

2018



GAME DAY GUIDE



**NATIONAL
CHAMPIONSHIP**
ATLANTA 2018

MERCEDES-BENZ STADIUM

MONDAY, JANUARY 8, 2018 • ATLANTA, GA

Important Information

Assisted Listening Devices

T: 470-341-5673

Check out handheld devices at Section 116 or 244

Automobile Assistance

T: 470-341-5020

Emergencies

T: 470-341-5020

or text **"RESPECT"** to 69050

Fan Assist Helpline

T: 470-341-5020

First Aid

100 Concourse: Section 133

200 Concourse: Section 243

300 Concourse: Section 345

Guest Service Centers

Sections 116, 201, 244, 301, Gate 1 and Gate 2

- Lost and Found
- Lost Children or Persons
- Complaints
- Comments
- Suggestions
- Stadium Directions
- General Information

Guest Services Hotline

T: 470-341-5000

(non-event day)

T: 470-341-5673

(event day only)

Guest Text Messaging Service

Text **"RESPECT"** to 69050

Report any inappropriate or suspicious behavior

Lost and Found

Claim at Sections 116, 201, 244, 301, Gate 1 and Gate 2

T: 470-341-5000

MARTA

www.itsmarta.com

Park Mobile

T: 1-866-330-7275 (PARK)

CFP.pmreserve.com

Stadium 24/7 Security

T: 470-341-5010

Ticket Questions

T: 469-706-9010

tickets@collegefootballplayoff.com

Water Fountains

100 Concourse:

Sections 102, 117, 121 and 133

200 Concourse:

Sections 203, 219, 228, 234 and 245

300 Concourse:

Sections 303, 310 and 313

Wheelchair Assistance

T: 470-341-5673

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Welcome To Atlanta



FUN FACTS

- The capital of Georgia
- Nicknamed the “City in a Forest”
- Birthplace of Martin Luther King Jr.
- There are over 55 streets with the name Peachtree
- The city’s symbol is a phoenix as a result of it being the only city burned down due to an act of war; General Sherman burned it down in 1864 during the Civil War
- Host of the 1996 Olympics
- *Gone with the Wind* was written and set here

ATTRACTIONS

- Martin Luther King Jr. National Historic Site
- National Center for Human Rights
- Georgia State capitol
- Jimmy Carter Library and Museum
- The Varsity, world’s largest drive-in restaurant
- Dragon Con
- CNN World Headquarters
- College Football Hall of Fame
- Atlanta Botanical Garden
- Georgia Aquarium
- Underground Atlanta

THE BUSIEST AIRPORT IN THE WORLD

The Hartsfield-Jackson Atlanta International Airport is known as the world's busiest airport. Its 101 million passengers surpass all "passenger movements" in other airports around the world and its terminal is as big as 45 football fields!

WEATHER

The average temperature in January for the Atlanta area ranges between 33° and 52°.

THE NEXT HOLLYWOOD

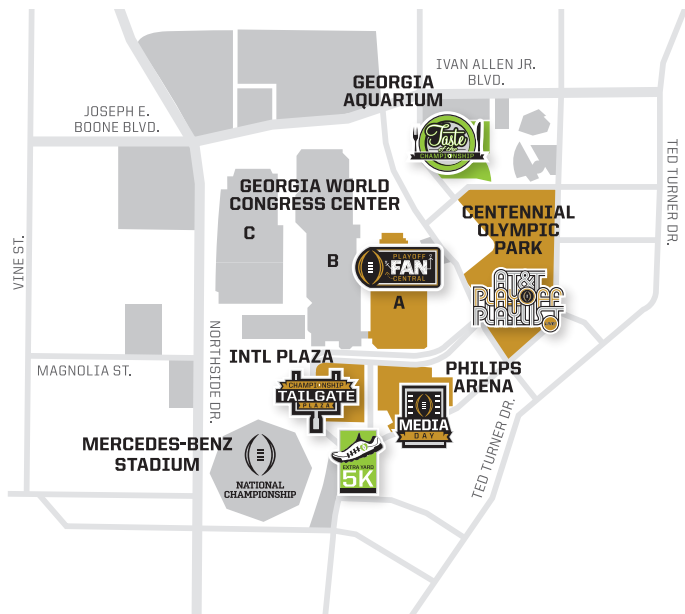
Georgia now ranks third in the nation in US film production and first in growth. A few projects that have been shot in the city are Anchorman 2, The Hunger Games, Zombieland, Driving Miss Daisy, The Walking Dead, Captain America: Civil War, Allegiant, The Vampire Diaries, Insurgent, Ant-Man, Furious 7, Guardians of the Galaxy 2, Selma, Taken 3 and an additional 140 films and TV shows since 2008.

Turner Broadcasting System, Inc. headquarters are located in Atlanta. The company's assets include television channels CNN, HLN, TBS, TNT, Turner Classic Movies, Cartoon Network and truTV.

MUSIC CAPITAL OF THE WORLD

Many successful artists and bands were born or have gotten their start in Atlanta. Some of them are Outkast, Childish Gambino, Lil Jon, Monica, Alan Jackson, Jason Aldean and Zac Brown Band.

