

# FAN GUIDE 2014

**AN A-Z DIRECTORY OF FACILITY  
SERVICES FOR OUR GUESTS**



# STADIUM FACTS



## **LARGEST PROFESSIONAL SOCCER COMPLEX IN THE UNITED STATES**

### **FUN FACTS**

**Sporting Event Seating Capacity** 17,424

**Concert Seating Capacity** 27,000

**Suites** 17

**Summit Club** 150

**Patio Seats** 168

**ADA Seats** 171 + 171 Companion Seats

**Stadium Field** Soccer Field: 120 yards by 75 yards | Rugby: 108 yards by 75 yards | Lacrosse: 110 yards by 60 yards

**Sports Complex Fields** 24 fields

**Cost to build Dick's Sporting Goods Park** \$131 Million – which were private and public funds

**Land** – 63 acres of turf alone – 140 acres makes up the whole complex

### **KEY DATES**

**Groundbreaking** September 28, 2005

**Opening Event** April 7, 2007 – Colorado Rapids vs. D.C. United

**First Concert** June 30, 2007 – Kenny Chesney, Sugarland and Pat Green

### **CONCERTS**

**2008, 2009 and 2010** Home of Mile High Music Festival

**2011 Labor Day Weekend** – September 2, 3 and 4 – Last stop on the PHISH Summer Tour

**2012 Labor Day Weekend** – August 31 and September 1, 2 – Last stop on the PHISH Summer Tour

**2013 Labor Day Weekend** – August 30, 31 and September 1 – Last stop on the PHISH Summer Tour

### **GAMES**

**July 19, 2007** – Major League Soccer All-Star Game (MLS All Stars vs. Celtic)

**November 19, 2009** – World Cup Qualifier United States vs. Guatemala

**September 19, 2012** – US Women's National Team, Gold Medalists from London 2012 Summer Olympics vs. Team Australia

**March 22, 2013** – US Men's National Team vs. Costa Rica in 2014 FIFA World Cup Qualifier

# TABLE OF CONTENTS



30 Minute Drop-Off / Pick-up Parking Zone. . . . .	4	Family Restrooms . . . . .	13	Season Ticket Holder Value Menu. . . . .	23
50/50 Raffle . . . . .	4	Fighting. . . . .	14	Seat Numbering System. . . . .	23
ADA Accommodations . . . . .	5	First Aid. . . . .	14	See Something, Say Something . . . . .	23
Address / Telephone / Fax . . . . .	5	Flags. . . . .	14	Signs, Banners, and Flags . . . . .	24
Advance Ticket Sales . . . . .	6	Flash Seats . . . . .	14	Smoking . . . . .	24
Age Restrictions. . . . .	6	Food & Beverage . . . . .	14	Soccer Fields / Playing Fields . . . . .	24
Alcoholic Beverage Policies . . . . .	6	Gate Opening Times. . . . .	15	Social Media . . . . .	25
Altitude Authentics at Dick's Sporting Goods Park (Team Store) . . . . .	7	Guest Relations . . . . .	15	Soliciting / Literature . . . . .	25
Altitude Sports & Entertainment . . . . .	7	HealthONE Family Zone . . . . .	15	Special Occasions . . . . .	25
Anthem / Color Guard . . . . .	7	HealthONE Photo Station . . . . .	15	Sponsorship / Advertising. . . . .	25
Automated Teller Machines (ATMs) . . . . .	7	Huckstering . . . . .	15	Stadium Rental / Facility Rental . . . . .	26
Audio / Video Recording Devices. . . . .	7	Intoxicated Guests . . . . .	16	Stage Configuration . . . . .	26
Autographs . . . . .	7	Kroenke Sports & Entertainment . . . . .	16	Strollers. . . . .	26
Banners . . . . .	8	Kroenke Sports Charities . . . . .	16	Supporters Terrace. . . . .	26
Bicycle Parking . . . . .	8	Kroenke Sports Charities Fundraising Events. . . . .	16	Tailgating. . . . .	27
Birthdays. . . . .	8	Lost & Found. . . . .	17	Taxi Service. . . . .	27
Box Office . . . . .	8	Lost Person / Guest Identification Program. . . . .	17	Team Store . . . . .	27
Bus Service. . . . .	8	Lost or Stolen Tickets. . . . .	17	Throwing Objects / Projectiles . . . . .	27
Cameras / Video Equipment . . . . .	9	Marketing / Sponsorship . . . . .	17	Ticket Sales Tables . . . . .	27
Centennial 38 . . . . .	9	Mascots & Street Team presented by Rocky Mountain Health Plans . . . . .	18	Ticket Policies . . . . .	27
Charitable Donations . . . . .	9	Meetings & Events. . . . .	18	Visiting Supporters Section. . . . .	28
Clothing. . . . .	10	Nursing Mothers . . . . .	18	Websites . . . . .	29
Code of Conduct . . . . .	10	PARKHELP. . . . .	19	Wheelchair Seating . . . . .	29
Colorado Rapids Youth Development. . . . .	10	Parking Lots . . . . .	19	Will Call. . . . .	29
Coolers . . . . .	10	Play Clean. . . . .	20	Contact Information . . . . .	30
Community Relations / Fan Development. . . . .	11	Player Appearances . . . . .	20	Park Maps. . . . .	31-36
Compliments / Comments / Concerns. . . . .	11	Patio Table Information. . . . .	20		
Concessions . . . . .	11	Permitted Items . . . . .	20		
Designated Driver Program. . . . .	11	Premium Seating Information . . . . .	20		
Diaper Changing Stations. . . . .	11	Press / Media Entrance . . . . .	21		
Directions to Dick's Sporting Goods Park . . . . .	11	Prohibited Items. . . . .	21		
Disruptive Behavior . . . . .	12	Re-Entry . . . . .	22		
Drinking Fountains. . . . .	12	Recycle. . . . .	22		
Eighteen76 . . . . .	13	Restaurants. . . . .	22		
Ejections . . . . .	13	Restrooms. . . . .	22		
Elevators . . . . .	13	Scalping or Re-Selling Tickets. . . . .	22		
Entry to Field of Play / Performance Area . . . . .	13	Scoreboard . . . . .	23		
		Season Tickets . . . . .	23		



