

**2011 ILLINOIS FOOTBALL  
GAME DAY STAFF  
HANDBOOK**



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### **IMPORTANT CONTACT INFORMATION**

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Staff Hotline – (217) 333-4900  
Email – [athleticeventstaff@illinois.edu](mailto:athleticeventstaff@illinois.edu)  
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Login – eventstaff  
Password – illinievent

## **Dear Game Day Staff Members:**

A fan's experience at Illinois Football games is based as much on the quality of customer service that is provided at Memorial Stadium as it is on our team's performance. As a member of the University of Illinois Game Day Staff, you play a key role in our fans' impression of the Illinois athletic experience. You are often the only contact many of our fans have with our department and it is important that we work together to create a memorable experience for our guests.

We have set several goals that pertain to Illinois Football games and our Game Day Staff. First, we aim to ensure that each guest that attends a Fighting Illini football game has a safe and enjoyable experience and wants to return. Second, we want to effectively and efficiently handle any special concerns presented by an Illini guest. Third, we want to foster a work environment that encourages open and honest communication that will keep our staff involved and well informed. Fourth, we hope to create a positive working relationship that supports staff creativity, initiative and team spirit. Finally, we aim to provide our guests with a staff that is customer oriented, knowledgeable about our events and facilities and both eager and willing to respond to the needs of our guests.

We will do our best to provide you with the information and tools necessary to help us achieve our goals, starting with this employee handbook. We ask that you thoroughly read this handbook as it includes specific information pertinent to game days. You will only perform your job to the level of the effort that you put into it. Therefore, it is important that you do your part to become knowledgeable about all aspects of game day operations in order to better serve our guests.

We ask that you consider your responsibility to the Division of Intercollegiate Athletics as you would any other employer. Our Game Day Staff provide a vital service to all Illinois patrons so we ask that you make every effort to accommodate your event work schedule. Also, please follow the guidelines provided in this handbook regarding scheduling, change in availability and dress code.

On behalf of the entire Athletic Department at the University of Illinois, we thank you for your efforts to ensure that each guest enjoys their visit to this great campus and University.

Thank you again for your dedication and effort.

**GO ILLINI!**

**Illinois Event Management Staff**

## **Our guests' experience starts with you!**

### **GENERAL INSTRUCTIONS FOR ALL GAME DAY STAFF**

Our guests are the most important people in our business. It is our goal to serve them with the highest degree of courtesy and professionalism. Remember that 95% of our guests are great fans who respect and enjoy the Illinois traditions and our facilities. Those guests are the easy ones to serve. Your challenge will be the other 5%. They may not be very understanding or cooperative, so it may be up to you to make their experience at an Illinois event a positive one.

1. As a member of the Game Day Staff, you should be well informed regarding the details of the event you are working. Such as: game time, parking lot locations, seating layouts, parking and stadium policies, first aid locations, etc. It is paramount that you observe what is happening around your assigned area and be ready to assist our patrons.
2. All Game Day Staff should become familiar with their assigned duties and area, as well as adjacent areas.
3. Each Game Day Staff Member should orient themselves in regard to their assigned location in a parking lot or inside Memorial Stadium. Are you on the East or West side of the facility? What time do parking lots close? What is the quickest and easiest way to get to a First Aid Room in case of an emergency? Who is allowed to park in Lot 31? These are just a few examples of questions that any guest may ask.
4. The Division of Intercollegiate Athletics provides quality medical supervision throughout Memorial Stadium and the surrounding parking lots. Should a patron need medical assistance, you should contact your supervisor or seek assistance from the closest IEMS member or first aid room staff.
5. Drinking alcohol of any kind is strictly prohibited while on duty. You are an employee of the University of Illinois, and as an employee, the following University policy applies:

“The University of Illinois is committed to maintaining a drug- and alcohol-free environment for its students and employees in compliance with applicable state and federal laws. Students or employees who violate federal or state laws concerning drugs or alcohol are subject to criminal prosecution; those who violate University policies also are subject to institutional sanctions.”
6. The use of profane language (swearing, cursing, and use of obscenities) is not appropriate when dealing with our guests.

7. Should a patron with a problem or question approach you, the *Indirect Technique* for handling problems should be used. The steps of this method are as follows:
  - Listen and ask questions
  - Empathize with the patron(s)
  - Restate the problem to ensure you understand
  - Consider what action to take
  - Take action
  - Follow up with the patron and/or your supervisor
  
8. When a patron is engaging in prohibited behavior, and you must intervene into the situation, the *Direct Technique* should be used for handling these types of problems. The steps of this method are as follows:
  - Evaluate the situation
  - Give instruction (notify the patron that their behavior—smoking, drinking, etc.—is prohibited)
  - Repeat instruction if the patron does not cease the behavior
  - Obtain closure with the patron
  - Follow-up with your supervisor
  
9. Should you, as a Game Day Staff member have any questions or problems, you should seek the assistance of your supervisor.

### **EMERGENCY SITUATIONS**

As news headlines constantly illustrate, critical incidents can and do occur. It is impossible to anticipate when, where or how a public disaster may occur. In order to be prepared for critical incidents contingencies, it is our responsibility to be aware of the threats we face, be educated regarding public safety response and be committed to assisting in providing solutions.

