



2017 SMU FOOTBALL - GERALD J. FORD STADIUM STADIUM POLICIES

Admission

All guests entering Gerald J. Ford Stadium, regardless of age, must have a valid event ticket or credential to gain admission. Ford Stadium has a no re-entry policy. Exceptions will be handled on a case by case basis at Guest Services, located behind section 117.

Fans entering Ford Stadium are subject to bag checks and wandering before entering the stadium. Please see "Security and Safety" for prohibited items.

ADA Services

ADA seating is located at the top row of the lower level. ADA parking spaces are located in each of our cash and credential lots. ADA drop off at Gate 2 of Ford Stadium is permitted. Golf cart shuttles can be arranged by asking the nearest parking attendant or calling (214)768-1111.

ATM

One ATM is located outside the stadium at the Main Ticket Office. Inside the stadium, the ATM is located at section 119.

Alcohol Policy

Guests of Gerald J. Ford Stadium must be 21 years or older to purchase/consume alcoholic beverages. Fans are limited to two (2) drinks per transaction. All guests purchasing alcohol must provide a government issued ID. Alcohol sales will cease at the end of the 3rd quarter. No alcohol is allowed to be brought in or taken from Gerald J. Ford Stadium.

Bag Policy

All bags entering Gerald J. Ford Stadium must be clear plastic, vinyl or PVC and may not exceed 12 x 6 x 12 inches. Bags may be one-gallon clear plastic freezer bags. Small clutch bags, approximately the size of a hand, will be permitted with or without a strap.

Banners and Signs

Banners and signs may be displayed, but cannot be on poles or hung/posted inside the stadium. Signs may be removed if they are offensive or if they violate the SMU or American Athletic Conference sportsmanship policy.

Concessions

Concessions open 90 minutes before kickoff. All concession stands accept cash and credit card.

Fan Behavior

SMU promotes good sportsmanship and a safe environment for all fans. In order to keep SMU football games enjoyable, we ask that you respect others at all times. If a ticket holder's conduct endangers or disrupts players, coaches, officials or fans, the SMU Athletic Department reserves the right to remove the ticket holder from the premises.

First Aid

First Aid is located behind section 114 on the concourse. Roving personnel are on site two hours before kickoff. In the event of a medical emergency, please notify the nearest stadium security personnel.

Guest Assist

Fans are encouraged to text any issues at the stadium by texting (214) 510-7010. Standard text messaging rates may apply. Please include your location and details of the issue.

Guest Services

Guest services is located behind section 117 inside of Gerald J. Ford Stadium. Guest Services can provide stadium information and assist with any issues.

Lost and Found

During the game, lost and found can be turned into and claimed at Guest Services.

Following the game, lost and found is turned over to SMU PD. Please go to www.smu.edu/pd and click on "SMU Police Resources/Lost Property Form." Fill out all information on your lost article and SMU PD will contact you if the item has been found or turned in.

Media

All media passes will be picked up at the main ticket office at the northwest corner of Ford Stadium. Entry to the press box will be through Gate 2.

Merchandise

SMU merchandise is available for purchase inside the concourse behind section 118. A larger variety of SMU gear is available at the Barnes & Noble located in the shopping center to the southeast of Ford Stadium.

Parking

Game day parking can be purchased for the season through SMU Athletic Ticketing. For more information, please visit smumustangs.com.

Lots D-G	Credential
Lots A-B, L-V	Cash
East Campus and DART	Free

Restrooms

Restrooms are located throughout the concourse of Ford Stadium. Family restrooms are located behind sections 109 and 125.

Security and Safety

The following items are prohibited from entering Gerald J. Ford Stadium:

- Purses
- Coolers
- Briefcases
- Backpacks
- Computer and Camera Bags
- Cinch Bags
- Diaper Bags
- Fanny Packs
- Luggage of any kind
- Seat cushions that have zippers, pockets, or compartments
- Outside food or drink (one sealed bottle of water permitted)
- Umbrellas
- Laser pointers
- Noise makers
- Footballs or throwing objects
- Radios (except pocket size with headsets)
- Animals (except service animals)
- Firearms, weapons, or knives of any kind

Uniformed security and police officers are stationed throughout the stadium. In case of an emergency, instructions will be communicated via the public address system and video board.

Shuttle Services

Shuttle buses will pick up guest on the east side of Central Expressway from SMU Boulevard to Binkley Avenue. Shuttles will drop off at Moody Coliseum, along Binkley Avenue. Golf cart shuttles are available by calling (214) 768-1111.

Smoking

Smoking is not permitted inside of Gerald J. Ford Stadium, including seating areas or restrooms. Smoking is permitted in the south end zone.

Strollers

Strollers are not permitted inside Gerald J. Ford Stadium. All fans with strollers must enter through Gate 5 and check their stroller at Guest Services. No strollers are permitted in the seating area or south end zone.

Will Call

Will Call is located at the main ticket window at the northwest corner of Ford Stadium. SMU player guest is located at the Gate 1 satellite office. Visiting player guest is located at Gate 7. Player guest will call opens 90 minutes before kickoff.

If you have suggestions, questions, or comments, please email athleticsgameday@smu.edu