## 30 MINUTE DROP-OFF / PICK-UP PARKING ZONE

30 Minute Parking Zone is located on the West side of the stadium outside the Gate G entrance. Enter into the stadium complex via 60th Avenue and Drop-Off and Pick-Up is located on Victory Way between 60th Avenue and Prairie Parkway. Parking in this area is strictly monitored and designed for the following uses:

### Non-Event Days

- Purchase of merchandise in the Altitude Authentics Team Store at Dick's Sporting Goods Park.
- The purchase of event tickets at Box Office.

### Event Days

- Guests with disabilities in need of assistance from Guest Relations, i.e. assistance into stadium via wheelchair.
  - Arrive early to help avoid traffic congestion.
  - At the conclusion of events, fans leaving the stadium could delay access to the loading / unloading zone.

## 50/50 RAFFLE

50/50 is a raffle held at Dick's Sporting Goods Park during Rapids games where 50% of the gross proceeds of raffle ticket sales from each home game are awarded to a single winner and the other 50% benefits youth sports organizations in Colorado including Colorado Rapids Youth Soccer Club.\*

### Tickets may be purchased from:

Purchase your tickets from sellers located throughout the concourse from doors open through halftime.

Raffle Ticket Prices: 3 tickets for \$5 | 10 tickets for \$10 | 40 tickets for \$20

### Cash Sales Only

There is no limit on the size of the prize. The more tickets that are sold, the higher the prize will be. Check stadium boards for most current pool amount. Take the official winning ticket to Guest Services at Section 129. Winner must be present to win.

Official Rules: [www.RapidsYouthSoccer.org](http://www.RapidsYouthSoccer.org)

\*Must be 18 years of age or older to play. Official Rules Apply.





## **ADA ACCOMMODATIONS**

Dick's Sporting Goods Park is committed to providing every guest with a comfortable and enjoyable experience at its facility.

### **30 Minute / Drop-Off / Pick-Up Parking Zone**

- 30 Minute Parking Zone is located on the West side of the stadium outside the Gate G entrance. Enter into the stadium complex via 60th Avenue and Drop – Off and Pick –Up is located on Victory Way between 60th Avenue and Prairie Parkway.
- Guests with disabilities in need of assistance from Guest Relations, i.e. assistance into stadium via wheelchair.
- Arrive early to help avoid traffic congestion.
- At the conclusion of events, fans leaving the stadium could delay access to the loading / unloading zone.