#### ***AWARENESS:***

Since 9/11, the threat of a critical incident occurring in our lives has come more clearly into focus. And although terrorism is a real threat, it is only one of any number of incidents that could result in human crisis. (Bomb threats, fire emergency, medical emergency, hazardous material emergency, or weather related emergency)

#### ***PREVENTION:***

The best way to respond to disaster is to prevent it from ever occurring. Each of us can help prevent critical incidents by being observant and exercising common sense. Know your area, watch for unusual occurrences and immediately seek assistance when something seems wrong or out of place.

#### ***DIRECTION:***

Critical incident response is directed from the command booth located on the top floor of the press box. All decisions regarding occurrences and coordination will be made from this area. Communication to all parties will be made via radio if available. Police and/or Medical personnel will provide direction. Public address announcements will be used to give directions and to calm the crowd.

For example, during incidents of severe inclement weather, which requires temporary evacuation of the open seating, patrons in the following seating areas will be directed as follows:

1. Fans seated in the Horseshoe will be directed to the east and west great halls.
2. Fans seated in rows in the lower east main stands will be directed to the East Great Hall and the restrooms on the main floor using the lower vomitories. Fans seated in the upper east main stands will be directed to the inner ramps and east great hall using the upper vomitories. Fans seated in the east balcony will be directed to the ramps located in the corner towers. The first fans to enter the east great hall will be directed to the Irwin Indoor building to help create enough space in the east great hall for as many fans as possible.
3. Fans seated in the west main stands will be directed to the West Great Hall. Fans seated in the west balcony will be directed to the ramps located in the corner towers.
4. Fans seated in the north Stands will be directed to Irwin Indoor building.
5. Fans seated in the Colonnades Club, 77 Club, and suites will be directed to stay where they are, but move away from windows.
6. Fans located outside the stadium but inside the portals will be directed to the nearest great hall by the nearest gateworkers. Fans who have not yet had their ticket torn will be directed back to their car or the nearest available shelter outside of the stadium. Assembly Hall will be made available as a shelter and most people should be directed there using the main west entrance to get in the building. Gateworker supervisors will close, but not lock, the portal gates.
7. Depending on what time it is in relation to kick off the parking attendants will be instructed to take shelter in the nearest viable place or told to come to the stadium and check out.

Once the game resumes after a suspension due to weather people who leave the stadium due to a weather evacuation will be required to show a stubbed ticket to regain entrance. They will be searched in the same manner as if they were entering the stadium for the first time.

In the event an employee receives information regarding threats of any kind, that employee should contact their supervisor or a police officer immediately while not arousing other employees' or guests' suspicions. Never broadcast information concerning a threat over any radio. It is important to act in a calm and professional manner and follow the instructions given to you by your supervisor.

### ***IMPLEMENTATION:***

Police working an event will direct public safety response to all critical emergencies at Memorial Stadium. EMS will manage all medical emergencies. All stadium staff will provide support as needed.

### ***INDIVIDUAL RESPONSIBILITY:***

Staff have two responsibilities. First and foremost is your individual safety. Second and equally important is our role in assisting guests and each other to safety.

### **ATTITUDE & STYLE**

- One hundred percent service and total satisfaction is what we want for our guests. If our guests are pleased, we will succeed.
- You are working for a major college athletic program! Be proud of your position and demonstrate it by your attitude.
- Be a team player. Support and assist in the training of other employees within your area.
- Be innovative! We need to constantly look for new and better ways to do things. We will learn from our efforts that fail and prosper from those that succeed.
- Be enthusiastic! Share your enthusiasm for the event.
- Be aware of special needs of children, the elderly and the disabled. If you see a dangerous situation develop, act immediately and courteously. Elderly and disabled guests may have special needs or requests. Never show impatience of an elderly or disabled guest who seems slow and confused. Instead, offer smiling assistance and help them any way you can.
- Be informed. Invite and answer questions. People are less anxious when they know what is happening around them.
- Listen when someone expresses a concern. Don't get defensive over the problem. When someone is extremely irate, all it takes is a little understanding to make things right.
- It's a great temptation to be distracted. Stay focused on your responsibilities and not the event.
- Make every attempt to comply with our guests' reasonable requests.

### **RULES OF CONDUCT**

The rules of conduct are enforced to protect the rights and interests of everyone. All staff must follow these rules. Failure to comply with the following rules may result in disciplinary action and, in some cases, termination.

#### **Illinois Game Day Staff Are Not:**

1. To be involved in any kind of gambling while on assignment or on University of Illinois property.
2. To use profanity or abusive language.
3. To enter restricted areas defined as the hospitality rooms, press box, public address announcer's booth, radio or television booths, press rooms and locker rooms unless authorized.

4. To associate or do business with any ticket re-seller or “scalper” of Illinois tickets or parking passes.
5. To smoke, drink alcohol, or chew tobacco while on duty.
6. To solicit or accept tips of any kind.
7. To accept or ask for any unused tickets or parking passes from our guests for any reason.
8. To sit in any seat once the stadium is open.
9. To engage in any horseplay, rough housing, fighting or shoving with guests or employees.
10. To leave your assigned work area without a specific purpose towards helping our guests.
11. To comment or discuss with our guests your personal feelings about any player, coach, administrator or any management decision.
12. To incite the crowd. Do not cheer aloud. We want you to be supportive of the Illini, but employees are requested to maintain a neutral behavior during the games.
13. To request or receive autographs, associate or engage in conversation with any player or coach while you are on duty.
14. To be interviewed or disclose information to the media. All media inquires must go through the Illinois Media Relations office.

