



GRIDIRON HEROES

Lyrics to the Detroit Lions Fight Song

(verse)

Hail the colors Blue and Silver let them wave.
Sing their song and cheer the Gridiron Heroes brave,
Fighting for fame, winning the game,
Dashing to victory as they go.

(chorus)

Forward down the field,
A charging team that will not yield.
And when the Blue and Silver wave,
Stand and cheer the brave.
Rah, Rah, Rah.
Go hard, win the game.
With honor you will keep your fame.
Down the field and gain,
A Lion victory!
GO LIONS!



MISSION STATEMENT

Ford Field is the premier family entertainment destination.

We are committed to providing unparalleled service by exceeding the expectations of each of our guests.

We will continually create unique and exciting experiences in a fun, friendly environment.

We are focused on optimal financial performance and its impact on the entire Detroit Lions organization.

DEFEND THE DEN



OFFICIAL FAN GUIDE

2000 Brush Street | Detroit, Michigan 48226 | 313-262-2000
www.detroitlions.com | www.fordfield.com

FORD FIELD • 2000 BRUSH STREET • DETROIT, MI 48226

Located in the heart of downtown Detroit directly south of I-75 (Fisher Freeway), directly west of I-375 and across Brush Street from Comerica Park.

Main Number	313-262-2000	Lost and Found	313-262-2999
Ticket Office	313-262-2222	The Pro Shop Retail Store	313-262-2200
Websites:	www.DetroitLions.com and www.FordField.com		

We have compiled the Detroit Lions Fan Guide to provide a handy reference containing pertinent information & stadium policies. The guide has been developed as a service to our loyal fans to assist in providing exceptional experiences in a fun & safe environment.

(Ford Field reserves the right to modify policies and procedures at any time.)

ALCOHOL POLICY

It is the intention of Ford Field to create an enjoyable experience for all guests so that everyone can return home safely after attending an event at Ford Field.

- Alcohol sales cease at the end of the 3rd quarter for football games.
- Ford Field reserves the right to end alcohol sales at any time/any location within the facility to regulate guest consumption and behavior (see Guest Code of Conduct).
- Guests must be 21 years old or older and present valid government I.D. to purchase alcoholic beverages. (Acceptable forms of ID include: Driver's license, state issued identification card with photo, military I.D. with photo, valid passport, US passport card, Canadian Driver License or I.D. with photo, and a Mexican consular I.D. card).
- Guests observed passing alcohol to minors will be subject to ejection and/or arrest.
- Guests may purchase no more than two alcoholic beverages at a time.
- Ford Field reserves the right to card any guest purchasing or consuming alcoholic beverages at any time.
- Alcohol will not be sold to guests displaying signs of impairment.
- Guests may not take any alcoholic beverage out of the stadium and alcoholic consumption is prohibited in the parking areas.
- Ford Field strongly encourages the use of a designated driver. Please drink responsibly.

Designated Driver Program

Guests who are 21 years and older can sign up for the Designated Driver Program at the nearest Guest Services location during Lions home games. Guests sign up to pledge not to consume alcoholic beverages and provide responsible transportation for their group members. The form can be used at any Streets of Detroit concession stand for a free small soft drink or at any Turf Tavern for a non-alcoholic beer. Turf Taverns are located at Sections 105, 128, 132. Pledge form can be filled out up until halftime of a Lions home game. One winner per game will be called by the announcer to win a prize. Prizes can be redeemed at Gate A Guest Services at Section 100.

ANIMALS

Guests of Ford Field are not permitted to bring animals into the stadium or on the facility grounds. Exceptions are permitted for certified guide, signal or service animals trained to aid guests with disabilities.

ATM MACHINES

For our guests' convenience, Ford Field has ATMs at the following locations:

- Gate A - Sec 141
- Gate D - Sec 129/130
- Gate G - Sec 112/113 and 113/114
- Huntington Club - Lobby at the spiral stairwell near the Guest Services desk on 3rd level

AUTOMOBILE TROUBLE

As a service to Ford Field guests, limited complimentary vehicle assistance is available for guests who parked in one of the Ford Field parking lots or deck. This service is available before, during, and up to one hour after any Ford Field event. Guests requiring this service should contact the Security Command Center at 313-262-2911 or ABM Parking Services at 313-262-2871. A towing service will be contacted for guests requiring additional services.

BABY CHANGING STATIONS

Baby changing tables are located in the restrooms on the 1st and 2nd levels. On the Club levels the changing tables are located in the family restrooms.

BAG POLICY

To provide a safer environment for the public and significantly expedite fan entry into stadiums the NFL established a league policy that limits the size and type of bags that may be brought into the stadium. Fans are encouraged not to bring any type of bags for Lions games, but will be able to carry the following style and size bag:

- 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, camera & binocular cases, not exceeding 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
- An exception will be made for medically necessary items after proper inspection at the gates
- For more information, visit www.nfl.com/allclear

Prohibited bags include, but are not limited to: purses larger than a clutch bag, coolers, briefcases, backpacks, diaper bags, fanny packs, cinch bags, grocery & paper bags, duffle bags, computer bags or luggage of any kind. Please see the *Items Not Permitted* for the full list of prohibited items.

CELL PHONE CHARGING STATIONS

Guests can safely and conveniently charge their phones while enjoying the game in a secure charging station locker. A swipe of a credit card is required to open and close the locker at a rate of \$0.20 per minute with a maximum of \$5.99. Adapters for Apple, Android, Blackberry & Windows cell phones are in each locker. The charging stations are located at the following Sections; 100, 112, 130, 236 and the Huntington Club. Visit the Guest Services desks for questions.

CLUB LOUNGES

The Club lounges are located on the north and south sides of the stadium on the 3rd levels and represent the ultimate in luxury with first-class concessions, upscale cuisine and much more. For more information on Club Seats please call 313-262-2222. In order to access the Club level, guests must have a Club Seat or Suite ticket or pass.

