

## DEAR BOILERMAKER NATION:

As I enter my second season as head coach, I believe that we are making great progress in every phase of our program – a program that we believe will produce championships. I look forward to leading the team onto the field each game and hearing the roar of the Ross-Ade Stadium crowd. Our team needs to play with an attitude on our home field, and you help make that happen.

Last season, we defeated seventh-ranked and eventual Rose Bowl champion Ohio State at Ross-Ade and afterwards enjoyed an unforgettable celebration on the field with our fans. We also won at Michigan for the first time since 1966 and brought home the Old Oaken Bucket with a 38-21 victory against Indiana. This season we look forward to building on that success.

The competition will be strong again this season as we host Wisconsin, Michigan and Indiana. In addition, the Homecoming celebration will take place on October 16 against Minnesota. As part of the festivities, we will celebrate the 10-year anniversary of the 2001 Rose Bowl appearance by the Boilermakers.

In our quest to make Ross-Ade Stadium an intimidating venue for the opposing teams as well as creating the ultimate gameday experience for our fans, I would like to remind you to wear black shirts as we create our 2010 Boiler Blackouts! I encourage you to come to the stadium early and enjoy the pregame festivities, featuring the “All-American” Marching Band and reading of I Am An American.

As you prepare to join us this fall, please take a few moments to read the enclosed information. Due to the ongoing construction of Mackey Arena, we ask that you review the color-coded parking map carefully. We want to help make your trip to and from a Purdue football game as pleasant as possible.

I look forward to seeing you in Ross-Ade in 2010.

### Boiler Up! Hammer Down!

*Danny Hope*



Danny Hope  
Head Football Coach

## TICKETS

Athletic Ticket Office is located in the IAF building, directly north of Mackey Arena. On gameday, the ticket office opens three hours prior to kickoff or 8 a.m., whichever is later, and will remain open through halftime. Contact the ticket office by phone at 800-49-SPORT or 765-494-3194.

The ticket office is the only sanctioned outlet for the sale and distribution of athletic tickets. Any others selling tickets will be subject to penalties under Purdue University rules and regulations governing the “canvassing, peddling, soliciting and delivery of merchandise on its campus.

In accordance with Big Ten rules, every person must have a ticket regardless of age. Purdue students must show their valid student identification card, along with their student game ticket, when entering Ross-Ade Stadium. These policies are strictly enforced.

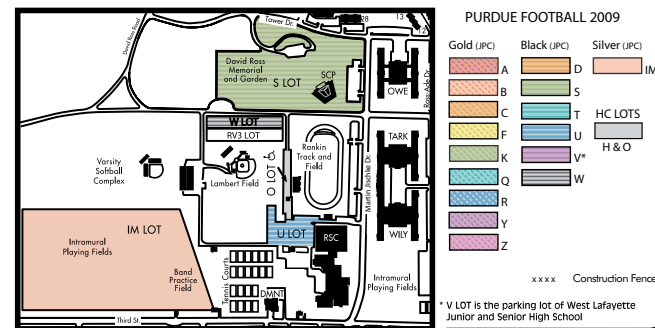
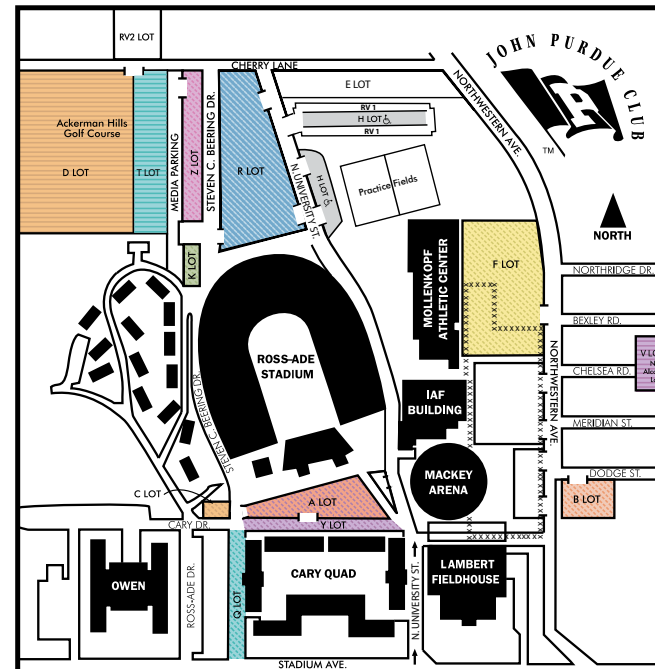
Accessible seating is available. Fans requiring special assistance are urged to make all ticketing arrangements through the ticket office well in advance. Game-day tickets, if available, can be purchased at the ticket office. They can also be purchased at Ross-Ade Gates A and N beginning 1 1/2 hours prior to kickoff.