*Engaging in any of the following actions may result in immediate termination:*

1. Theft of Illinois or fellow-employee property.
2. Allowing entrance of unticketed guests into Memorial Stadium or the surrounding parking lots.
3. Willful destruction of University of Illinois property.
4. Misrepresentation or falsification of facts related to work situations.
5. Using, possessing or being under the influence of drugs or alcohol while on duty.
6. Intentionally being discourteous to a guest.
7. Scalping tickets or parking passes.
8. Fighting or provoking a fight on University of Illinois property.
9. Failure to carry out Illinois policies or procedures.
10. Possession of a weapon on Illinois property.
11. Lewd conduct, sexual or racial harassment of employees or guests.
12. Failure to report a potentially dangerous or life-threatening situation to your supervisors.
13. Soliciting for any organization, individual, or cause during work hours.
14. Excessive absence or tardiness.

### **EMPLOYMENT REQUIREMENTS**

The diverse nature of each of our athletic events necessitates parking and event staff members to perform a wide range of necessary duties. Because all staff members must be able to fill various staffing positions, staff members must be able to:

- Stand for long periods of time and work a long day;
- Change work assignments on short notice;
- Communicate with event patrons and co-workers in a cordial and effective manner;

- Use good judgment and handle pressure at busy times.

### **EVENT ATTENDANCE**

When you agree to work an athletic event, we expect and depend on your timely arrival. Should you be unable to work a scheduled assignment, please call (217) 333-4900 or email [athleticeventstaff@illinois.edu](mailto:athleticeventstaff@illinois.edu) a minimum of 48 hours prior to the absence. Failure to follow this policy or excessive abuse of this policy may result in dismissal or in a reduction of event assignments. Pertinent information on each week's game is listed on [www.fightingillini.com](http://www.fightingillini.com), under Facilities. Please check for the latest updates. Username – eventstaff, Password - illinivent

### **REPORTING TO WORK**

All employees must report on time for each game. Employees arriving late may have their pay docked and also may receive disciplinary action. Below is a list of check-in times for game day staff.

Parking Attendants	6am
Parking Collectors	6am
Event Staff Supervisors	3 hours prior to kick off
Group Members	3 hours prior to kick off
Event Staff	2 ½ hours prior to kick off

Event Staff parking is located in parking lot F-29, which is located at the corner of Gregory Dr. and Dorner Dr. Please do not park in any spaces that have a blue University sign at it. You will be ticketed if you park in one of these spaces. A shuttle bus will pick you up and drop you off at a location close to the stadium. The shuttle bus will start running 4 hours prior to kick until 2 hours after the completion of the game. Parking staff members may park in the NE quad of the Assembly Hall to check-in on game days and then may park in their assigned lot.

Once you arrive on game day you will check-in, get your assignment, sign your timecard and receive your polo or jacket for the event at the compound area on the Southeast corner of the stadium. A photo ID is needed to check-in. All timecards must be signed and turned in prior to departure after each game. This timecard additionally serves as your credential for the event. You will be paid once a month if you are already an employee of the university and twice a month if you are not.

### **DRESS CODE**

All Parking and Event Staff are to wear khaki colored pants. No jeans or shorts. We will give you a yellow or white polo or jacket depending on the weather to check out for the event. You will turn it back in at the end of the event. We ask that you wear comfortable, close toed shoes. You will be on your feet for long periods of time. Please do not bring any personal items (bags, purses, etc.) into the facility with you because there is not a secure area to leave them.

### **BENEFITS**

Extra help employees are not eligible for benefits or any leave with pay. On-call employees may be dismissed at any time without prior notice or grievance rights. Extra help employees who believe their legal rights with respect to employment have been violated may appeal their dismissal to the Human Resources Department.

## POLICIES ON DISCRIMINATION AND SEXUAL HARASSMENT

Event staff members are expected to adhere to University policies regarding discrimination and sexual harassment. Event staff members that observe or experience any behavior that contradicts these established policies should contact a member of the event management staff or the University office of Equal Opportunity/Affirmative Action.

## GAME DAY STAFF ROLES AND RESPONSIBILITIES

On a home football game, staff members are used to fill many roles. A detailed description of each role and their responsibilities are listed below.

### *Illinois Football Event Staff*

#### *Supervisors*

Supervisors are assigned to assist with recruitment, deployment, customer service and problem management. At any point that an Event Staff member has a question or a problem that they cannot handle on their own, they should seek out their supervisor for assistance.

#### *Gateworkers*

Gateworkers have several responsibilities including setting up portal areas, greeting patrons as they walk by or through the portal entrances and facility doors, checking patrons for prohibited items, taking tickets from patrons as they enter the facility, serving as security at the facility entrances, and serving as Guest Services for fans who approach them with questions.

#### *Ushers*

Usher responsibilities begin with assisting patrons to their respective seats, either physically or with directions. Additionally, ushers are responsible for assisting game management and our police with crowd control. Their most significant duty is ensuring our fans have a safe, positive, and memorable experience at each event.

### Responsibilities and Reminders for Event Staff

#### Gateworkers

##### *Setting Up Portals*

1. Gateworkers are responsible for setting up their portal.
2. Patrons will enter Memorial Stadium through six portal entrances. Please see stadium map for more information.
3. Until the stadium opens, only credential holders are allowed access inside the stadium. **Portals will open 1 ½ hours prior to kickoff for the public. Premium seating patrons may enter two hours prior to kickoff through Portal 2.**
4. Ticketed patrons must enter through a turnstile. Credentialed individuals should not enter through a turnstile.