The **Huntington Club** offers dining at The Hall of Legends or at one of the Mini Restaurants and features the best cuisine of iconic Detroit eateries (Slows To-Go, Russell St. Deli, Mercury Burger Bar to name a few). If Bloody Marys are your game day tradition, enjoy one of Levy Restaurants' signature Bloody Marys from our specialty portable located near section 209. The Huntington Club also features craft cocktails by Sugar House (section 206) and Zingerman's gelato (section 213). Guests can access the Huntington Club via both sets of escalators at Gates A or G. Guests may also use the Beaubien or Gate G elevators to the 3rd floor. The Huntington Club remains open up to two hours after the conclusion of a Lions home game.

The **North Club Lounge** offers plenty of lounge seating and televisions to entertain and is home to two full service bars, including the **313 Lounge**. Try some of Slow's To-Go famous barbecue or a gourmet sausage from Corridor Sausage Co. The North Club & 313 Lounge will remain open up to two hours after a Lions home game. Guests can access the North Club via the Gate D elevators on the 1st level (Sec. 128/129) and the 2nd level (Sec. 232/233) to the 3rd floor. Stair access is also available on the 2nd level near Section 232/233 behind the blue glass

CUB CLUB

Parents can sign up their children in the Cub Zone for a Cub Club membership near Section 347 on the upper concourse above Gate A. For more info log on to www.detroitlions.com.

CUB ZONE

The Cub Zone is available for children who are accompanied by an adult during Detroit Lions home games. The Cub Zone is located near Section 347 on the upper concourse above Gate A. Face painters, visits with Roary, information about the Cub Club and Youth Football, along with other activities, will be available for children until the end of the 2nd quarter.

CONCESSIONS

Levy Restaurants provides traditional stadium cuisine & specialty concession stands that include the following:

SPECIALTY STANDS:

Bar 35: Sections 106, 121, 122, 222. Full Bar; beer, wine, liquor, cocktails.

Big Boy: Sections 108, 127, 230. Double-decker Big Boy sandwich, Slim Jim, fries & shakes.

Billy Sims BBQ: Section 139. Brisket, Pulled Pork, Chicken Sandwiches, Ribs with sides of cole slaw, Potato salad and beans.

Charlie Sanders BBQ: Section 103. BBQ Pulled Chicken or Pork Sandwiches, BBQ Nachos, BBQ Dogs.

Extreme Loaded Dogs: Section 125. Variety of specialty hotdogs.

Poletown Sausage: Sections 103,121. Variety of sausages, kielbasa, Buffalo dogs.

Paradise Deli: Section 105. Smoked Turkey, Corned Beef & Swiss, Reuben, & Cuban sandwiches.

Pretzel Hastings: Section 105. Stuffed pretzels and a variety of pretzel twists.

Pride Rock: Section 246. Craft Beer.

Slows to Go: Section 133. Smoked chicken, pork, brisket and vegetarian sandwiches with sides of cole slaw, beans and mac and cheese.

TRADITIONAL STANDS:

No. 20's Pizza: Sections 111, 123, 131, 226. Hungry Howie's freshly made pizza including fan favorites Cheese and pepperoni pizzas. Also includes nachos, popcorn, draft beer and soft drinks.

Streets of Detroit: Sections 109, 112, 115, 117, 121, 124, 125, 126, 131, 137, 139, 217, 223, 227, 228, 229, 234, 238, 244. Features fan favorites: Hot dogs, nachos, pretzels, draft beer, popcorn, soft drinks and assorted candies. **Barry Sanders Fit and Fresh Meal** at Sections 115, 126, 137, 217, 234.

Tailgate Grill: Sections 119, 120, 135, 219, 235, 242. Sliders, Burgers, hotdogs, chicken tenders, fries, nachos, popcorn, draft beer & soft drinks. Veggie Burger, Sloppy Jane & Chicken Sandwich: only at 120, 235.

Turf Tavern: Sections 105, 128, 132. Specialty packaged & Draft Beer, Frozen margaritas at 105, and Bud Light Lime A Rita.

PORTABLES:

Levy has over 75 portables setup throughout the stadium to further accommodate every fan. The portable locations are subject to change.

Bloody Mary's: Sections 123,139, 221, 228, 244.

Coney Island: Section 134. American Coney. Detroit style Coney hot dogs.

Dippin' Dots: Sections 121,131,139, 223, 242. Flavors include Chocolate Chip Cookie Dough, Cookies & Cream, Rainbow Ice, Mint Chocolate Chip and Birthday Cake.

Elephant Ear/Snow-cone: Sections 120, 134. Powdered sugar dusted elephant ears. Variety of flavored snow-cones.

Gluten Free: Section 217. Hotdogs, BBQ Dogs, Chili, Italian Sausage, Chili Dogs, Chili or Pulled Pork Nachos, Turkey & Swiss sandwich, Chips, Snack Mix, Popcorn Mix, Candy, Soda, Water, Red Billed Beer.

Gyros: Section 113. Pegasus Greektown. Original gyros & Greek salads.

Ice Cream: Section 107: Treat Dreams.

Kosher Sports: Section 119. Kosher Hotdogs, sausage and braided pretzels.

Lemonade: Section 121: Fresh squeezed lemonade.

Michigan Craft House Beers: Sections 115, 127, 231.

Submarine Sandwiches: Sections 113, 241. Tubby's subs including Steak and Cheese, Famous, Turkey and Cheese, Chicken.

THE BREADSTICK BAR & BISTRO: Located on the 2nd level, above the Gate A Atrium. Features market style dining including light entrees, snacks, beer and cocktails. The Breadstick is open to all guests with great seating. No special ticket is required for entry. "The Breadstick" was named for the second basement cafeteria in the historic J.L. Hudson's Department store.

THE CORNER LOUNGE:The Corner Lounge is located on the 2nd level in the northeast corner of the stadium near Section 224 and open to all guests. Features a full bar with a variety of domestic and imported beer. A selection of bar appetizers are available including nachos, chicken tenders and burgers. Space is limited. Alcohol sales cease at the end of the 3rd quarter.

Bacardi End Zone: Section 119. Located on the 1st level in the north east corner of the stadium.

Mane Street Saloon: Section 132.Located on the 1st level in the north west corner of the stadium. This Mane Street Saloon features an array of specialty liquors.

Hail Mary: Portables at Sections 123, 139, 221, 228, 244. Signature Bloody Mary served in a mason jar.