Event Locations



CHAMPIONSHIP CAMPUS

Game Day Schedule

Eastern Standard Time

10 a.m. **Championship Tailgate Plaza**
INTERNATIONAL PLAZA

10 a.m. **Playoff Fan Central**
GEORGIA WORLD CONGRESS CENTER
BUILDING A

Noon **AT&T Playoff Playlist Live!**
CENTENNIAL OLYMPIC PARK

3 p.m. **Box Office/
Ticket Windows Open**
MERCEDES-BENZ STADIUM
GATE 1, NORTHWEST SIDE

5:30 p.m. **Gates Open**
MERCEDES-BENZ STADIUM
GATES 1, 2, 3, 4, C and S

7:30 p.m. **Pregame Show**
MERCEDES-BENZ STADIUM FIELD

8 p.m. **2018 National
Championship Game**
MERCEDES-BENZ STADIUM (ON ESPN)

FAN EVENTS



CHAMPIONSHIP TAILGATE PLAZA INTERNATIONAL PLAZA

Saturday, January 6:	10 a.m. – 6 p.m.
Sunday, January 7:	10 a.m. – 6 p.m.
Monday, January 8:	10 a.m.

Get ready for the big game at Championship Tailgate Plaza. The free multi-day outdoor experience includes fan activities, games and entertainment. Attendees will enjoy the ultimate pregame atmosphere and tailgating favorites, along with ziplining, sponsor activations and more.



PLAYOFF FAN CENTRAL GEORGIA WORLD CONGRESS CENTER, BUILDING A

Saturday, January 6:	10 a.m. – 6 p.m.
Sunday, January 7:	10 a.m. – 6 p.m.
Monday, January 8:	10 a.m.

A 300,000 square-foot interactive experience, Playoff Fan Central will give fans the opportunity to be a part of championship week while creating memories that last a lifetime. The three-day, family-friendly event features games, youth sports clinics, pep rallies and exhibits celebrating college football and its history. Playoff Fan Central will also include sponsor activations, special guest appearances and autograph signings.



AT&T PLAYOFF PLAYLIST LIVE! CENTENNIAL OLYMPIC PARK

Saturday, January 6:	4 p.m. – 11 p.m.
Sunday, January 7:	4 p.m. – 11 p.m.
Monday, January 8:	Noon

The AT&T Playoff Playlist Live! concert series will bring three days of music to downtown Atlanta, serving as the soundtrack for championship week. The free event will feature a variety of national recording artists, including up-and-coming bands and long-time favorites, firework shows and sponsor giveaways. Performances by Jason Derulo and Charlie Puth will kick off the event on Saturday (January 6) night, along with special guest Lizzo. The Chainsmokers will headline Sunday (January 7), with additional performances by Bebe Rexha and Spencer Ludwig. On game day, Monday (January 8), Darius Rucker will headline the pregame event from the Capital One Quicksilver® Music Stage, along with opening act Brett Young.

ALL INFORMATION IS SUBJECT TO CHANGE.

Please note the clear bag policy will be enforced at all events.

Parking and Tailgating Guidelines

GAME DAY PARKING FEES

- **Standard Vehicles:** \$60 each
- **Limousines:** \$150 each
- **RVs and Buses:** \$175 each

PARK MOBILE

For ADA parking passes and information for parking limousines, buses and RVs on game day, please visit **CFP.pmreserve.com** or call 1-866-330-7275.

LOT OPENING TIMES

The 2018 national championship game kicks off at 8 p.m. ET. Parking lots will open at various times.

Visit **www.collegefootballplayoff.com/parking** for updated lot opening times. Please do not try to access your lot earlier than the listed time or you will not be allowed to park.

RIDESHARE

A designated Rideshare drop-off and pick-up location will be located on Martin Luther King Jr. Dr. outside Gate 1 of Mercedes-Benz Stadium. For updated details, please visit: **www.collegefootballplayoff.com/parking**

OVERNIGHT RV PARKING

Overnight RV parking will be available starting Saturday, January 6, 2018 for \$175 per night. Parking passes can be purchased through the Park Mobile website.

MARTA

MARTA, a city-wide rail and bus system, provides two stops near Mercedes-Benz Stadium. A MARTA pass is available for \$2.50 each way, plus a one-time Breeze Card purchase of \$2.00. The preferred stations for arrival and departure are the GWCC/Philips Arena/CNN Center and Vine City Stations.

Parking Locations



**NATIONAL
CHAMPIONSHIP**
ATLANTA 2018

TAXI STANDS

Taxis will pick up on Centennial Olympic Park Dr., curbside near Philips Arena.

WAZE

Download or open Waze, a free mapping and turn-by-turn navigation app for iOS and Android, to get the most efficient route to your parking lot. Waze is the only GPS program with game day traffic plans and street closures incorporated, providing you with accurate directions and real-time traffic alerts.