### *Searching Patrons*

1. Patrons should be visually inspected as they enter the entrance area to ensure that they are not bringing any prohibited items into the stadium. Items that are prohibited from being carried into Memorial Stadium include:
  - Alcoholic Beverages
  - Backpacks and Bags (Bigger than 8 ½” x 11”)
  - Banners & Signs
  - Cameras (detachable lens, video cameras and tripods are prohibited)
  - Coolers and Containers
  - Fireworks
  - Noisemakers
  - Strollers
  - Baby Carriers
  - Personal Seatbacks and Seat Cushions (Larger then 9”x 16”)
  - Umbrellas
  - Weapons (including pocket knives)
2. Food items contained in clear plastic bags may be carried into Memorial Stadium. Sealed plastic water bottles, 20 ounces and smaller, may be carried into the stadium.
3. Gateworkers should ask politely to look inside purses, fanny packs, diaper bags, jackets, blankets, and other items that patrons are bringing into the stadium. Have patrons move items around.
4. If prohibited items are found, the patron should be asked to either return them to the car or leave them at the entrances to be considered trash. **No item left at search tables will be available for pick-up after the game.**
5. Smoking is prohibited in seating area, press box, Great Halls, and restrooms. Smoking is allowed outside of Memorial Stadium but patrons must be at least 15 feet from the building.

### *Ticket Taking*

1. Gateworkers should check to see that the patron’s ticket is for the correct game.
2. Tickets are to be torn at the perforation, with the larger portion being given back to the customer.
3. Patrons are not allowed to leave Memorial Stadium during the game and re-enter with a torn ticket. A full ticket is required for entrance.

### Ushers

#### *Seat Assistance*

1. Ushers should stand at their station facing the entryway. They should offer their assistance before someone needs to ask them, stepping forward to greet incoming patrons and asking for their ticket stubs.

2. If an usher discovers that people are seated in the wrong seats, they should correct the problem immediately. The usher should find out who is in the wrong seats and direct them to their appropriate seats.

#### *During the Game*

1. Aisles, steps, and vomitories are to be kept clear of people either standing or sitting.
2. If patrons have prohibited items with them, ushers should politely notify the fan that the item is prohibited inside the stadium and take both the patron and the item to the nearest Guest Service Center. The item should be left at the Guest Service Center and the patron can retrieve it after the game, unless it is alcohol or a weapon.
3. The following behaviors are strictly prohibited in the stands:
  - Throwing items in the stands or onto the field
  - Body-passing
  - Drinking Alcohol
  - Smoking
4. The above behaviors violate state laws and safety regulations. If you observe this type of action, the offender should be asked not to do the action again. If the action continues, the usher should contact the nearest supervisor or law enforcement officer and explain the situation.

#### Post Game Duties for Gateworkers and Ushers

Because the event has concluded, this does not mean that you are ready to go home. Our Event Staff must continue their duties until all the fans have vacated the facility and your supervisor has released you. In some cases, certain employees have duties securing the field. Listed below are several things that every employee should do after the game is over:

1. Insure that all guests have exited your area safely and in an orderly manner. Sometimes, guests need help or get hurt while leaving. It is your job to be in your area to assist with any need. If you have duties elsewhere, ensure that your supervisor knows to get someone to watch your area.
2. Check with your supervisor concerning post-game positions. If you are needed to secure the field, please be at your station at the appropriate time.
3. Report any large spills, broken equipment, etc. in your area to your supervisor so that it can be attended to.

***Stay at your job location until all guests have left your area and your supervisor has released you. All entrance locations to the stadium must be manned at all times throughout the event.***

#### Illinois Football Parking

##### Parking Supervisors

Assist with recruitment, deployment, customer service, and problem management. At any point that a Parking Staff member has a question or a problem that they cannot handle on their own, they should seek out their supervisor for assistance.

### Parking Collectors

Parking collectors are responsible for collecting the patron parking fees from the game day parking lots. In addition, they are responsible for the balancing of tickets sold with the money collected. Parking Collectors may also be called upon to help direct traffic and assist in parking cars in a space-efficient manner.

### Parking Attendants

Parking attendants are responsible for ensuring that all cars that park in our game day lots, supervised by the DIA, are parked in an orderly and space-efficient manner.

### Responsibilities and Reminders for Parking Staff

1. Parking lots are open to patrons starting at 7:00 a.m. and remain open until 10:00 p.m. on game days. (This excludes any night games that Illinois might have in which parking lots will close 1 hour after the completion of the game).
2. The role of the parking staff is to assist in expediting traffic by quickly and properly, yet politely, assisting fans in acquiring a parking space.
3. Parkers that work in pass lots are responsible for detaching the stub from the specific lot pass to ensure that the pass is not re-used by another patron for that same game and to get an accurate count of that lot.
4. Parking attendants and collectors are responsible for enforcing the following rules in the lots:
  - a. Personal tailgating tents and awnings must be 10'x10' or smaller and must fit within the boundary of one designated parking space. (NO electrical power will be provided)
  - b. The following items or actions are prohibited in the parking lots:
    - Open fires
    - Weapons
    - Fireworks
    - Saving parking places
    - Disorderly conduct
    - Advertising banners or displays
    - Tailgating on sidewalks or walkways
    - Picketing, solicitation or political campaigning
    - Tethered blimps, balloons or other oversized inflatables
    - The use of personal golf carts in lots
5. Only collectors and/or designated personnel are authorized to receive money for parking fees. Unauthorized collection of money is considered a crime and will be dealt with appropriately.
6. Parking attendants and collectors should remain in their assigned lots until the end of the first quarter. **Do not leave your lot until you have been released by a supervisor.**
7. The parking lot staff will be the fans' initial contact with the Division of Intercollegiate Athletics. All fans, staff, students and visitors should be treated courteously. Always maintain a polite and professional attitude.