Will-call tickets for the general public are available three hours prior to kickoff at the ticket office. Purdue player guest (Gate J) and recruit (Gate K) will-call tickets are available 1 1/2 hours before kickoff through halftime on the west side of the stadium. Visitor's pass gate is located near Gate N. A picture ID is required for pickup of will-call tickets. Tickets will be released to the original purchaser only, unless other arrangements with the ticket office have been made in advance.

Group tickets are available for all home games, subject to availability. To qualify for discount ticket prices, a minimum of 25 tickets must be purchased. For more information, call 765/494-9476 or e-mail tickets@purdue.edu.

Boilermaker Tent Club. Official pregame tent packages – including game tickets, hearty buffets, game programs, in-game recognition, private tents and much more – are available for every home game. For information, call 765/494-9470.

A ticket replacement is available for a fee for left-at-home or lost tickets if there is a record of the seat assignments. If



the ticket office does not have a record of seat assignment, new tickets, if available, can be purchased at full price with no refund available. Tickets will be replaced for the original purchaser only. Replacement tickets take precedent over original tickets.

## PARKING

Purdue offers many parking options. Please review the choices and accompanying map. For detailed traffic and parking information, click on directions and maps at purduesports.com.

Season parking permits are available to purchase for \$105 by season-ticket holders. Generally, the lots closest to Ross-Ade are reserved for purchase by John Purdue Club members.

General public parking is \$10 and available in the IM Gold and IM Black lots. Non-permit RV parking (\$30) is available in the IM Black lot and Bus parking (\$30) is available in the Armory Lot off University Street. Electric service is not available in general public parking lots. Shuttle service is provided to and from the IM Gold and IM Black lots, beginning two hours before and continuing one hour after games. The stadium shuttle stop is located at the intersection of Russell Drive and Stadium Avenue south of the stadium.

Accessible parking is available to both permit holders and the general public. Fans without parking passes needing accessible parking should park in Lot O (between Rankin Track and Field and Lambert Baseball Field). Accessible shuttle service is provided from Lot O beginning two hours before and continues one hour after games. Accessible shuttle service will drop patrons at Ross-Ade Gates A, N and the accessible gates located at the northeast and northwest corners of the stadium.

Free parking is available in many University lots and parking garages on weekends. Restrictions may change from game to game without warning. Please refer to regulations posted at the entrances to lots. Tailgating is not permitted in any of the University's free parking lots. Shuttle service is not provided to or from free parking lots.

## GETTING TO ROSS-ADE STADIUM

**FROM THE NORTH:** Take I-65 south to SR 43 (exit 178). Turn south off of ramp. Follow SR 43 approximately 7 miles to fourth stop light (State Street/SR 26 West). Turn right onto SR 26 (State Street). Turn right at second light (Grant Street). Follow Grant Street to the next light. Turn left on Northwestern Avenue. Follow traffic signs for permit or non-permit parking.

**FROM THE SOUTH:** Take I-65 north to SR 25 (Exit 175). Go west at light on SR 25. Proceed to the next light (Sagamore Parkway/US 52). Turn right and follow across the river. Turn left at fourth light (Yeager Road). Turn left at next light (Northwestern Avenue/US 231). Follow traffic signs for permit or non-permit parking.

## 2010 SCHEDULE

09.04	@ Notre Dame	3:30 p.m.
09.11	WESTERN ILLINOIS	Noon
09.18	BALL STATE Band Day/Family Day	Noon
09.25	TOLEDO	TBA
10.09	@ Northwestern	7:30 p.m.
10.16	MINNESOTA Homecoming/Varsity P Club Weekend 2001 Rose Bowl Throwback Game	Noon
10.23	@ Ohio State	Noon
10.30	@ Illinois	TBA
11.06	WISCONSIN	TBA
11.13	MICHIGAN	TBA
11.20	@ Michigan State	TBA
11.27	INDIANA	TBA

Dates and times subject to change. All times ET.