### **Assistive Animals**

Dick's Sporting Goods Park welcomes service animals to be utilized by guests with disabilities.

### **Assistive Listening Devices**

Hearing impaired guests may check out an Assistive Listening Device (ALD) at the Guest Relations window located on the concourse level behind Section 129 with a valid driver's license. Guests may also reserve an ALD prior to an event by calling Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com).

### **Concession Stands**

Each of the nine (9) permanent concession stands has disabled access at all points of sale.

### **Elevators** (See Elevators)

### **Electrical Outlets**

Electrical outlets are available for recharging wheelchairs and other necessary equipment in the seating areas designated for guests with disabilities.

### **Parking**

Dick's Sporting Goods Park has more than 100 parking spaces for guests with disabilities. The majority of designated spaces are located in Lots A, B and F. There are additional spaces located in Lots G and H. To access the designated spaces in all lots, please have a state issued handicap hangtag or license plate visible for parking staff so they can direct you appropriate lot. Parking for guests with disabilities is available on a first-come first-served basis.

### **Restrooms**

All restrooms at Dick's Sporting Goods Park are ADA compliant. Family restrooms are located at the top of Sections 101, 112, 125 and 129.

### **Tickets**

Wheelchair and accessible seating tickets are available through all distribution channels including Box Office, internet, phone center and all Dick's Sporting Goods Colorado store locations. Companion seating is also available for purchase in each of the wheelchair seating sections. Contact Box Office at 303.727.3535 for more information and availability.

### **Wheelchair Service**

Wheelchair escort service is provided by Guest Relations. To receive a wheelchair escort service please do one of the following:

- Contact Guest Relations at 303.727.3748, by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com) or upon arrival into the facility.
- Stop by the Guest Relations window located on the West concourse behind Section 129.

## **ADDRESS / TELEPHONE / FAX**

Dick's Sporting Goods Park  
6000 Victory Way  
Commerce City, CO 80022  
303.727.3500 (General Offices)



## **ADVANCE TICKET SALES**

---

During major sporting events, tickets for upcoming events are sold at the advance ticket sales window, located on the East Concourse behind Section 107 at Gate B.

## **AGE RESTRICTIONS**

---

All guests who have reached their third (3rd) birthday are required to have a ticket for all ticketed events at Dick's Sporting Goods Park. Children under 3 years of age may sit in a ticket holder's lap, so long as the child does not obstruct the view of others nearby.

Policies may vary for concerts and special events. Generally, for concerts and special events, guests who have reached their second (2nd) birthday are required to have a ticket for entry. Please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com) for information pertaining to specific events.

## **ALCOHOLIC BEVERAGE POLICIES**

---

Dick's Sporting Goods Park has implemented a strict alcohol policy that is designed to protect guests and the community from alcohol related incidents.

Guests are expected to follow all laws governing the purchase, possession, and consumption of alcohol. Guests are expected to drink responsibly and it is the responsibility of each guest to ensure that they have a safe means of transportation when leaving the facility.

- Any guest who is impaired/intoxicated before entering Dick's Sporting Goods Park may be denied entry into the facility. Any guest found intoxicated within Dick's Sporting Goods Park and causing a disturbance, as determined by management, will be asked to leave the facility without refund and may be subject to further consequences.
- Dick's Sporting Goods Park does not allow alcohol to enter the stadium. Guests found with alcohol brought in from outside the stadium will be immediately ejected and subject to citation.
- There will be a limit of two (2) alcoholic beverages sold to each guest, per purchase; this is subject to change based on management discretion or on an as needed event basis.
- To purchase alcohol, guests must be twenty-one (21) years of age and have one of the following forms of current identification.
  - A valid United States driver's license.
  - A valid United States military identification card.
  - A valid passport.
  - A valid United States government issued photo identification card.

Dick's Sporting Goods Park Management reserves the right to eject and cite any individual(s) under the age of twenty-one (21) whom illegally purchase, possess, or consume alcohol. Individuals under the age of twenty-one (21) who are visibly intoxicated are also subject to ejection and citation as determined by management. Individuals providing alcohol to those under 21 will also be ejected and subject to citation.