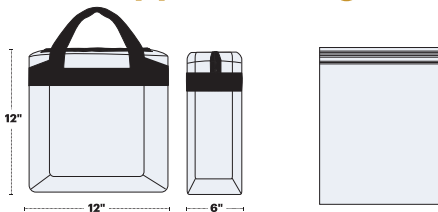
AUTOMOBILE ASSISTANCE

Automobile assistance is available for those needing help while parked in stadium parking lots on game day. Please call 470-341-5020 to reach Mercedes-Benz Stadium security. Mercedes-Benz Stadium is not responsible for any fees or charges incurred while assisting you with your vehicle.

TAILGATING

- Tailgating is allowed in all surface parking lots
- Tailgating is specifically prohibited in the campus multi-level garages
- Vehicles may take up only one parking space
- Tailgating equipment may not extend beyond the parking space or impede vehicles driving through the lot
- Grills, chairs, coolers and other equipment may not take up a parking space
- Tailgating is confined to the area directly behind the vehicle
- Adjacent landscaped areas are common areas and may not be claimed exclusively
- Dispose of trash in appropriate receptacles
- Dispose of coals in coal containers provided in the lots

Approved Bags

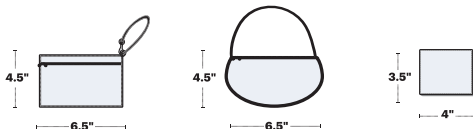


★ CLEAR TOTE

PLASTIC, VINYL OR PVC
NOT EXCEEDING 12" X 6" X 12"

★ PLASTIC STORAGE BAG

1 GALLON
RE-SEALABLE, CLEAR



★ SMALL CLUTCH BAG/PURSE

WITH OR WITHOUT A HANDLE OR STRAP NO LARGER THAN 4.5" X 6.5"

★ DIAPER BAG

NO LARGER THAN 4.5" X 6.5"

**EXCEPTIONS WILL BE MADE FOR MEDICALLY
NECESSARY ITEMS AFTER PROPER INSPECTION**

Prohibited Bags



Security and Bag Policies

To enhance public safety, Mercedes-Benz Stadium and the College Football Playoff have created the following security policies for the 2018 College Football Playoff National Championship.

THE FOLLOWING ENTRY POLICIES WILL BE IN EFFECT AT MERCEDES-BENZ STADIUM

- Bag Policy (see approved and prohibited bags on page 12)
- All individuals will be subject to search upon entry to Mercedes-Benz Stadium
- All individuals, regardless of age, must have a valid game ticket
- There will be no re-entry into Mercedes-Benz Stadium on game day

Failure to comply with Mercedes-Benz Stadium management will result in denial of entry.

BAG POLICY

Fans are allowed to carry the following style and size bag, package, or container in stadium plaza areas, stadium gates or when approaching queue lines of fans awaiting entry into the stadium:

- 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, no larger than 4.5" X 6.5", with or without a handle or strap can be taken into the stadium with one of the clear plastic bag options
- Exceptions will be made for medically necessary items after proper inspection at a gate designated for this purpose

BAG TAGS

Any previous bag tags will need to be removed prior to daily inspection. Only the tag for each venue will be permitted each day.

CLEAR BAGS COURTESY OF KRAFT

Complimentary CFP-branded bags will be distributed around the Championship Campus at the following locations:

- All Bag Valet locations
- Championship Campus parking lots
- Downtown hotels
- Outside of CNN Center and Vine City MARTA stations
- From volunteers positioned throughout Championship Campus and the Downtown Hotel District

BAG VALET LOCATIONS AND HOURS

Complimentary bag valets will be open on game day at the following locations and times:

- **Georgia World Congress Center Main Lobby**
9:30 a.m. – 1 a.m.
- **Centennial Olympic Park Dr.**
(entrance to AT&T Playoff Playlist Live!)
11:30 a.m. – 1 a.m.
- **Marietta St. (entrance to AT&T Playoff Playlist Live!)**
11:30 a.m. – 1 a.m.
- **International Plaza at Philips Dr.**
3:30 p.m. – 1 a.m.
- **North of Gate 1 on Northside Dr.**
3:30 p.m. – 1 a.m.

PROHIBITED ITEMS

The items listed below will not be allowed into Mercedes-Benz Stadium on game day. Prohibited items must be returned to your vehicle or thrown away, as they cannot be stored at the gates. Mercedes-Benz Stadium is not responsible for any items left behind, lost or damaged.