COUNTDOWN TO KICKOFF - (1:00 PM START)

12:35pm	Pre-game, on-field activities	12:58pm	National Anthem
12:50pm	Opponent Introductions	1:00pm	Coin Toss
12:52pm	Lions Introductions	1:02pm	Kickoff

DISABLED GUESTS/ACCESSIBILITY INFORMATION

All guests needing assistance should be treated the same as any other guests, with courtesy and respect. Ford Field takes pride in complying with the Americans with Disabilities Act (ADA). Please contact the nearest Guest Services locations for additional assistance.

DISABLED PARKING Disabled parking is available on game days in Lot 4 (on Montcalm St. located just north of Ford Field and east of Brush Street) and the Ford Field Parking Deck (on St. Antoine off of Madison). Spots are available on a first-come, first serve basis to our guests with the appropriate disabled permit and a state-issued license plate or placard. Parking facilities are ADA compliant. Guests needing assistance can enter through most Ford Field gates and may utilize any passenger elevator. Ramps are located at Gates B and D.

DROP-OFF/PICK-UP AREA The Drop-off and Pick-up areas are located on the corners of Montcalm and Brush, near Gate B and Adams and John R outside of Gate A. Please be patient as street closures and shuttle buses may impact those areas.

DISABLED/ADA SEATING Ford Field provides wheelchair accessible and companion seating for guests needing assistance. The disabled seating areas are sponsored by Wright & Filippis and are located at the top of the sections on the lower and upper concourses. Please contact an usher if a folding chair is needed. Guests should contact the Ford Field Ticket office in advance at (313) 262-2167 for more information and availability. Seat relocation may also be available on game and event days.

DISABLED/ADA SEAT RELOCATION If guests needing assistance do not have disabled or wheelchair seating for the game/ event, their tickets may be exchanged for disabled/wheelchair seating depending upon availability. Tickets may be exchanged on game and event days inside of Ford Field. Seat relocation forms are available at any Guest Services location from gate opening until halftime. Only one companion seat is allowed with the exchange depending upon availability. Contact the nearest Guest Services representative or the Advance Ticket window at Section 100 for questions.

ASSISTED LISTENING DEVICES Guests with disabilities can obtain Assisted Listening Devices at Gate A Guest Services at Section 100.

WHEELCHAIRS Wheelchairs are available for transporting guests from the Guest Services locations to their stadium seats but will not be available for use during the event. Guests can be picked up at the conclusion of the event and brought back to the gate. Please contact the nearest Guest Services representative or usher for coordination.

EMERGENCY EVACUATION PROCEDURE

In an event of an emergency direct your attention to the video boards and listen for announcements on the PA system. Please follow the directions of the Ford Field team members and staff. For safety reasons, everyone should leave in an orderly fashion and please remain calm. Guests with disabilities will be escorted to the nearest exits by an usher or supervisor. Escalators and elevators will not operate during an evacuation. Once you exit the stadium, proceed as far away from the gates as possible. Thank you for being prepared to respond calmly in the event of an emergency.

ENTRY GATES

Gates will open two hours prior to kick-off for Detroit Lions home games. Opening times for other events will vary. Guests can enter through Gates A, B, C, D, E, F, G and the Gate G Foot Bridge. All guests will be subject to the inspection procedures.

EVENTS AT FORD FIELD

Your favorite team's turf becomes the backdrop for an unforgettable gathering. From gourmet feasts on the field to stadium favorites made just for you, your guests will feel like they're in a league of their own. Great spaces for Corporate Meetings and Events, Weddings, Bar Mitzvahs, Management Retreats, Holiday Parties, Fundraising Galas, Team Building Events or any other event ranging from 10 to over 1000 guests. Call Levy Restaurants at 313-262-2260 to host your event at Ford Field.

FAMILY SECTION (NO ALCOHOL SECTION) Upper Concourse Level - Section 315

FAN CAVE

Visit the new interactive Microsoft Fan Cave located at Section 233 to play Xbox One and experience the new Microsoft Surface products!

FAN MAIL

Fans can write to any coach or player at:

Detroit Lions Headquarters & Training Facility • 222 Republic Drive, Allen Park, MI 48101

The Detroit Lions cannot assume responsibility for lost or misdirected mail or articles.

FIRST AID

First Aid locations will open two hours prior to kick-off and remain open a half hour after the game. Nurses are available to assist with medical concerns along with a medical doctor and EMS Services.

Lower Concourse Level	Upper Concourse Level		
Main First Aid	Across from Section 106/107	Gate C	Section 236
Gate B	Section 133	Gate E	Section 225
Gate G	Section 113	Suite	4th Level adjacent to Suite 417

GUEST CODE OF CONDUCT

The conduct policies at Ford Field are in accordance with the NFL and developed as a service to our loyal fans to assist in providing exceptional experiences in a fun and safe environment.



Ford Field stands committed to providing exceptional fan experiences. Detroit Lions fans top the NFL in their enthusiasm, team support and sportsmanship. Our image is shaped not only by our players, coaches and employees, but by our fans as well. We strive to create a high energy environment to lend support to our team, while maintaining a safe and exciting atmosphere. We need your help by abiding by the following policies.

The following guidelines have been established for guest behavior:

- Please restrict movement in the seating area during game action
- Sit only in your ticketed seat and show tickets to a Ford Field representative upon request
- Never take matters into your own hands. Contact the nearest Ford Field representative if any issue arises or **text the word "Lions" <space> issue and location to 69050.**

The following actions may lead to ticket revocation, ejection and/or arrest:

- Displaying inconsiderate or otherwise inappropriate behavior towards others
- Behavior that is unruly, disruptive or illegal in nature
- Using foul or abusive language or obscene gestures
- Intoxication or other signs of alcohol or substance impairment that results in irresponsible behavior
- Interference with the progress of the game including throwing objects onto the field
- Violating the no smoking policy
- Attempting to access areas without the proper ticket and/or credential, or misuse of tickets and/or credentials
- Wearing obscene or indecent clothing
- Damage or destruction to the building or property surrounding Ford Field including the parking areas
- Failing to follow the instructions of Ford Field representatives
- Verbal or physical harassment of opposing team fans

We appreciate your cooperation in making Ford Field an enjoyable, safe and friendly experience for all! Lions Fans, Be Good.