## Lot Descriptions

### *Game Day Purchase Lots*

1. There are some lots available for game day purchase these lots are Lot 44, 48, 49, and the lots in Research Park. Parking fees for these lots are \$20 per automobile. Automobiles with pull behinds are only allowed in Lot 48 for \$40. Oversized vehicles/motor homes may park in Lot 33 for \$40. Buses may park on Pennsylvania Avenue for \$50.
2. A limited number of handicapped parking spaces, including van accessible spaces, are provided in the four quadrants of the Assembly Hall. An ADA Shuttle Lot is also located in Research Park in the Yahoo Parking Lot off of First Street. An ADA accessible bus will provide transportation from this lot to the stadium prior to the game and after the game. The fee for all ADA parking is \$20 unless you have an I FUND parking pass. A disabled license plate or handicap placard is required to park in these spaces.

### *Season Parking Lots*

1. These lots (Lot 40 and Lot 41) require a lot specific pass to park in the lot. Patrons parking here will either have a University E9 parking hangtag or a football parking pass for Lot 40/Lot 41. This is the ONLY lot that these patrons may park in.

### *Premium Seating Parking Lots*

1. Patrons who are sitting in the premium seating area at Memorial Stadium have been given a parking pass for the premium seating parking lots. These lots (Lot 34, parts of Lot 37, and Lot 43) require a lot specific pass to park in the lot. The patron can **ONLY** park in the specific lot they have the pass for. The pass will need to be torn to keep an accurate count of the lot. Those individuals parking in the Lot 34 and Lot 37 have an assigned parking space. Please make sure they park in the correct spot.

### *I Fund Parking Lots*

1. Supporters of the Division of Intercollegiate Athletics I Fund receive priority parking on game days as a result of their donation.
2. **Each donor is assigned to ONE parking lot. This is the ONLY lot they can park in. There is no more parking down in a lower level lot or parking in game day purchase lots. If they would like to park in a game day purchase lot they will have to pay and follow the rules of that lot.**
3. This new parking system allows a donor to arrive 3 hours or 15 minutes prior to kickoff and still be guaranteed that they can park in the lot they were assigned. Therefore, it is important that if you see people taking up numerous spots that we remind them of the system and that they need to be considerate of others. Parking passes for these lots will need to be torn to keep an accurate count of the lots. Counting the stubs throughout the day will also help us know how many people we still need to fit into the lot. A final lot count will need to be turned in at the end of the day.

4. Donor lots are designated as “Car Only” lots or “Cars/RVs/Oversized Vehicle” lots. This means that in a “Car Only” lot ONLY cars, minivans, and SUVs will be allowed to park. Pull behind trailers of any type (regardless of size), motor homes, bread trucks, buses, or any other oversized vehicle will **NOT** be allowed in these lots. Any vehicle of any size may park in lots designated as “Cars/RVs/Oversized Vehicle” Lots.
5. If a person comes to a “Car Only” lot with a vehicle that is not allowed they must not be let in even if they have a pass for that lot. They were instructed of this when they were assigned their lot. **If someone comes to a “Car Only” lot with a pull behind they are to go to Lot 48 where they will need to pay \$40.00 to park. If someone comes to a “Car Only” lot with an oversized vehicle or RV they will need to go to Lot 33 and pay \$40.00 to park.**
6. Those that have passes to Lot 35 and Lot 36 will have an assigned space. Please make sure they park in the appropriate space. A pull behind trailer can be brought in to Lot 36. However, the patron must have a Lot 36 parking pass for the vehicle and an additional Lot 36 parking pass for the pull behind. The pull behind must detach from the vehicle and park in the additional reserved spot.

### **TERMINOLOGY OF MEMORIAL STADIUM**

Listed below is terminology you should be familiar with as a member of the Game Day Staff.

**Column Vestibules** – are located at the north and south ends of the colonnades.

**Colonnades** – 200 columns which support the east and west sides of the stadium. Names of Illinois men and women who gave their lives for their country during World War I appear on these columns.

**Concourse** – Concrete areas located inside and outside Memorial Stadium which serve as pedestrian walkways. The west side has an upper and lower concourse outside as well as the Great West Hall which serves as the inner concourse. The east side only has one outside concourse as well as the Great East Hall which serves as the inner concourse. There is also a concourse located throughout the Horseshoe.

**Gates** – There are 30 gates which allow access to the inside concourses of Memorial Stadium.

**Lower Main Stands** – Includes Rows 1 to 50 in the Main Stands.

**Upper Main Stands** – Includes Rows 51 to 75 in the Main Stands. This is only on the east side.

**Vomitories** – serve as the entrance and exit to and from the stands. Illini Emergency Medical Services (IEMS) are located at vomitories marked with red railings. In addition, IEMS will be located in the North Stands and the West Balcony.

**Portal Entrances** – serve as the entrances into the stadium where patrons’ tickets are accepted. Six portal entrances will be used.

