

2025 SERVICE GUIDE



SUITES

TCU

RICHMOND



CLEMSON





THE RAMS CLUB

Dear Valued Rams Club Members:

We are thrilled that you will be joining us in our Suites 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!

A handwritten signature in black ink that reads "John Montgomery".

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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IMPORTANT DATES

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<u>DATE</u>	<u>EVENT</u>	<u>TIME</u>
Wednesday, August 20	TCU Menu Selections Due	3:00 PM ET
Wednesday, September 3	Richmond Menu Selections Due	10:00 AM ET
Wednesday, September 24	Clemson Menu Selections Due	10:00 AM ET
Wednesday, October 15	UVA Menu Selections Due	10:00 AM ET
Wednesday, October 29	Stanford Menu Selections Due	10:00 AM ET
Wednesday, November 12	Duke Menu Selections Due	10:00 AM ET

HOSPITALITY OFFICE CONTACTS

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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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LANYARD TICKETS

You will receive your printed lanyard tickets via mail delivery prior to the start of the season. You may present these for stadium entry in lieu of mobile tickets.

MOBILE 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

Suite guests will be permitted into the stadium 90 minutes prior to kickoff. **The Suites close 30 minutes after the game has ended.**

ADMISSION PROTOCOLS

Gate Entry:

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

Suite Entry:

Everyone over the age of 2 is required to present a Suite ticket, Suite wristband, or 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 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 wristband will not be permitted to re-enter the Suite 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, Suite guests should notify a Suite 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 a Suite 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 on the Suite level, please bring those items to the hospitality podium located in the lobby of the Suite level.

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 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

CODE OF CONDUCT

All 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 passes.

PROHIBITED ITEMS

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

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

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 lobby of the Suite level.**

FEATURES & AMENITIES

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SUITE AMENITIES

The Suites include the following features and amenities:

- Parking passes
- Stadium seating within the suite area
- 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
- Suite nameplate
- Suite attendant

SUITE CATERING

Fieldhouse Catering 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. The entrance to the Dyehard store is accessible from the main exterior concourse doors.

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.

Each suite will have the option to choose 3 in-suite complimentary menu items from a menu shared by the CAH Senior Manager.

Within each suite, you will find:

- Bottled water
- Coca-Cola products
- Plates, cups and flatware
- Dinner and beverage napkins
- Condiments, salt and pepper
- Serving utensils
- Ice

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.

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 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.

Beverage service 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

PAGE 13

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.

1. **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*

2. **Suite Usage:** The Suites will be used only during home University of North Carolina football games and specified events approved by The Athletic Department. The Suites may not be used for overnight accommodations or for any unlawful purpose.

3. **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.

4. **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.

5. **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.

6. **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.

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

RULES & GUIDELINES CONT'D

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8. **Recording:** Video recording equipment and video recording is prohibited in the stadium.
9. **Window Displays:** Banners or items similar in nature may not be displayed outside of the Suite windows.
10. **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.
11. **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.
12. **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.
13. **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.
14. **Supervision of Minors:** Minors attending the game are to remain in the Suites, unless accompanied by an adult to other areas, and then chaperoned at all times while outside of the Suite.
15. **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.
16. **Ticket Requirements:** A game ticket is required for all individuals over the age of two (2) for stadium entry. A Suite ticket, wristband, pass or credential is required for all individuals, including children over the age of 2, for entry into the premium area.

FAQ's

PAGE 15

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 Suite level 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.