GUEST SERVICES LOCATIONS

The Guest Services staff is available to help guests with a variety of questions and concerns including lost children, disabled seating, wheelchairs, general information, comment forms, emergencies, etc.

Guest Services are located at the following sections:

Lower Concourse Level	Upper Concourse Level	Huntington Club & Suites Concierge
Gate A Section 100	Gate C Section 236	West Levels 3 - 6 at Spiral Stairwell
Gate B Section 133	Gate E Section 224	East Levels 3 - 6 above Gate G
Gate G Section 112		North Club Concierge Level 3 near Section 231

HALL OF LEGENDS

The Hall of Legends is located at the east end of the Huntington Club near Section 214. For all regular season football games The Hall of Legends features Levy Restaurants Signature Chef's Table and a full premium bar. To access the Huntington Club, guests must have a Club Seat, Suite ticket or Pass.

HAND BILLS/PASSOUT MATERIALS

No handbills or promotional materials from outside organizations may be passed out or handed to guests of Ford Field.

INSPECTION PROCESS/PAT DOWNS

Ford Field reserves the right to inspect all persons and items that enter Ford Field. Everyone entering Ford Field is subject to a visual inspection, bag inspection, pat down and metal detecting hand wands and/or walk-through devices, if necessary. With the tendering of the ticket and entering the stadium, each guest consents to such inspections and waives any related claims against the NFL, its Member Clubs, its affiliates, or its agents. Electing not to consent to these inspections yields denied entry into the stadium. Depending on varying circumstances, additional security measures may be implemented to ensure the safety of all guests and personnel within the facility.

ITEMS NOT PERMITTED

The items not permitted into Ford Field, stadium plaza areas, stadium gates, or when approaching queue lines of guests waiting entry into the stadium are in accordance with the NFL Best Practices and are strictly enforced during Detroit Lions home football games. Prior to gate entry, guests should return prohibited items to their vehicles. Ford Field is not responsible for any items left at the gates or in the trash receptacles. Under no circumstances will the items be checked at the gates. Prohibited items may also be confiscated by staff. Guests are strongly encouraged to not bring any type of bags. Guests should come prepared to show keys, cell phones or other metal items in their hands during the screening process. Please follow all signage and direction from security personnel. Early entry is encouraged. As a reminder, smoking is prohibited inside of the stadium. Ford Field reserves the right to expand or modify the prohibited items at any time.

THE FOLLOWING ITEMS WILL BE PERMITTED AFTER INSPECTION:

- NFL Policy: 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, camera & binocular cases, not exceeding 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. For more information, visit www.nfl.com/allclear.**
- An exception will be made for medically necessary items after proper inspection at the gates**
- Small radios (must be used with an earpiece)
- Umbrellas, small compact only. Must be placed securely under the seat.
- Posters & signs without poles or sticks, or larger than what one person can hold. Must not block another guest's view.

PROHIBITED AND RESTRICTED ITEMS INCLUDE BUT ARE NOT LIMITED TO:

- NFL Policy: Purses larger than a clutch bag, coolers, briefcases, backpacks, diaper bags, fanny packs, cinch bags, grocery & paper bags, duffle bags, computer bags or luggage of any kind**
- Seat cushions**
- Aerosol cans (hairspray, mace, pepper spray, etc.)
- Animals (except certified service animals to aid guests with disabilities)
- Balloons (air or helium)
- Balls (beach balls, footballs, etc.)
- Banners or large flags. Posters & signs on poles or sticks.
- Cameras with lenses longer than five inches
- Decals, stickers, confetti or glitter
- Electronic equipment including laptop computers, video recorders, video cameras and tripods
- Fireworks
- Food, beverages or liquids (cans, bottles, boxes, flasks, etc.)
- Illegal substances
- Knives, pocket knives, box cutters, scissors, etc.
- Laser pointers
- Markers (permanent) and/or paint
- Noisemaking devices (bells, horns, kazoos, whistles, etc.)
- Objects that can be used as missiles or projectiles (sticks, poles, bats, clubs, Frisbees, etc.)
- Offensive or profane messages or images on signs and clothing. Must comply with standards of taste and decency; must not block another guest's view.
- Strollers and infant car seats or carriers
- Umbrellas (large size)
- Weapons
 - No weapons are allowed in the stadium. Possession of a firearm or any other weapon is strictly forbidden.
 - Possession of such a weapon will result in immediate confiscation, ejection and possible arrest.

LOST AND FOUND

Guests needing to claim or report lost items during a game or event should visit the Gate A Guest Services location at Section 100. Guests inquiring about lost items at previous games/events should call the Lost and Found hotline at 313-262-2999 or email lost.found@lions.nfl.net. Everything reasonable will be done to locate the legal owner, and return the property to them. If the owner cannot be located the unclaimed property will be disposed of according to State Law Act #238. Ford Field cannot be held responsible for lost or damaged items.

LOST GUESTS AND CHILD ID WRISTBANDS

If a Guest is lost or is looking for a lost guest during a game/event please report to the Gate A Guest Services location at Section 100 for assistance. In an effort to decrease the possibility of separation, all parents are encouraged to sign up their children for the Child Registration program. After registering at any Guest Services location, children will receive a wristband with his/her seats and parent's cell number on the inside of the band that will assist the staff in helping children find their parents.

PARKING AND TRANSPORTATION

Ford Field, in partnership with local parking operators, manages 5,000 parking spaces surrounding Ford Field. There are also numerous privately operated parking facilities (30,000 spaces) within a 20 minute walk to Ford Field. For additional parking information, please contact Ford Field at 313-262-2000 or log onto www.fordfield.com. Construction and traffic updates can be found at www.Michigan.Gov/mdot. Parking maps are available at the Guest Services locations.

General Parking - Parking facilities adjacent to Ford Field and Comerica Park are available during games and events on a first come, first serve basis. The Ford Field Parking Deck and Lots 4, 5 and 6 are managed by ABM Parking Services Lots 1, 2, 3, and the Lions/Tigers Garage are the closest lots managed by Olympia Development. Access to parking facilities is generally three hours prior to kick-off. Vehicles will be directed into spaces and reserving spaces is not allowed. Grilling and re-entry access is prohibited in parking facilities adjacent to Ford Field. Light tailgating may be allowed.