- Alcohol*
- Animals (except service animals)
- Bags not in compliance with the CFP bag policy
- Bottles, cans, cups or beverage containers of any kind*
- Cameras with lens longer than 8"
(detachable or non-detachable)

PROHIBITED ITEMS (CONTINUED)

- Chairs, stools or other seating devices
- Food items*
- Inflated balls of any kind*
- Knives of any length
- Large umbrellas (must be under 33")
- Laser pointers
- Noisemakers
- Pyrotechnics, firearms or weapons of any kind
- Signs or flags larger than 3' X 5'; no poles or sticks (includes stick handles on pom-poms)
- Thermoses
- Tripods, monopods or Selfie-Sticks
- Any other item deemed dangerous or inappropriate

**unless purchased on site at Mercedes-Benz Stadium*

INSPECTION POLICY

All guests will be subject to security screening prior to entry inside Mercedes-Benz Stadium along with inspection of all approved clear bags and carry-in items. Security staff will utilize walk-through magnetometers and handheld metal detectors to screen all guests at security checkpoints. Prior to the screening, guests will be asked to remove all metal from their pockets and hold the items in their hands for security staff to inspect. If a guest does not feel comfortable with the metal detector screening due to medical reasons, a physical pat-down will be conducted instead. Please have all bags open for security staff and be prepared to remove any item from inside the bag if requested for closer inspection. Guests electing not to consent to the metal detector screening or physical pat-down along with a bag search will be denied entry.

MERCEDES-BENZ STADIUM GUEST CODE OF CONDUCT

Mercedes-Benz Stadium and the College Football Playoff are committed to providing a safe and enjoyable experience for our guests at the 2018 CFP national championship game. Our associates will ensure that all guests are able to enjoy an environment that is free from disruptive behavior, including the following:

- Behavior that is unruly, disruptive or illegal in nature
- Signs of impairment related to drug or alcohol consumption
- Foul, abusive or disruptive language including obscene gestures
- Interference with the progress of the game (including throwing of objects)
- Failure to follow the instructions of stadium personnel
- Verbal or physical harassment of any kind including fighting, taunting or threatening gestures
- Use of tobacco products of any form, including e-cigarettes
- Sitting in a location other than your ticketed seat
- Ticket scalping
- Trespassing, soliciting, peddling or loitering
- Any other item or action deemed dangerous or inappropriate

If anyone is interfering with your enjoyment of the game, please contact the nearest Stadium associate or call or text our Fan Assist Helpline at 470-341-5020 or text RESPECT to 69050. Guests who choose not to adhere to these provisions are subject to ejection without refund and possible arrest, including prosecution for violations of city ordinances.

ENTERING THE PLAYING FIELD

Guests are reminded that attempting to enter or access the playing field without the proper credentials will be considered trespassing and is grounds for immediate ejection and arrest.



COLLEGE FOOTBALL PLAYOFF
FOUNDATION



EXTRA YARD
FOR TEACHERS

The College Football Playoff (CFP) Foundation is the charitable arm of the College Football Playoff, using the popular platform of college football and the national championship game to support education across the country.

Extra Yard for Teachers is the CFP Foundation's primary cause platform that seeks to elevate the teaching profession by inspiring and empowering teachers.

I M P A C T



AMOUNT RAISED:
\$15 MILLION



TEACHERS:
135,000



STUDENTS:
4,250,000



SCHOOLS:
18,500

In conjunction with the College Football Playoff, the CFP Foundation recognizes the State Teacher of the Year from each U.S. state and territory as part of the Teacher of the Year Championship Experience, a program hosted by the CFP Foundation during this special weekend.

The 2017 National Teacher of the Year, Sydney Chaffee (Massachusetts), has spent the last year traveling the nation to represent educators and joins the CFP Foundation in Atlanta for the national championship game. Chaffee and her fellow State Teachers of the Year, sitting in section 225, will be honored in Mercedes-Benz Stadium prior to kickoff.

To learn more about the CFP Foundation, visit:

www.cfp-foundation.org

and follow **@CFPEXTRA** on social media

PLAYOFF GREEN

MERCEDES-BENZ STADIUM is working to achieve zero waste and we need your help. Please place all plastic and aluminum bottles and cans in the recycling containers labeled “Bottles and Cans.” We recycle paper, cardboard and scrap metal, and compost food waste throughout our operation. Recycling lessens the impact on the environment and saves resources.



Supporting a clean environment, the College Football Playoff practices a number of unique sustainability projects to “green” the national championship game and to encourage others in the college football family to do the same.

Key initiatives have been developed around the 2018 College Football Playoff National Championship, including:

SOLID WASTE RECYCLING at major event venues including the Georgia World Congress Center, site of Playoff Fan Central and at Mercedes-Benz Stadium, site of the 2018 College Football Playoff National Championship. Look for “Green Ambassadors” in the stadium, helping fans recycle on game day.

PREPARED FOOD RECOVERY from all events that serve food to fans. Through a partnership with the Atlanta Community Food Bank, food that is cooked in the kitchens but never served will be recovered safely and provided to those in need in the greater Atlanta area.

MATERIAL REUSE AND REPURPOSING is an important strategy to keep material out of landfills. Construction materials, décor and other event materials will be donated to local organizations for reuse and repurposing in the community, instead of going to waste.

RENEWABLE ENERGY CERTIFICATES provide a way to reduce greenhouse gas emissions and address their impact on climate change. Stadium and downtown Championship Campus events will be “green” and powered through the use of renewable energy certificates (RECs).