## COUNTDOWN TO KICKOFF

- 3:00 Ticket Office Opens
- Tent City Opens
- StreetFest begins
- Pregame Radio Show
- Concession stands outside the stadium open
- 2:30 Team departs Purdue Memorial Union for stadium
- 2:20 Boiler Team Walk
- 2:00 Thrill on the Hill (Band at Slayter Hill)
- Shuttle Begins to IM Gold & Black Lots
- Accessible shuttle service begins to Lot O
- 1:30 Ross-Ade Stadium gates open
- Concession stands inside the stadium open
- 1:00 March to the Stadium begins
- Game Radio Broadcast begins
- 0:50 Band performs on North Plaza
- 0:40 Teams warm up on the field
- 0:17 Band pregame show
- 0:08 Fire up Video, Team Entrance
- 0:05 I am an American, National Anthem
- 0:00 KICKOFF!

YOU, our guests, are the focus of everything we do. The Purdue athletics staff is here to make your Ross-Ade Stadium experience a special and memorable one. Enjoy the game, have a great day. **BOILER UP! HAMMER DOWN!**

GAME DAY AT PURDUE

## THE STADIUM

Gates open 1 1/2 hours before kickoff. Fans are encouraged to enter through the gate letter printed on their ticket.

**LOST AND FOUND** - The Lost and Found is located on the concourse of Section 115 and behind the south end zone bleachers. Articles not claimed during or immediately after the game are turned over to the Athletic Ticket Office 765/494-3194.

**GAME PROGRAMS** - Game programs are sold outside Ross-Ade Stadium and throughout many parking lots before each game and inside the stadium through the end of the first quarter. Programs are \$5 each. In addition, programs are available for purchase after games – subject to availability – for \$10 each by calling 765/494-9470.

**FIRST AID STATIONS** - First aid stations are on the concourse at Sections 111 and 119.

**GAME-DAY EMERGENCIES** - Ticket holders should give caregivers or family members the section, row and seat numbers from their tickets. In case of an emergency, caregivers should contact the Purdue Police at 765/494-8221. Officers will go to your seat and inform you of the emergency. Paging over the public address system is not allowed.

**CONCESSION STANDS** - Concession stands are located throughout the entire concourse and south end zone. Menu options include burgers, Philly's, subs, french fries, onion rings, B.B.Q., pizza, Coca Cola products and much more. Stands outside the stadium open three hours before kick off. Inside stands open 1 1/2 hours prior to the game.

**PURDUE MERCHANDISE** - Purdue merchandise is available from the Purdue Pride team store, located at the northeast corner of the stadium, or from merchandise stands located through the concourse. Shop before or after the game online at [purduesports.com](http://purduesports.com). Request a merchandise catalog at 888/276-9997.

**PRIVATE USE OF FACILITIES** - The Pavilion at Ross-Ade Stadium and optional catering services are available for private functions and meetings. For rates and information, call 765/496-2534.

## FAN GUIDELINES

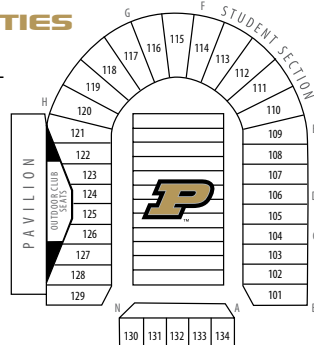
The purchase of a ticket gives an individual the privilege to enter a game. Once inside, the privilege to stay for the entire game is earned by respectful behavior. We want fans to be spirited, cheer loudly and be supportive of their team. Rude, lewd or obnoxious behavior will not be tolerated and may be cause for ejection from the game without refund. A Boilermaker game day should be an enjoyable experience for all fans, and safety is

our top concern. We encourage you to display a high degree of sportsmanship at all times. Spectators are not allowed, at any time, on the playing field or sidelines.

## PREGAME ACTIVITIES

### THRILL ON THE HILL & MARCH TO THE STADIUM

The All-American Marching Band will perform a 40-minute concert at Slayter Hill beginning two hours prior to each home game. The band will leave Slayter Hill one hour prior to kickoff and begin its voyage to the stadium. The band will march up the west side of the stadium and stop on the north stadium plaza to perform a brief concert. Following the performance the band will march down on the east side and enter the stadium at the southeast corner of the stadium. As you see and hear the All-American Marching Band go by, that is your signal to pack up those tailgates and head to the stadium!



**STREETFEST** - Fans, especially families, looking for fun before home games will want to check out the popular Boilermaker StreetFest. Meet-the-team events, inflatable games and interactive opportunities highlight the list of activities. Boilermaker StreetFest is free and open to fans of all ages.

**BOILER WALK** - Be on the look out for the football team as it travels from the Purdue Memorial Union to Ross-Ade Stadium. The team will be traveling by bus past several of the tailgate lots, so be sure to cheer them on as they pass by. The Boilermakers will unload the buses at the southeast corner of the R lot, on the north side of the stadium, and walk down University Street to their locker room located in the Intercollegiate Athletic Facility. The team will depart from the Memorial Union approximately 2 1/2 hours prior to kickoff and will arrive in the R lot two hours and twenty minutes prior to the game.