- The cut-off time for alcohol sales varies by event. Typically, alcohol services shut down 30 minutes prior to the end of an event. The cut-off time for alcohol sales for Colorado Rapids games is at the 70:00 minute on the scoreboard.
- Dick's Sporting Goods Park does not allow alcohol of any kind to leave the stadium. Guests found with alcohol leaving the stadium may be subject to citation. Note: This includes bottled wine of any kind.
- Some events may be designated as "non-alcohol" events. This means alcohol will not be served. For information regarding specific event policies, please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com).



## **ALTITUDE AUTHENTICS AT DICK'S SPORTING GOODS PARK (TEAM STORE)**

Altitude Authentics at Dick's Sporting Goods Park has several locations. The main store is located on the West side of the stadium next to the Box Office at Gate G. A secondary store is located on the Southeast concourse next to Gate C. There is also a merchandise kiosk located behind Section 107 on the concourse.

Altitude Authentics at Dick's Sporting Goods Park is open during the week and during scheduled events and accepts Visa, MasterCard, American Express, Discover and cash.

For store hours, please call 303.727.3300.

## **ALTITUDE SPORTS & ENTERTAINMENT**

Seen in more than 3.1 million homes in a 10 state territory, Altitude is the television home of the Colorado Avalanche, Denver Nuggets, Colorado Rapids, Colorado Mammoth, Colorado Eagles, the Rocky Mountain Athletic Conference, ESPN Syndication (including Big 12 Conference and Western Athletic Conference events) as well as other local and regional sports, entertainment and public service programming. A full list of Altitude programming and other information can be found at [www.altitude.tv](http://www.altitude.tv).

## **ANTHEM / COLOR GUARD**

Any questions pertaining to the presentation of the colors for the Colorado Rapids may be directed to the Colorado Rapids Front Office by calling 303.825.GOAL.

Individuals who would like to be considered for the singing of the National Anthem should send a CD or DVD of their performance to the following address:

Colorado Rapids  
ATTN: Match Presentation  
6000 Victory Way  
Commerce City, CO 80022

## **AUTOMATED TELLER MACHINES (ATMs)**

Dick's Sporting Goods Park has 5 ATMs.

### **Inside the Gates**

- Two ATMs are located on the South concourse behind Section 118 between Gates D and E by Eighteen76.
- One is located inside Gate B.
- One is located next to Guest Relations behind Section 128.

### **Outside the Gates**

- One ATM is located on the West side of the stadium next to the Ticket Office between Gates F and G.

## **AUDIO / VIDEO RECORDING DEVICES**

Audio/video recording is generally prohibited for all concerts, special events and sporting events. For information regarding specific show policies, please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com). Dick's Sporting Goods Park will not provide storage for such items.

## **AUTOGRAPHS**

We encourage fans to interact with players and politely ask for autographs during designated and appropriate times at the stadium. Pre-match and during the game are not appropriate times to ask for autographs; the best time to approach players is post game or at scheduled player appearances in the community. Check [ColoradoRapids.com](http://ColoradoRapids.com) for the latest Rapids appearance schedule. Neither Dick's Sporting Goods Park nor the Colorado Rapids will accept mailed-in requests for any autographs.



## **BANNERS**

See Signs, Banners and Flags on page 24.

## **BICYCLE PARKING**

There are bicycle racks located at all gate entrances into Dick's Sporting Goods Park.

## **BIRTHDAYS**

See Special Occasions on page 25.

## **BOX OFFICE**

The Main Box Office presented by Westerra Credit Union is located on the West side of the stadium between Gates F and G and is next to the Altitude Authentics Team Store. A second Box Office is located on the East side of the stadium at the Gate B entrance. This Box Office is open on event days only one and a half hours prior to the start of the event.

### **Advance Ticket Sales**

An advance ticket sales window is open inside the stadium during sporting events and is located on the East side of the stadium behind Section 107 at Gate B.