**Square Ramps** – Concrete ramps, found on the east side, which take patrons to the upper east main stands.

**Tower Ramps** - There are 3 sets of ramps in each tower. All ramps, except the furthest outside ramps on the west side, will lead patrons to balcony seating. The furthest outside ramps on the west side will only go to the colonnades.

### **RADIO COMMUNICATION**

Listed below is information to remember if you are given a radio on game day.

1. Hold down talk button first and then talk.
2. Keep conversation short and concise.
3. Wait to begin talking until the channel you are on is clear. You cannot talk over someone.
4. Be able to communicate exactly where an emergency has occurred.  
(For example: bathrooms are marked with a specific letter and number)
5. Use normal voice when talking, do not yell.
6. In case of an emergency and contact can not be made with command center turn radios to Channel 9.

### **CUSTOMER SERVICE**

*“Do what you do so well that they will want to see it again and bring their friends.”  
(Walt Disney).*

As a member of the Game Day Staff it is very important that you work hard every game to provide the best customer service possible. Below are some tips to remember.

#### *Customer Service Tips*

1. “Go the extra mile” to assist a fan.
2. Treat our fans as you would treat a guest in your home.
3. Realize you can affect our fans’ game day experience in a very positive way, regardless of the outcome of the game.
4. Remember to greet fans when they enter the parking lots and stadiums.
5. Be “proactively helpful.” Volunteer assistance even before being asked.
6. Take every opportunity to make our fans feel welcome.
7. Be everywhere, do everything, and never fail to astonish the customer.
8. Be committed to making our fans game day experience the best it can be.
9. Be knowledgeable of all areas on game day. You never know when a patron will ask a question not concerning what you do.
10. Don’t argue or take things personally with a fan, just listen to what’s being said and take appropriate action.
11. Project a positive image and energy.
12. Be courteous and respectful to all guests.
13. Always give people more than what they expect to get.
14. Work with a purpose. Know your job matters.
15. Exceed people’s expectations.

16. Remember – every fan is unique. You need to listen to their concerns and not assume you already know them.

*Steps for Dealing with Difficult or Angry Customer*

1. Develop a positive mental attitude.
2. Stay objective, do not get hooked.
3. Let the customer unwind.
4. Keep your cool.
5. Offer alternative solutions.
6. Take immediate action.
7. Bring the incident to a polite close.
8. Follow up to ensure satisfaction.

*REMEMBER...I may not have the answer, but I'll find it. I may not have the time, but I'll make it.*

**MEMORIAL STADIUM GENERAL PUBLIC INFORMATION**

**Alcoholic Beverages**

Alcohol is prohibited from being brought into Memorial. Patrons seen consuming alcohol during Illinois Football games, outside the premium seating area, will be asked to leave the Stadium. No refunds will be granted for such cases.

**ATMs**

ATMs are located in the Great East and West Hall, and the Colonnades Club level.

**Backpacks and Bags**

Backpacks and bags are not allowed in Memorial Stadium. Small purses, diaper bags and fanny packs 8.5" x 11" or smaller are allowed but are subject to being searched by University personnel.

**Banners and Signs**

No banners or signs are allowed in Memorial Stadium

**Cameras**

Cameras are restricted in Memorial Stadium: detachable lens cameras and cameras with a stand or tripod are not permitted. Video cameras are not permitted. Personal snapshot pocket cameras are allowed in the stadium, however, in no instance may photography interfere with access ways, seat aisles, or other guests' enjoyment of the game.

**Coolers and Containers**

Coolers and Containers are not allowed in Memorial Stadium. (This included cans, glass bottles, thermos bottles, wine skins, bota bags, and glass of any kind).

**Concessions**

Concessions stands are located throughout Memorial Stadium. Permanent concession stands located throughout the Great East and West Halls and the West Balcony will accept credit cards.

**Emergencies**

Public address announcements are not made under most instances; however, please contact the Guest Service Centers if you need to contact someone in the event of an extraordinary circumstance.

East Guest Service Center: 217-649-3231 (this number will only be active on game day)

West Guest Service Center: 217-265-0200 (this number will only be active on game days)

### **Entrances**

Entrances open 1 1/2 hours prior to kick-off.

### **Fan Text Message System**

Should fans need assistance while inside of the stadium, they will be able to contact event management staff by sending a text message to (217) 649-3334 from their phone.

### **First Aid**

IEMS (Illini Emergency Medical Services) technicians wearing red shirts are located in the East Main Stands, East Balcony, West Main Stands, and Horseshoe in vomitories marked with red railings. These vomitories are found in sections 101/102, 104/105, and 107/108 in the East Main Stands, 203/204 and 206/207 in the East Balcony, 124/125, 127/128, and 130/131 in the West Main Stands and 113/114 and 118/119 in the Horseshoe. In the North Stands the technicians are located at the stairs to sections 132/133 and 136/137. IEMS technicians will also be available in the West Balcony.

First Aid Rooms at Memorial Stadium are located under section 105 on the east side, and in the southwest corner of the Great West Hall south of Gate 24.

Ambulance services are on site during all home football games. Patrons needing any medical assistance should seek the nearest usher, event management staff member, or police officer for assistance.

### **Food and Drink**

Food items contained in clear plastic bags may be carried into Memorial Stadium. Sealed plastic bottles of water, 20 ounces and smaller, may also be carried into the stadium.