**PURDUE SPORTS RADIO NETWORK** - Follow the Boilermakers on the Purdue Sports Radio Network. Tune in one hour before kickoff and remain with the Purdue Sports Radio Network through Boilermaker Sports Wrap after each game. In addition, be sure to tune into the Purdue Sports Radio Network each Monday during the season at 6 p.m. for the Danny Hope Show. The Purdue Sports Radio Network is ever growing. For the most current list of radio affiliates carrying the Purdue football broadcasts, please visit [purduesports.com](http://purduesports.com).

## JOHN PURDUE CLUB

Purdue Intercollegiate Athletics receives no funding from state or University budgets. Since 1958, John Purdue Club members have underwritten the scholarship and academic support for Purdue's 500 student-athletes. The success of the club is critical to the overall mission of Intercollegiate Athletics. Membership ranges from the First Team level (\$200 annually) to the Champion level, which covers the cost of one in-state scholarship. Privileges and perks increase with both the level and duration of support.

The most important benefit is the knowledge that you are helping to make Purdue's athletics program one of the nation's elite. In addition, members receive priority in the purchase and location of football, volleyball and basketball tickets and parking. Annually, more than 70 events are held for members. Members also receive a subscription to Gold & Black Illustrated.

A complete list of John Purdue Club benefits and events can be found at [purdue.edu/jpc](http://purdue.edu/jpc).

Your gift to the John Purdue Club is considered a gift to Purdue and is credited at full value for purposes of your giving record to the University. Indiana taxpayers also are eligible for additional state tax credits.

The John Purdue Club hosts a satellite office in Room 60 of Mackey Arena three hours before home football games. Normal business hours are observed Monday through Friday on the sixth floor of the Ross-Ade Pavilion. For additional information, call 765/494-3248 or e-mail [jpc@purdue.edu](mailto:jpc@purdue.edu)

## PROHIBITED ITEMS

Please note that storage facilities are not available at the stadium. Items prohibited inside the stadium include (but are not limited to) umbrellas; pets; noisemakers or irritants; seat backs not provided by the stadium; alcoholic beverages, coolers, cans, bottles or food; flags, banners, large signs or any item that may block the view of others; and objects that interfere with the comfort of other fans. Ross-Ade Stadium is a smoke and tobacco-free environment. Tobacco use, in any form, is not allowed in the stadium.

## NCAA COMPLIANCE

Purdue University is responsible for ensuring that Representatives of Athletics Interest – including faculty, staff, alumni and fans – comply with the rules of the NCAA and the Big Ten Conference. We ask for your support in maintaining our institution's integrity.

## Who is a Representative of Athletics Interest?

Any individual who has:

- participated in, or is a member of, any organization promoting Purdue's athletic interest.
- made financial contributions to the athletics department or a booster organization.
- been a promoter of Purdue Intercollegiate Athletics.
- provided benefits to enrolled student-athletes or their families.

Once identified as a Representative of Athletics Interest, that individual retains that identity indefinitely.

## Who is a prospective student-athlete?

Any student who has started ninth grade classes. Additionally, a student who has not started ninth grade becomes a prospect if the institution or a booster provides such individual (or the individual's family or friends) with any financial assistance or benefits that the institution does not provide to all prospective students generally.

## Who is a recruit prospect?

Only Purdue certified coaches are permitted to make in-person off-campus recruiting contact with prospects, their families and relatives. On-campus recruiting can only be done by authorized Purdue staff members. Contact (including correspondence and telephone calls) by Representatives of Athletics Interest (booster) is prohibited.

## What is an extra benefit?

The NCAA defines an extra benefit as any special arrangement to provide an enrolled student-athlete, prospective student-athlete, or his/her relatives and friends, with a benefit not expressly permitted by NCAA rules. Examples include, but are not limited to:

- Gifts, free or discounted services (meals, travel tickets, use of an automobile, telephone service).
- Cash or loans of money; or co-signing or arranging for a loan.
- Rent-free or reduced-cost housing.
- Providing or arranging for employment at a higher wage than normal.
- Any other action deemed to be a benefit by NCAA review.

We need your help in making all fans understand and comply with NCAA and Big Ten rules. For more information, visit [purduesports.com](http://purduesports.com) or contact the Purdue Intercollegiate Athletics Compliance Office at 765/494-9752.

# 2010 FOOTBALL FAN GUIDE