PLAYOFF GREEN CAMPUS CHALLENGE is the exciting initiative bringing sustainability to local Atlanta school campuses. Nine schools have been challenged to implement a series of sustainability projects on their campuses. When successfully completed, the participating schools will be awarded grants for school supplies and for “green” initiatives.





MERCEDES-BENZ STADIUM

Fun Facts

- **Opened:** August 26, 2017 (Atlanta Falcons preseason game)
- **County:** Fulton
- **Distance from Sugar Bowl:** 470 miles
- **Distance from Rose Bowl:** 2,168 miles
- **Seating Capacity for 2018 National Championship Game:** 72,000
- **Tenants:** Atlanta Falcons (NFL), Atlanta United FC (MLS)
- **Host to:** Chick-Fil-A Peach Bowl (starting 2017), SEC Championship (2017-2026), CFP National Championship (January 2018), Super Bowl LIII (February 2019), MLS All-Star Game (August 2019), NCAA Men's Final Four (March 2020)

FALCON STATUE

Constructed by Gábor Miklós Szőke of Budapest, the falcon statue is located between Gates 2 and 3 on the "Front Porch" of Mercedes-Benz Stadium. It is the largest free-standing bird statue in the world, standing 41.5 feet tall, with a wingspan of over 64 feet.

FRONT PORCH

The front porch is a 61,000 square-foot outdoor fan plaza for ticketed guests to enjoy live entertainment, food and beverages before, during and after the game.

HALO BOARD

- The 360 degree HD video board is the first display of its kind
- Largest non-transparent LED video display in the world
- Largest HD video board in the world
(Three times larger than the largest NFL scoreboard)

MEGA COLUMN DISPLAY

A mega-column display boasts more square footage than the main video displays at 19 professional football venues and 24 major league venues for baseball.

ROOF

The signature retractable roof is modeled after the Roman Pantheon. The roof will be closed for the national championship game.

SUSTAINABILITY

- Mercedes-Benz Stadium is the first professional sports stadium to receive LEED platinum certification
- Seats are made of recyclable plastic

WINDOW TO THE CITY

A “window to the city” can be viewed from the 200 and 300 Skybridges, providing an excellent view of the Atlanta skyline.

Stadium Information

ATMs

Located in the following sections:

- **Field Level:** Outside of the clubs on the north and south sides
- **100 Concourse:** Sections 101 and 122
- **200 Concourse:** Sections 203 and 229
- **300 Concourse:** Sections 304 and 332

ELEVATORS

Mercedes-Benz Stadium is equipped with public elevators at the following locations:

- **100 Concourse:** Sections 104, 116, 122 and 133
- **NCR Suite 1 Level:** Suite 101, 137, 164 and 197
- **200 Concourse:** Sections 203, 218, 230 and 243
- **Suite 2 Level:** Suite 201, 236, 296 and Press Box
- **300 Concourse:** Sections 303, 318, 333 and 346

ELEVATORS (CONTINUED)

Passenger elevators are priority for guests with disabilities and/or mobility challenges. Some elevators are used to move the media and coaches and will periodically be taken out of service for this purpose. To ensure the safe and efficient operation of the elevators, we ask our guests to follow the directions of the elevator/escalator operators and the elevator lobby attendants at all times.

ENTRANCES

All main public gates will open at 5:30 p.m.

- **Gate 1:** Off Northside Dr., across from Vine City Marta Station
- **Gate 2:** Off International Plaza, at entrance to the Front Porch
- **Gate 3:** Off International Plaza, at entrance to the Front Porch
- **Gate 4:** Off MLK Dr., at entrance to the Front Porch
- **Silver Deck Bridge**

ESCALATORS

- Field Level – Admin 2 – South VIP entrance
- Field Level – Gate 1 – 100 Concourse Section C128
- Field Level – Gate 1 – Admin 2
- Admin 2 – 100 Concourse Section 122
- Section 105 – Section 205
- Section 102 – Section 301 (stops at 200 Skybridge)
- Section 101 – 200 Concourse Skybridge
- Section 131 – Section 240
- Section 125 – Section 223
- Section 208 – Section 308
- Section 240 – Section 341
- Section 233 – Section 336

EVACUATION

In the event of an emergency at Mercedes-Benz Stadium, event staff, event security and police officers are available to assist all guests. Pertinent information regarding the emergency and evacuation procedures will be provided over the public-address system and on the stadium televisions and scoreboards.

FOOD AND BEVERAGE

Catering and food and beverage services are provided by Levy Restaurants. All concession stands and portable outlets accept credit cards.

We ask that fans either leave any food or beverage items inside their vehicle or dispose of them at the security checkpoint before entering the stadium. The only exceptions are:

- Fans will be allowed to bring one (1) factory-sealed, non-frozen 500mL (16.9 fl. oz.) bottle of water (no soda, flavored water or sports drinks)
- Parents with small children may bring plastic bottles of formula or milk inside the stadium with special accommodation letter

RE-ENTRY POLICY

In accordance with Mercedes-Benz Stadium security procedures, guests may not exit and re-enter the stadium using the same ticket.