### **Golf Cart Shuttle Services**

Golf cart shuttle services are available to patrons that need assistance between the parking lots and the stadium on game days. The shuttle service will begin two hours prior to kick-off and will run continuously up to 15 minutes before kick-off. Shuttle service will resume at the end of each game as soon as pedestrian traffic allows. Pick-up points within the lots are marked on the parking map. The pre-game drop-off and post-game pick-up location at the stadium for the west side will be on Kirby Ave. near Portal 1 and for the east side will be on Kirby Ave. near Portal 6.

### **Infants and Toddlers**

Infants and toddlers ages two and under, are allowed to enter the stadium at a discounted ticket price. For \$5, fans can purchase an infant ticket, but the infant must sit in the lap of an adult during the game. Infant tickets may not be purchased for use in suites or club areas. Tickets can be purchased at the ticket booths located on Kirby Ave. or at Will Call located at the Athletic Ticket Office on the west side of the Assembly Hall.

### **Lost and Found**

Lost and found inquiries can be made at the East Guest Service Centers located near Gate 15 on the east side of the stadium and the West Guest Service Center located near the middle of the Great West Hall on the west side of the stadium. Once the booths have closed, inquiries can be directed to the Event Management office located at 1700 S. Fourth St. Champaign, IL 61820, by phone at (217) 333-2687, or by email [athleticstaff@illinois.edu](mailto:athleticstaff@illinois.edu).

### **Merchandise**

GameDay Spirit will have stands located throughout the stadium as well as on the corner of First St. and Kirby Ave.

### **Parking**

Many lots are pass only lots. There are some lots available for game day purchase. These lots are Lot 44, 48, 49, and the lots in Research Park. Parking fees for these lots are \$20 per automobile. Automobiles with pull behinds are only allowed in Lot 48 for \$40. Recreational vehicles/motor homes may park in Lot 33 for \$40. Buses may park on Pennsylvania Avenue for \$50.

Parking lots are open to patrons starting at 7:00 a.m. and remain open until 10:00 p.m. on game days. This excludes any night games that Illinois might have in which parking lots will close 1 hour after the completion of the game. No overnight parking is allowed.

### **Pay Phone**

There are no pay phones available in Memorial Stadium. If a patron needs assistance send them to the Guest Service Centers.

### **Program Sales**

Programs are on sale at stands located inside the Great East and West Halls of Memorial Stadium and under the North Stands. The cost is \$5 each.

### **Prohibited Items**

Items prohibited from Memorial Stadium include fireworks, noisemakers (whistles and horns), strollers, baby carriers, tri-pods, smoking, umbrellas, video cameras, and weapons of any kind (including pocket knives).

### **Restrooms**

Restrooms are located throughout the stadium. Portable restrooms are also located throughout the parking lots.

### **Seat Cushions**

Seat cushions are available on a season basis. Customer service booths will be set up in Memorial Stadium. To place an order or for more information call 866-514-3435 or go online at [www.illinicushion.com](http://www.illinicushion.com).

Personal seatbacks and seat cushions brought into Memorial Stadium should be 9"x16" or smaller in size.

### **Smoking**

Smoking is prohibited in seating areas, press box, Great Halls, and restrooms. Smoking is allowed outside of Memorial Stadium but patrons must be at least 15 feet from the building.

### **Ticket Sales/Pass Gate Location**

Game Day Ticket Sales are located on the south side of Kirby Ave. half way between First and Fourth Streets. Ticket booths open at 9 a.m. for morning and afternoon games and 12 p.m. for evening and night games.

General Public Will Call Tickets are to be picked up at the Athletic Ticket office located on the west side of the Assembly Hall. Will Call opens at 9 a.m. for morning or early afternoon games and 12 p.m. for evening or night games.

Press Will Call is located at the Athletic Ticket Office located on the west side of the Assembly Hall.

University of Illinois player guest tickets are located in the Irwin Indoor Practice Facility at the corner of Fourth St. and Peabody Dr.

Visiting player guest tickets are located in the Irwin Indoor Practice Facility at the corner of Fourth St. and Peabody Dr.

### **HISTORY OF MEMORIAL STADIUM**

Memorial Stadium was built in 1923 as a memorial to Illinois men and women who gave their lives for their country during World War I. Their names appear on 200 columns that support the East and West sides of the stadium.

Donations of approximately \$1.7 million by more than 200,000 students, alumni and other friends of the University made the construction possible. The Athletic Association (now known as the Division of Intercollegiate Athletics) later allocated \$509,805 to the project for the construction of the south stands and other stadium additions.

The stadium opened on Nov. 3, 1923, when Illinois defeated Chicago, 7-0, in a Homecoming victory. The stadium was dedicated officially Oct. 18, 1924, a day that Illinois not only defeated Michigan, 39-14, for a Homecoming victory, but Harold "Red" Grange accounted for six touchdowns in what remains as the single greatest performance in Memorial Stadium history. In the first 12 minutes of that game, Grange ran for a total of 265 yards and scored four times. He had his hands on the ball only six times and left the field before the end of the first quarter.

In the third quarter, Grange returned and ran 13 yards for his fifth touchdown, and in the final period he passed to Marion Leonard for his sixth score of the day. In 42 minutes of playing time, Grange gained a total of 402 yards, carried the ball 21 times and also completed six passes for 64 yards. Legendary coach Amos Alonzo Stagg called it "the most spectacular single-handed performance ever delivered in a major game."

