene remarks or gestures; under the opinion of stadium personnel, patron is wearing obscene or indecent clothing; or patron uses tobacco products.

12. A game ticket is required for all individuals with the exception of children ages two and under. Children two years of age and under may enter Kenan Stadium without a ticket but must be with a parent.

13. No outside food or beverage is allowed in Kenan Stadium.

14. The premium seating areas may not be used for overnight accommodations.

15. Premium seating ticket holders are responsible for the behavior of minors. Children should be chaperoned at all times and are not allowed to roam around the Blue Zone Upper Club without supervision.

16. We are concerned about the safety of all premium seating guests. Unacceptable behaviors such as running, jumping or climbing on furniture, throwing balls, or any other behavior that is disrespectful to other fans and/or the premium seating areas are not permitted.

17. A game ticket does not guarantee a seat inside. Please be mindful of other patrons waiting to use indoor seating as furniture is limited.

18. **Smoking Policy:** Smoking is prohibited at all times and at all locations on 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.

19. NCAA rules prohibit the presence of "prospects" or enrolled student-athletes in the University's priority seating areas or Press Box during a football game. Should you have any questions about whether an individual may be a prospect, please contact the UNC Compliance Office at (919) 966.3576.

20. Premium seating ticket holders shall obey all directives of The Rams Club, UNCAA, UNC, CAH staff, law enforcement and security personnel with respect to conduct occurring in the premium seating areas.

21. Premium seating ticket holders are required to familiarize themselves and their guests with all the rules and regulations, policies, and procedures applicable to the premium seating areas and to ensure that their guests comply with all applicable laws, rules, regulations, orders, policies, and procedures.

22. REVEL^{XP}, CAH, The Rams Club, and UNC are not responsible for personal items left in the premium seating areas.

23. The above rules and regulations are subject to alterations based on requirements and policies established by UNC, the ACC, and the NCAA.

FAQ's

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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 a FANGINEER™ at the podium in the Upper Club lobby.

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 without a new, unused ticket. However, with your wristband, you may 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.

Q: Where can I buy food?

A: Premium area tickets come with a rotating buffet that is available through the end of the 3rd Quarter. There are soda machines with Coke products in all spaces along with a bar which sells beer, wine, canned cocktails, and a limited variety of mixed drinks through the end of the 3rd quarter.

Q: Where can I find game-specific information?

A: Upper Club ticket holders will receive a Hospitality Newsletter via email from Carolina Athletic Hospitality by the end of the day on the day prior to each home game.

Q: Where is my parking lot located?

A: Please visit the site linked [HERE](#) to view an interactive map of all parking locations available on football game days.

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

- KOORY BOXES**
- 1. NORTH
 - 2. SOUTH

- TERRACES**
- 1. South
 - 2. North

- CONCESSIONS**
- MEDICAL** +
 - RESTROOMS**

**PLEASE CONTACT CAROLINA ATHLETIC
HOSPITALITY WITH ANY QUESTIONS!**

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