RESTROOMS

Restrooms are located throughout Mercedes-Benz Stadium. All restrooms are ADA accessible and equipped with a baby-changing table. Please ask any staff member for directions to the closest restroom.

SMOKING

Smoking is prohibited in all areas of the stadium (this includes all smoking tobacco, e-cigarettes and vaporizers).

Violators of this policy may be ejected from the stadium. All ticket holders are responsible for their conduct as well as the conduct of their guests and/or persons using their tickets.

SOLICITATION POLICY

Any unauthorized solicitation or commercial promotion on stadium grounds (including parking lots) is strictly prohibited and may result in confiscation of promotional materials, citation, ejection or arrest.

TRESPASSING

Access to areas of Mercedes-Benz Stadium identified as a restricted area by signage, video or audio message, barriers and fences or by the presence of security personnel shall be denied to unauthorized guests. Unauthorized persons entering these areas shall be warned and asked to leave the area. Failure to comply shall subject the person to ejection and possible arrest.

UNAUTHORIZED TRANSMISSION

The recording of any live event at Mercedes-Benz Stadium is prohibited. Any guest found to be recording any part of the game may be subject to ejection or arrest.

Tickets

TICKET POLICY

All individuals regardless of age require a ticket for stadium entry. Lap passes are not issued.

TICKET PRICES

Reserved seats are \$375, \$475 or \$575. Club level seats are \$675 or \$875.

AUTHORIZED TICKET DISTRIBUTORS

The College Football Playoff including its sponsors and stakeholders, the Atlanta Football Host Committee, CFP RSVP, Ticketmaster (Fan-to-Fan Ticket Exchange) and participating teams and conferences are authorized ticket distributors. All persons are advised to purchase tickets only from authorized ticket distributors.

PLAYOFF PREMIUM

Game tickets including hospitality, parking and other amenities are available through Playoff Premium. The College Football Playoff and its event experience providers Colonnade Group, Dallas Fan Fares, PrimeSport and QuintEvents are the official Playoff Premium providers.

BOX OFFICE/TICKET RESOLUTION

Box Office windows are located at Gate 1 of Mercedes-Benz Stadium on the northwest side of the stadium and will open at 3 p.m. on game day.

Tickets purchased through participating institutions will be distributed according to the information provided by each school's ticketing representatives. Space will be available at the Box Office windows for game day ticket distribution, as needed.

RESALE OF TICKETS

Fans who purchase tickets from someone other than Ticketmaster, CFP RSVP, or participating institutions and conferences do so at their own risk. These tickets could be counterfeit. The College Football Playoff is not responsible for and will not provide a replacement or refund of any kind for invalid tickets purchased through an unauthorized secondary ticket provider.

SCALPING AND PROFITEERING POLICIES

The unlawful resale of any event ticket on Mercedes-Benz Stadium grounds, and/or event parking lots is strictly prohibited and may result in the loss of ticket privileges and/or prosecution to the full extent of the law.

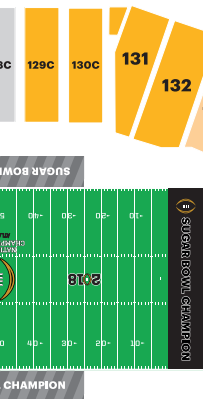
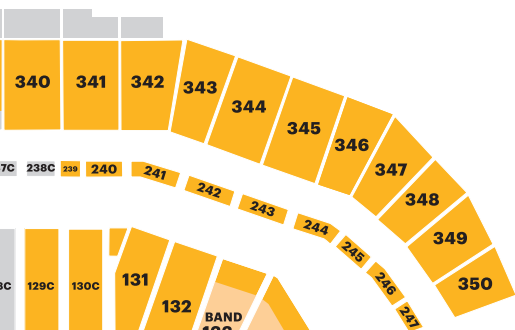
STUDENT-ATHLETE GUEST TICKET DISTRIBUTION

Student-athlete guests must enter a dedicated entrance at Gate 1 on the northwest side of Mercedes-Benz Stadium via a pass list starting at 5:30 p.m. when gates open.

Mercedes-Benz Stadium



2018 NATIONAL CHAMPIONSHIP



Legend

- Rose Bowl Game Champion
- Sugar Bowl Champion

Alcohol Policy

Mercedes-Benz Stadium works hard to promote responsible consumption of alcoholic beverages. Stadium alcohol policies are listed below:

- All guests purchasing alcohol, who appear to be younger than 30 years old, must present a valid ID
- No alcohol will be sold to guests who appear to be impaired
- There is a two (2) alcohol drink limit, per transaction, at concession stands, portable concessions and by roving vendors
- Alcohol sales on the concourses will terminate at the end of the third quarter
- Management reserves the right to cut off alcohol sales at its discretion
- Guests passing alcohol to minors will be ejected and subject to arrest
- Guests possessing alcohol, who do not have proof of being at least 21 years of age, may be ejected
- The stadium reserves the right to refuse the sale of alcohol to any guest
- Glass beverage containers may not be removed from Club/Suite areas
- Alcoholic beverages may not be brought into the stadium. Any attempt to bring alcohol into the stadium will be considered a violation of the Code of Conduct and may result in the guests being ejected, arrested or tickets being revoked
- All guests must finish and dispose of alcoholic beverages before exiting stadium property

DESIGNATED DRIVER PROGRAM

As part of our commitment to public safety, Mercedes-Benz Stadium has partnered with Mothers Against Drunk Driving (MADD). The MADD Designated Driver Program provides one complimentary refillable soft drink to those who pledge to be designated drivers on event day. Guests can register for this program by visiting one of the Designated Driver kiosks located at Gate 1 and Gate 2.