The 1994 season represented the 70th anniversary of Memorial Stadium's dedication and the historic Illinois-Michigan game. To celebrate the event, Red Grange's wife, Mrs. Margaret Grange, attended the Fighting Illini's Oct. 22 game against Michigan. She helped dedicate The Grange Rock, which sits at the north end of Zuppke Field as a tribute to her husband. The rock came from the same Indiana Stone quarry that produced the granite columns of the stadium.

During the 1980s, Memorial Stadium saw 27 consecutive sell-outs. The single-game attendance record is 78,297 for a 1984 victory over Michigan.

Installation of the first artificial turf and a new lighting system was made possible through a 1974 Golden Anniversary campaign drive. The lights have made games and practices possible after sunset. Even though the field is lit only from the towers on the four corners of Memorial Stadium, the light intensity is easily sufficient for major network telecasts of night games.

Other stadium improvements include the 1967 installation of a press box, which was located at the top of the West balcony; construction of the Ray Eliot Varsity Room, a training table and trophy display area at the Southeast corner of the stadium that was built

with funds donated by friends of the Athletic Association; a million-dollar stadium renovation project in 1972, which included the addition of aluminum seating and other improvements; and a 1977 renovation of the varsity locker rooms and trainer facilities. In April 1985, \$7 million worth of improvements began. Out of this project came installation of new artificial turf and expansion of the football headquarters in the Northeast corner of the stadium.

Another renovation occurred between November 1991 and August 1992. The \$18 million project included the replacement of all the concrete bleachers in both upper decks, as well as the replacement of the top 25 rows of the main stands. The stadium's electrical and drainage systems were also brought up to code and new restroom facilities, for both men and women, were installed in the corner towers and great halls. The UI Auxiliary Facilities System financed the project through the issuance of revenue bonds. Before the start of the 1994 season, a new color matrix scoreboard was added to the north end of Zupke Field.

The Memorial Stadium practice dome, more commonly known as "The Bubble," was inflated for the first time in December 1985, and the Fighting Illini's new locker room facilities opened before the 1986 season. In 2000, completion of the Irwin practice facility concluded.

In the summer of 2001 the stadium surface was renovated with the replacement of the field's Astroturf with AstroPlay, an artificial surface with a grass-like, non abrasive, polyethylene fiber matrix which is filled with special rubber granules. The Illini played on the new surface for the first time in the 2001 home opener against Northern Illinois.

Construction took place in the winter of 2002 on the expansion of the football complex. Locker rooms and meeting rooms were expanded and a new sports medicine facility was built on the first floor of the Irwin complex as well as the addition of a new video-replay scoreboard in the North end zone.

In 2006, the University of Illinois Division of Intercollegiate Athletics began a \$116 million renovation project of historic Memorial Stadium. The renovations to the North End zone were completed in August of 2007. That same year the video-replay scoreboard was moved to the south end of Memorial Stadium. The renovations of the Great West and East Halls and the addition of the new press box were completed before the 2008 season.

Among the renovation on the west side is the addition of luxury suites, indoor and outdoor club areas and a refurbishment of the concourses. An outdoor club space, the Colonnades Club, was added under the west balcony and allows for indoor game day hospitality, as well as outdoor chair back seats for contest viewing. In the west balcony, a three-level structure was built to house two floors of suites and an indoor club space, as well as a new press box for media seating and game day operations. The indoor club, which seats 200, has been named "77 Club" to honor the retired number of Illinois gridiron legend Harold "Red" Grange. Both the Great East and West Halls were also modernized in this renovation. Also, underneath the newly enclosed north bleachers, the

Illinois football complex was expanded with the refurbishing of the weight room, training facilities and meeting space. A new state-of-the-art FieldTurf surface was also added before the 2008 season. Prior to the 2009 season a larger-than-life statue of Red Grange was added to the west side of Memorial Stadium between Gates 16 and 18. This statue was sculpted by artist and University of Illinois alumnus George Lundeen. Current seating capacity of Memorial Stadium is 60,670.

## 2011 Illinois Football Schedule

Date	Opponent / Event	Location	Time
09/03/11	vs. Arkansas State <sup>TU</sup>	MEMORIAL STADIUM	2:30 p.m. CT
09/10/11	vs. South Dakota St. <sup>TU</sup>	MEMORIAL STADIUM	11:00 a.m. CT
09/17/11	vs. Arizona State <sup>TU</sup>	MEMORIAL STADIUM	6:00 p.m. CT
09/24/11	vs. Western Michigan <sup>TU</sup>	MEMORIAL STADIUM	TBA
10/01/11	vs. Northwestern (Homecoming) * <sup>TU</sup>	MEMORIAL STADIUM	11:00 a.m. CT
10/08/11	at Indiana * <sup>TU</sup>	Bloomington, Ind.	TBA
10/15/11	vs. Ohio State * <sup>TU</sup>	MEMORIAL STADIUM	TBA
10/22/11	at Purdue * <sup>TU</sup>	West Lafayette, Ind.	11:00 a.m. CT
10/29/11	at Penn State * <sup>TU</sup>	University Park, Pa.	TBA
11/12/11	vs. Michigan (Dad's Day) * <sup>TU</sup>	MEMORIAL STADIUM	TBA
11/19/11	vs. Wisconsin * <sup>TU</sup>	MEMORIAL STADIUM	TBA
11/26/11	at Minnesota * <sup>TU</sup>	Minneapolis, Minn.	TBA