Tailgating at Eastern Market - Tailgating and parking is available through the Eastern Market Corporation during Detroit Lions Home games. Located on Russel Street between Mack Avenue and Gratiot, the lots are a ten minute walk from Ford Field.Prices start at \$45 for tailgate parking and \$15 for parking only. A shuttle runs every ten minutes to Ford Field during the regular season home games at a fee for \$5 round trip. Tailgate and parking lots open four hours prior to each game and close two hours after the game ends. Contact the Eastern Market for questions at 313-833-9300 or log on to www.DetroitEasternMarket.com.

Tailgating in Lot 5 - an exclusive tailgate location for Season Ticket Members only. The pre-purchased parking pass offers guaranteed access into Lot 5 located on the corner of Brush and Montcalm. Registered RV and vehicles will enjoy tailgating space for grills, chairs, tents and other personal tailgating items. For more information, Season Ticket Members should contact their account representative at 313-262-2222.

Taxicabs - The taxicab drop-off and pick-up staging area is located on Adams St. between Witherell & John R. All taxicabs are asked to drop-off and pick-up in this reserved area. For services contact Checker Cab at (313) 963-7000.

Limousines - Limousine drop-off and pick-up is located on Montcalm between Witherell and Brush. After dropping off guests, limousines are required to park in an alternative location. Staging for pick-ups on Montcalm will begin at the start of the fourth quarter.

Tour/Group Buses - Tour/group bus parking is located on the north Fisher (I-75) Freeway Service Drive, north of Comerica Park and Ford Field, at the direction of Ford Field Traffic Directors.

Shuttles - The shuttle van and mini bus staging area is located on Adams Street, between Witherell and John R. Shuttles may drop off and pick up their guests in this area. This is strictly a staging area, not a parking area. Drop-offs can begin two hours before game time. Staging for pickups will begin at the start of the fourth quarter. Please contact area venues for their shuttle service availability.

Vehicle Inspections - Ford Field reserves the right to inspect all vehicles entering Ford Field property during games and events.

TRANSPORTATION

Construction - M-1 Rail - Construction is underway along Woodward for the new M-1 Rail, a 3.3-mile-long (5.3 km) circulating streetcar line to run along M-1 (Woodward Avenue) between Larned Street and West Grand Boulevard in downtown Detroit by late 2016. Traffic flow will generally be maintained on Woodward during the construction period. When one side of Woodward is closed, the remaining side will generally serve traffic moving in both directions.

Cross streets and sidewalks will also remain open as permitted by construction for access to local businesses. We encourage guests to allow extra time as the construction may delay their travels to and from Ford Field. For updates and alternate routes please visit the website at www.m-1rail.com or call 1.800.511.3931.

Detroit People Mover - Owned and operated by the Detroit Transportation Corporation, the Detroit People Mover can place fans very close to Ford Field. With 13 stops throughout downtown Detroit, Ford Field guests can find a station conveniently located near almost any parking facility. The People Mover's nearest stations to Ford Field:

Broadway (3)	Corner of Broadway and John R. (next to the Bull Center YMCA)
Greektown (5)	Inside Greektown Casino, Level 3
Cadillac Center (4)	Gratiot and Library St. (across from Compuware)
Grand Circus Park (2)	Park Street & Woodward Ave in the David M. Whitney Building. Closed, will reopen January 2015.

The People Mover fare is €.75 cents per ride. Tokens are available in or near each station. A total roundtrip is 15 minutes, with trains arriving at each station every 4-5 minutes. Weekend hours are usually from 9am-2am on Saturdays and 12 noon-midnight on Sundays. Times are extended during games and large events. For more information about the Detroit People Mover, call 313-224-2160 or visit them online at www.thepeoplemover.com.

D-DOT Transportation - The Detroit Department of Transportation (D-DOT) buses service the City of Detroit and major destinations including Eastland and Northland Malls, Fairlane Town Center and the Detroit Zoo. Ford Field is located along various system routes. For more information about DDOT, visit them online at www.smartbus.org.

SMART - SMART provides fixed routes and Community Transit bus service to Metro Detroit. Ford Field is located along various SMART fixed routes. For more information about SMART, call 866-962-5515 or visit them online at www.smartbus.org.

Windsor Bus - The Tunnel Bus, operated by Transit Windsor, offers transportation between downtown Windsor and Detroit for Lions home games. Buses begin returning to Windsor immediately after, and up to a maximum of 60 minutes after the game. For more information about Transit Windsor, call 519-944-4111 or visit them online at www.CityWindsor.Ca.

PARTNER COMPANIES/STAFF

Ford Field has retained outstanding partners to ensure every aspect of your visit is world-class.

ABM Parking Services manages the Ford Field parking properties which include the Parking Deck and Lots 4, 5 & 6. ABM is an industry leader in the operation of parking facilities. They are committed to providing the highest standard for customer service as well as client service. ABM manages all types of facilities around the country including airports, universities, office complexes, hotels, hospitals and shopping malls. To contact the ABM office at the Ford Field Parking Deck please call (313) 262-2871.

The Housekeeping and Conversions department at Ford Field ranks top among all stadiums in providing a clean and safe environment. **Jani-King** provides commercial cleaning to tens of thousands of clients in a variety of industries ensuring the highest degree of satisfaction.

Levy Restaurants is the official caterer for Ford Field Suites, Club Dining, Events and General Concessions. Levy Restaurants in an internationally-recognized company headquartered in Chicago with several restaurants, stadiums and arenas across the U.S.

MainGate Inc. is proud to be the official merchandise partner of the Detroit Lions. MainGate provides on-site sales operations at the Lions Pro Shop located in Ford Field, in kiosk locations throughout Ford Field on home game days and online at www.DetroitLionsStore.com. MainGate is the Premier Event Retail and Merchandising Company in the Country.

S.A.F.E. Management provides Ford Field's crowd management, event management and building security. S.A.F.E. is a specifically tailored event & crowd management company that specializes in sport facility and special event management, providing trained Ushers, Ticket Takers, Guest Services & Security positions. The goal is to provide all guests and fans of the Detroit Lions and Ford Field the most pleasant experience possible by creating and maintaining an enjoyable and S.A.F.E. environment, communicating correct information and promoting a professional image.