What Can I Bring?



ALCOHOL FROM OTHER EVENTS: NO

Alcoholic beverages may not be brought into the stadium. Any attempt to bring alcohol into the stadium will be considered a violation of the Code of Conduct and may result in the guests being ejected, arrested or tickets being revoked.



ANIMALS: YES

Mercedes-Benz Stadium welcomes certified, leashed service animals in accordance with the ADA title II and III Law. If you need assistance in advance of an event, please contact our Guest Services Hotline at 470-341-5673.



BANNERS, SIGNS, FLAGS: YES

Guests are encouraged to show their support and may bring handheld signs, banners and flags to Mercedes-Benz Stadium, provided they are event related and in good taste as determined by stadium security.

- Signs cannot be commercial, political or obscene in nature
- Signs may not be affixed or hung anywhere within Mercedes-Benz Stadium
- Signs may not be displayed in a manner that obstructs the views of other fans or stadium scoreboards/ advertising signage
- The signs must be made of a paper or lightweight cloth-like material
- Signs cannot utilize wood, metal or similar types of materials for support
- Maximum dimensions of a sign are three feet by five feet (3' X 5')
- Signage not permitted within the stadium will be disposed of by stadium security unless the guest wishes to return it to their vehicle

**BOTTLES AND CANS: NO**

Guests will not be allowed to bring any type of bottle, can, thermos or beverage container inside of Mercedes-Benz Stadium.

**BOTTLE OF WATER: YES**

Fans will be allowed to bring one (1) factory-sealed, non-frozen 500mL (16.9 fl. Oz.) bottle of water (no soda, flavored water or sports drinks).

**CAMERAS AND VIDEO EQUIPMENT: YES**

Guests may bring hand-held still-photo or video cameras to capture the special moments from their visit to Mercedes-Benz Stadium. Feel free to ask any stadium staff member to snap a picture of your group.

**TABLETS: YES**

Tablets (e.g. iPads) are permitted if they can be powered on during the security screening if requested. **Laptop computers are not permitted.**

**DIAPER BAGS: YES**

Diaper bags accompanying a child are permitted, but are subject to search and will be tagged. Permitted size is no larger than 6.5" X 4.5".

**FOOD AND BEVERAGE: NO**

Fans will be asked to leave any food or beverage items inside their vehicle or dispose of them at the security checkpoint before entering the stadium.

**FORMULA OR MILK: YES**

Parents with small children may bring plastic bottles of formula or milk inside the stadium with special accommodation letter.



MEDIA COMPONENTS: NO

- Mono/tripods
- Professional cameras with zoom lenses greater than 200mm or larger than eight inches in length
- Selfie-Sticks



MEDICAL OR DIETARY RESTRICTIONS: YES

Please contact the Guest Services Hotline at 470-341-5673 for a special accommodation letter if you need to bring in items for either of these reasons.



NOISE MAKING DEVICES: NO

Musical instruments or any types of noise making devices are not permitted inside Mercedes-Benz Stadium. This includes, but is not limited to, air horns, cowbells and whistles.



RADIOS WITH HEADPHONES: YES

To ensure all guests can enjoy the event, personal radios/smartphones must be used with headphones inside Mercedes-Benz Stadium.



STROLLERS: YES

Strollers are welcome at Mercedes-Benz Stadium, but must be checked at one of our Guest Service Center locations at Gate 1 entrance or at Section 116.



TOBACCO, E-CIGARETTES AND VAPORIZERS: NO

Mercedes-Benz Stadium is a non-smoking facility. Smoking is prohibited in all areas.



WEAPONS: NO

Guests are not permitted to bring firearms or any other weapons inside Mercedes-Benz Stadium including off-duty law enforcement officials attending the event.

Guests with Disabilities

Mercedes-Benz Stadium takes pride in providing service to all guests including those requiring accommodations.

ACCESSIBLE DIRECTIONS AND PARKING

ADA parking in the red deck is available for presale on the Park Mobile website.

Guests must have both an ADA hangtag and a prepaid parking pass to the respective parking lot to exchange for an ADA space. Fans will not be allowed to purchase ADA parking spaces on game day.

No ADA shuttles will be running from any of the lots.

ADA DROP-OFF

The ADA drop-off location is on Carter St., just off Northside Dr. NW (please do not stop on Northside).