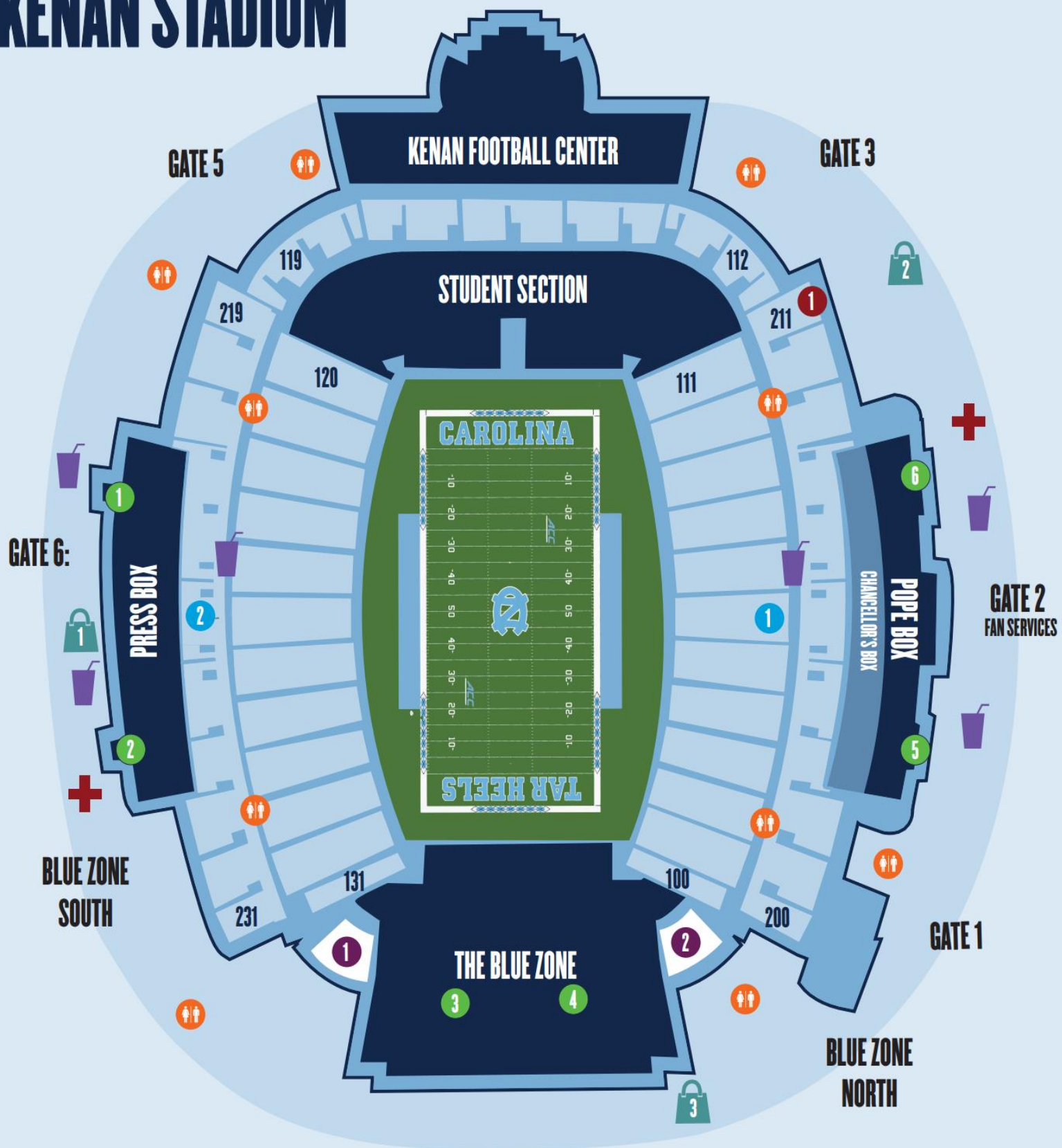
Q: Where can I find game-specific information?

A: Suite 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 | MERCHANDISE | KOURY BOXES | TERRACES | CONCESSIONS |
| 1. West MZ | 1. Tar Heel Team Store | 1. NORTH | 1. South | MEDICAL + |
| 2. East MZ | 2. Pop Up Store | 2. SOUTH | 2. North | RESTROOMS |
| 3. Blue Zone | 3. Pop Up Store | | | |
| 4. Blue Zone | | | | |
| 5. East Pope Box | | | | |
| 6. West Post Box | | | | |

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

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