Tenable Protective Services, Inc. is a world-class provider of security and event related services. They help manage the off duty police services for Ford Field. Officers are on hand during Lions home games and large events to assist with major security concerns.

PAY PHONES

Pay phones are located at the following locations on the lower concourse:

- Gate A - adjacent to escalators
- Gate G - adjacent to southeast elevators

PRIDE PLAZA

The Official Detroit Lions FREE Tailgate offers the best entertainment, live music, activities, amazing local eats and of course, beers and drinks....many fans have made this their place to hang out downtown before the game. Pride Plaza does not require a game ticket and is located on Brush street directly next to Ford Field. The Lions encourage all fans to make this their pregame destination. Join the Party!

THE PRO SHOP/ LIONS MERCHANDISE

Official Detroit Lions merchandise is available to purchase at Ford Field or online at www.DetroitLionsStore.com. The Detroit Lions Pro Shop is located on the lower concourse of the stadium near Gate A in the main atrium at section 100/101 with additional retail kiosks located throughout the stadium. The Lions Pro Shop is open during home games and large events and during the week, Monday through Friday from 10am-6pm and the Saturdays before a Sunday Lions home game from 10am-5:30pm.

RADIO BROADCAST

Tune in to the Detroit Lions flagship station, The Ticket FM 97.1, for traffic updates and Lions pre- and post-game game coverage. Join the post game radio broadcast hosted by 97.1 "The Ticket" immediately following the Lions home games in the Bud Light Party Zone at Section 238/239.

RAFFLE 50/50

The Lions will hold a 50/50 raffle during home games. Tickets will be on sale throughout the main Ford Field

concourse, the Bud Light Party Zone and the Corner Lounge. Raffle tickets may be purchased at the following prices: 3 for \$5, 7 for \$10 or 25 for \$20.Cash Only. Sales conclude at the 5 minute mark of the 3rd Quarter. The 50/50 raffle pot will update in real-time on various digital media throughout Ford Field. One winning ticket number will be selected in the fourth quarter of each Lions game at Ford Field by random computer generated drawing. The official winner will be awarded 50% of the gross raffle proceeds for that date. The remaining proceeds will be shared between the Josephine Ford Cancer Institute and Detroit Lions Charities. The Winner must be present at the game to claim winnings. For the winning ticket number and additional information please visit www.detroitlions.com/5050.

RE-ENTRY POLICY

Re-entry is not permitted during Detroit Lions games and large events. There will be a limited re-entry policy for guests with emergency medical conditions. Please report to any Guest Service location for additional information.

RESTROOMS

Ford Field has 105 restrooms most of which are ADA accessible. This includes 13 family restrooms which are for parents/guardians with children and disabled guests only.

THE ROAR ZONE

Fan seating section located in the upper level end zones at Sections 315-321 and 341-347.

ROARY

Roary is the Detroit Lions mascot and available for both public and private appearances. Roary may also visit a guests' seats on a Lions' home game day as long as the appearance is coordinated 2 weeks prior to game day. Roary may also be found pre-game at the Cub Zone at Section 347. Roary is available for special events in the state of Michigan. Interested parties should call 313-262-2248 or e-mail Roary@DetroitLions.com for rates and availabilities. It is recommended that all Roary appearance requests be on organization letterhead and arrive at least 4 weeks prior to the event date. A request form is on the www.DetroitLions.com/roary website and also can be mailed to Ford Field.

ROOFTOP SUITE

Host your VIP Tailgate Party on the rooftop of the former J. L. Hudson's Warehouse Building where you will enjoy a breathtaking "penthouse" view of the Lions playing field!This pre-game party package is ideal for groups of 100-200 people and includes a traditional tailgate style lunch and Premium Club Seats with access to our exclusive Club Lounges for all of your guests. Located on the 7th floor, guests must have the proper credentials and a stadium ticket to access the Rooftop suite. Please contact the Ticket Sales department at 313-262-2222 for rental prices and availability.

SIGNS / POSTERS

Guests are welcome to display signs in the stadium during events, provided they are not in poor taste, political, offensive, profane or any advertisement.The poster should not impede another guest's view of the playing field, cause a disturbance among other fans, or cover any stadium signage. Ford Field reserves the right to confiscate any sign or poster. No banners or posters with poles or sticks are permitted. Should not be larger than what one person can hold.

SMOKING POLICY

The Dr. Ron M. Davis Law officially banned smoking in public places and food establishments throughout the State of Michigan. Ford Field will continue its policy to prohibit smoking for the health and comfort of all guests. Smoking is not allowed inside the stadium including all seating areas, restrooms, club lounges, bars and suites. In compliance with the smoking ban, smoking is only allowed in the following outdoor locations:

- During the entire game:** North Patio Terrace–2nd Level near Section 232/233 (weather permitting)
- 30 minutes after kick-off:** Gates D and E
- Half-time only:** Gates A, C, F and G

We thank you for cooperating with the smoking guidelines at Ford Field. No-Smoking signs are posted in and around Ford Field for further clarification. You can also visit any of the Guest Services locations on game days for more information. Guests who fail to comply with the policy after appropriate warnings may be subject to ejection. Ford Field reserves the right to modify this policy at any time.

SUITES

Entertain with style and ease in a Ford Field Premium Suite. Guests will enjoy a private party suite with intimate sightlines, oversized plush leather seating, gourmet food and beverage service, preferred parking, access to our private Club Lounges and more! Please contact the Sponsorship & Suites Sales department for leasing availability at (313) 262-2222. There are a total of 129 suites in Ford Field with 112 suites housed on the Huntington side of the stadium and 17 on the north side (NS). Guests wishing to get in contact with a Suite holder on game/event day should visit any Guest Services locations who will call the Suite for permission to issue a Suite guest pass. Suite owner information is confidential. Suite Will Call is located at Gate A.

TEXT ASSIST

If you have a problem or wish to discreetly report an unruly fan to Ford Field Stadium Operations you can use your mobile phone to **text the word "LIONS" <space> issue and location to 69050**. Stadium operations personnel will respond to your request via text message. The Text Assist service is operational on Ford Field game and event days only. There is no charge to use the service. Text Assist is a standard rate message service which means you are only charged by your wireless provider in accordance with your current text messaging contract. We will not sell, share or otherwise disclose any mobile numbers unless required to do so by law.