ASSISTIVE LISTENING DEVICES

Mercedes-Benz Stadium has been equipped with an assistive listening system. The service provides real-time captions and assistive listening for all public-address announcements. The handheld device is available for checkout at Guest Service Centers located at Section 116 and Section 244. Arrangements to use a handheld device can be made in advance by contacting the Mercedes-Benz Stadium Guest Services Hotline at 470-341-5673.

Devices are available on a first-come, first-served basis.

CLOSED CAPTION

Closed Captioning is available on our LED boards located on both east and west ends of the stadium.

ELEVATORS

Mercedes-Benz Stadium is equipped with public elevators at the following locations:

- **100 Concourse:** Sections 104, 116, 122 and 133
- **NCR Suite 1 Level:** Suite 101, 137, 164 and 197
- **200 Concourse:** Sections 203, 218, 230 and 243
- **Suite 2 Level:** Suite 201, 236, 296 and Press Box
- **300 Concourse:** Sections 303, 318, 333 and 346

Passenger elevators are priority for guests with disabilities and/or mobility challenges. Some elevators are used to move the media and coaches and will periodically be taken out of service for this purpose. To ensure the safe and efficient operation of the elevators, we ask our guests to follow the directions of the elevator/escalator operators and the elevator attendants at all times.

GUEST SERVICES HOTLINE

For any special requests or a special accommodation letter, please call our Guest Services Hotline at 470-341-5673.

MEDICAL OR DIETARY RESTRICTIONS

Please contact the Guest Services Hotline at 470-341-5673 for a special accommodation letter if you need to bring in items for either of these reasons.

RESTROOMS

All restrooms located throughout Mercedes-Benz Stadium are ADA accessible.

SERVICE ANIMALS

Mercedes-Benz Stadium welcomes certified, leashed service animals in accordance with the ADA title II and III Law.

WHEELCHAIR AND COMPANION SEATING

Mercedes-Benz Stadium provides wheelchair and companion seating with enhanced sightlines on all levels. For event day assistance with seating relocations, contact an event staff member or visit the nearest Guest Service Center located at Section 116 or Section 244.

WHEELCHAIR ESCORT SERVICE

Guests may arrange for wheelchair assistance by contacting an event staff member at any time. For any special requests or a special accommodation letter, please call our Guest Services Hotline at 470-341-5673.

For Parents and Children

CHILDREN AND INFANTS

All fans, regardless of age, must have a game ticket. No lap passes are allowed.

DIAPER BAGS

Diaper bags accompanying a child are permitted but are subject to search and will be tagged. Permitted size is no larger than 6.5" X 4.5".

BABY CHANGING STATIONS

Baby changing stations are located in all restrooms throughout Mercedes-Benz Stadium.

FAMILY RESTROOMS

Family restrooms are located in Sections 101, 117, 121, 133, 203, 219, 246, 310 and 313.

FORMULA OR MILK

Parents with small children may bring plastic bottles of formula or milk inside the stadium with special accommodation letter.

MOTHER'S NURSING LOUNGE

The Mother's Nursing Lounge is available for privacy and convenience at Section 116 and Section 219.

TAG-A-KID PROGRAM

The Tag-A-Kid program allows guests with young children to obtain a bracelet displaying parent and child information, as well as seating location. Visit a Guest Service Center for more information.

STROLLERS

Strollers are allowed inside Mercedes-Benz Stadium, but must be checked at one of the Guest Service Centers locations at Gate 1 entrance or at Section 116.

CFP Merchandise

Official national championship game apparel will be available at various locations throughout Championship Campus and at Mercedes-Benz Stadium. Hundreds of items will be available for sale, including items from the Exclusive Stadium Collection, jerseys, t-shirts, hats and novelty items for men, women and youth.

MERCHANDISE/RETAIL LOCATIONS INSIDE THE STADIUM

- **Field Level Concourse:** Gate 1 lobby, between the North Club and Suite Entry, outside of Mercedes-Benz Club
- **100 Concourse:** Sections 101 (Team Store), 107, 114, 118, 122 and 128
- **200 Concourse:** Sections 204, 234 and 247
- **Suite 2 Level:** Northeast side
- **300 Concourse:** Sections 301, 315, 333 and 343

SOUVENIR PROGRAMS

The College Football Playoff National Championship Official Souvenir Program will be available for purchase at various locations throughout Mercedes-Benz Stadium for \$20.

Fan-First Experience

FAN-FIRST PRICING

- \$2: non-alcoholic beverage products with unlimited free refills (at freestanding refill stations)
- \$2: bottled water, hot dogs, pretzels and popcorn
- \$3: peanuts, pizza, nachos and waffle fries
- \$5: 12 oz. domestic beer

RESTAURANT PARTNERS

- Antico
- Bruster's Real Ice Cream
- Chick-fil-A
- Golden Brown & Delicious
- Delia's Chicken Sausage
- Farm Burger
- Fox Bros. Bar B-Q
- Iberian Pig
- Jim 'N Nicks
- Kevin Gillespie's Gamechanger
- King of Pops
- Miss D's Popcorn
- Snackology 101 Market
- Sublime Doughnuts
- The Varsity

STAY CONNECTED



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