TICKETS

TICKET SALES

Interested in Detroit Lions Season tickets, Club Seat tickets, Group tickets, Suites, Rooftop and Club 200 parties? Call the Ticket Sales Department at 313-262-2222.

TICKET OFFICE

During Detroit Lions home games and large events:

Tickets for day of game/event:

- The Ticket Office windows are located outside of Gate A on the southwest side of the stadium on Brush St. (unless

otherwise designated). Guests may purchase tickets for the game or event happening on that day and/or pick up will call tickets at any of the available windows.

- The Ticket Office/Gate A windows normally open three hours prior to kick off/event start time. Times are subject to change.

Tickets for upcoming game/events:

- The Advance Ticket window is located inside of Ford Field at the Gate A Atrium located on the side of the escalators by Section 100. Tickets for upcoming events may be purchased. The Advance Ticket window is open at gate opening and may stay open until the end of halftime (Subject to change).

During regular business hours:

- The Ticket Office is located outside at Gate G on St. Antoine St.
- Ticket customers may park in the 20-minute lot if available on the corner of St. Antoine & Beacon or in the Ford Field Parking Deck
- Office hours are Monday - Friday from 10am – 6pm (hours are seasonal and subject to change)
- Guests may call 313-262-2008 or log on to www.DetroitLions.com/tickets for more information

VERITIX®

The new primary ticketing provider for both Detroit Lions games and Ford Field events. Tickets may be purchased at Detroitlions.com/tickets or by calling 877-212-8898. Tickets may also be purchased in person at the Ford Field Ticket Office, located at Gate G, Monday-Friday from 10am-6pm (subject to change).

FLASH SEATS®

The Detroit Lions paperless ticketing system provides the ultimate in convenience and flexibility. It is a digital entry method and will allow fans to enter with a digital ID such as a credit card, driver's license or mobile app. Tickets will also be fully transferable giving fans the flexibility to share tickets at www.flashseats.com. Once scanned into the stadium, guests will receive a seat locator that lists their Section, Row and Seat(s) or Suite. For more information visit www.detroitlions.com/tickets/flash-seats.html.

TICKET POLICIES

DUPLICATE/COUNTERFEIT TICKETS

If duplicate or counterfeit tickets exist, please notify an usher or Supervisor to direct you to the outside Ticket Office at Gate A for a resolution. Counterfeit tickets or tickets sold in violation of any applicable law will not be honored.

INFANTS/CHILDREN

Children two (2) years of age and under will be permitted to enter Ford Field for Detroit Lions home games without a ticket. They must be seated on a parent or guardian's lap and must not interfere with the sightlines and/or enjoyment of other fans. Strollers and car seat carriers are not permitted. All patrons three years old and older must have a ticket to gain entrance into Ford Field for Detroit Lions games. Ford Field reserves the right to modify this policy at any time.

LOST OR STOLEN TICKETS

Guest with tickets which are lost, stolen, or destroyed may report to the outside Gate A ticket windows. On game or event day, the Ticket Office is open three hours prior to the start of the event unless otherwise designated. The Ticket Office will attempt to resolve the ticket issues. This policy also applies to tickets that are presented at the Ford Field entrance gates bearing the wrong date. If possible, guests should contact the Ticket Office prior to the event date for resolution.

REVOCABLE LICENSE

A ticket is a revocable license. It may be revoked and admission refused at the sole discretion of Ford Field and the Detroit Lions. Ford Field and the Detroit Lions reserve the right, without the refund of any portion of the ticket purchase price, to refuse admission or eject any person whose conduct is deemed disorderly or fails to comply with the terms and conditions contained therein.

RISK

Guests are at their own risk with respect to the dangers incidental to football games and other events whether occurring prior to, during, or after the actual game or event. Ford Field and the Detroit Lions are not responsible for lost, stolen, damaged property, or personal injury.

SCALPING ORDINANCE

The resale of tickets is not permitted on Ford Field grounds. Ticket Scalping is defined in the 1984 Detroit City Code, Section 5-1-3 and Michigan Compiled Laws (MCL), Section 750.465.

WILL CALL TICKETS

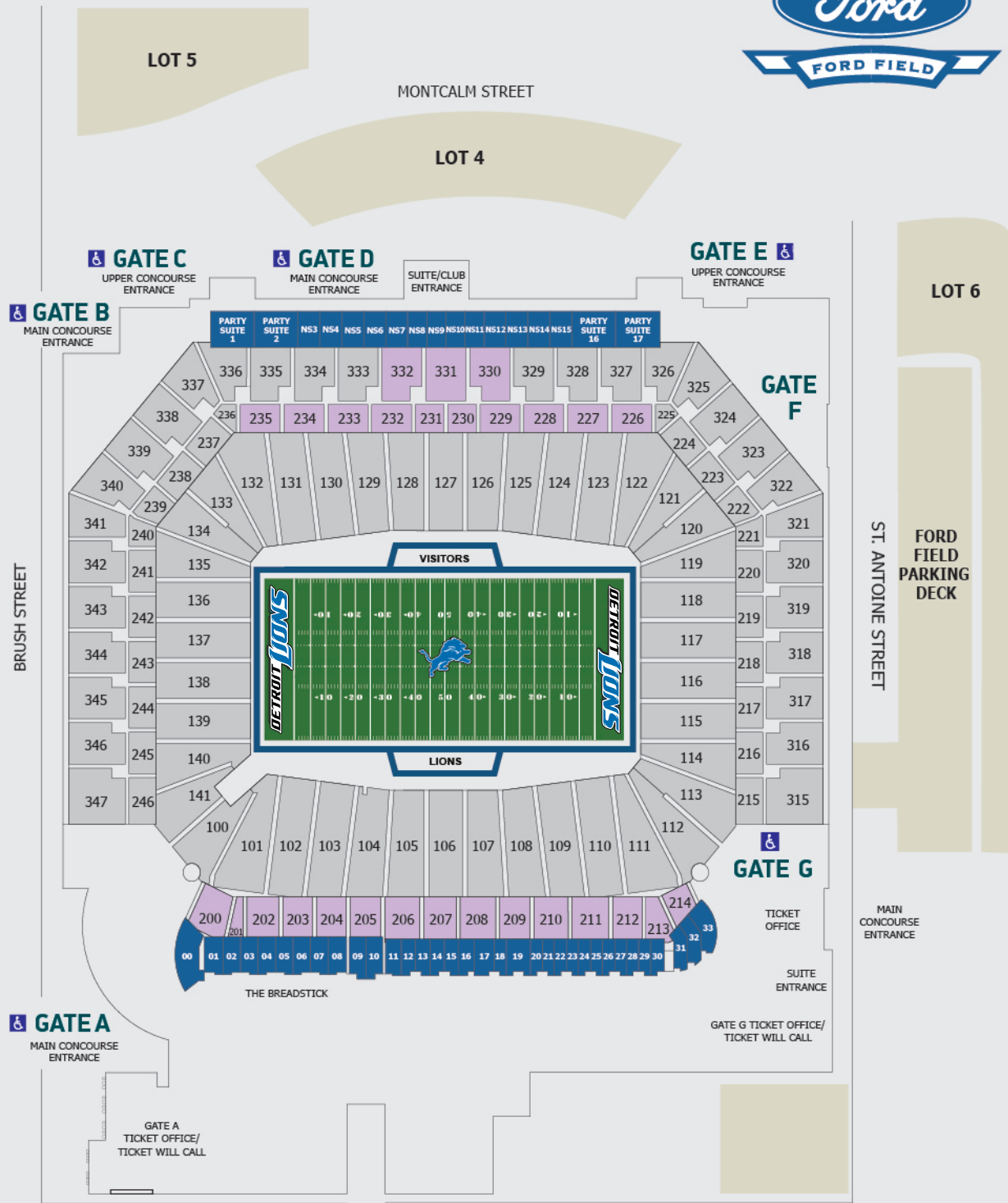
On game and events days, Will Call tickets may be picked up at any available window outside at Gate A, starting three hours before the start of the event. Guests may not leave tickets or other items at Will Call for other guests.

ZERO TOLERANCE

The Detroit Lions and Ford Field will revoke the season tickets of those individuals whose conduct is determined inappropriate and in violation of the Guest Code of Conduct. Please be aware that the Season Ticket Holder is accountable for the conduct of his or her guests. Should a guest using the season tickets behave in unacceptable ways, the season tickets will be revoked, even if the Season Ticket Holder is not directly involved. We invite you to report any unruly and unacceptable conduct to Ford Field security and/or text the word "LIONS" <space> issue and location to 69050 during Lions home games..

TOURS

We invite you to visit Ford Field for a behind-the-scenes tour. Get a peek at a Ford Field suite, the Lions locker room and walk down the tunnel to the field and stand on the turf for a player's view of the stadium. Ford Field Tours are offered at 11am and 1pm on Mondays, Thursdays and Fridays from August – December. From January – July tours are offered twice a week on Mondays and Fridays. Each tour will start from Gate G, and will last approximately one hour. Tour prices are \$7 for adults and \$5 for children and senior citizens. Groups of 25 or more can schedule a tour by calling 313-262-2396. Tours will not be conducted during large event days and major holidays. Tours are subject to cancellation and routes may vary according to availability. Please call the tour hotline at 313-262-2100 for additional information or log on to www.FordField.com.



LOT 6

FORD FIELD PARKING DECK

MAIN CONCOURSE ENTRANCE

SEATING

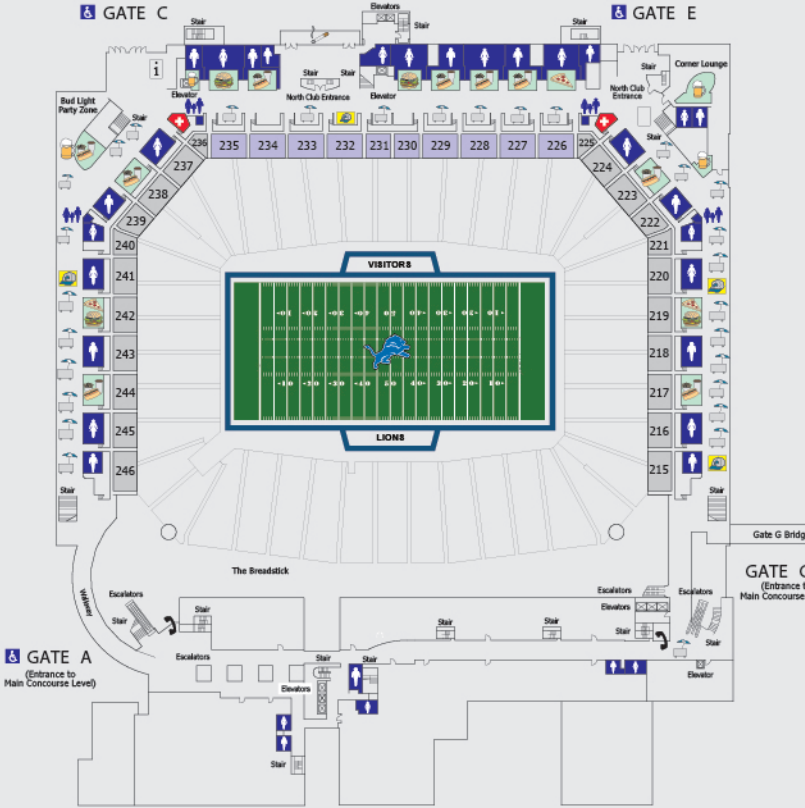
- General Seating
- Club Seating
- Suites



MAIN LEVEL



UPPER LEVEL



- Traditional Concession
- Pizza
- Bar
- Sausage House
- Grill
- Burgers/Fries
- Deli
- Pretzel
- Barbecue
- Margaritas
- Turf Tavern
- Portable Concession Stand
- Retail
- Designated Smoking Area
- Accessible Entrance/Ramp
- Women's Restroom
- Men's Restroom
- Family Restroom
- ATM Automatic Teller Machine
- Public Telephone
- Guest Services
- First Aid