### **Ticket Sales**

Tickets may be purchased by calling 303.825.GOAL or by visiting [www.DicksSportingGoodsPark.com](http://www.DicksSportingGoodsPark.com), [www.ColoradoRapids.com](http://www.ColoradoRapids.com), [www.AltitudeTickets.com](http://www.AltitudeTickets.com) or the Altitude Tickets charge by phone line at 303.893.TIXS (8497) or 1.866.461.6556. Tickets may also be purchased at Altitude Ticket kiosks located at all Colorado Dick's Sporting Goods stores.

### **Box Office Hours of Operations**

March through October:

Monday – Friday: 9:00am – 5:00pm

Saturdays: 10:00am – 3:00pm

During all scheduled stadium events the Box Office is open at 10:00am through the end of half time or intermission.

November through February:

Monday – Friday: 10:00am – 5:00pm

Saturday & Sunday: Closed

### **Will Call**

Will Call is located on the West side of the stadium at the Main Box Office. You must provide your own picture ID when picking up Will Call tickets.

### **Payment Options**

The Box Office accepts Visa, MasterCard, American Express, Discover and cash.

## **BUS SERVICE**

For an updated RTD bus route schedule, call 303.299.6000 or 800.366.7433 or visit online at [www.RTD-Denver.com](http://www.RTD-Denver.com).

RTD Bus #88 stops at 56th / Quebec





## **CAMERAS / VIDEO EQUIPMENT**

Fans are welcome to bring personal point and shoot cameras into Dick's Sporting Goods Park. Cameras with telephoto or interchangeable/detachable lenses and external flash (professional photography equipment) are not permitted inside Dick's Sporting Goods Park at any time. Video recording devices, audio recording devices, monopods, bipods and tripods are also not permitted. Video recording on any device and/or flash photography is prohibited at all times. This policy will be strictly enforced and management reserves the right to deny any electronic device at their discretion.

For camera policies for a specific event, please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com).

## **CENTENNIAL 38**

Are you a passionate fan who likes to support your Colorado Rapids? Then you should think about joining Centennial 38, the supporters group for the Colorado Rapids. Centennial 38 is for the most vocal and active Rapids supporters both in the stadium and at community events. Drums, flags, chants and singing are common place when supporting the Rapids with Centennial 38. Our members enjoy special privileges inside the stadium, and host the best pre-match tailgate, on the South side of the stadium, before every home game. Come join us before a game at our tailgate, inside the stadium in the supporters terrace or Section 108; for tickets go to [Reservations@C38SG.com](mailto:Reservations@C38SG.com). You can also find out more about Centennial 38 at [Facebook.com/Centennial38](https://www.facebook.com/Centennial38) or <http://C38SG.com>.

## **CHARITABLE DONATIONS**

The Colorado Rapids are committed to being an important part of the community and to improving the lives of children. Our players, coaches and staff recognize the special needs of those in our community and in growing the game of soccer.

Requests for donations from within the Rocky Mountain Region will be considered if they meet the following guidelines:

- Requests must be received 30 days prior to the date of the event.
- All requests must be typed on company, school or association letterhead by the person organizing the event (individuals requesting a donation on behalf of an organization will not be considered).
- All requests must be mailed (faxes and emails are not accepted).
- Please include date, time and location of the event.
- Please include your organization's 501(c)3 (The Rapids can only donate to non-profit organizations; NO EXCEPTIONS).
- Requests will not be considered for employee appreciation parties, holiday parties or post-prom activities. Requests are solely granted to assist non-profit organizations in their fundraising efforts.
- Please include how the item will be used; i.e. silent auction, live auction, raffle or door prize.
- Please include the name, address and phone number of the organization and contact person.

Please forward all requests to:

Colorado Rapids

ATTN: Community Relations Department

6000 Victory Way

Commerce City, CO 80022



## **CLOTHING**

Guests are prohibited from wearing any clothing displaying profane or offensive material. Guests wearing prohibited clothing may be denied entry into the facility until the profane or offensive material is no longer visible. Guests found within the facility wearing clothing displaying items that can be construed as profane or offensive by management will be asked to provide a solution where the items will no longer be displayed. If no solution can be found or the solution does not meet the satisfaction of management, the guest may be ejected from the facility.

## **CODE OF CONDUCT**

All Dick's Sporting Goods Park guests are expected to maintain reasonable and appropriate behavior at all times. Any behavior defying the code of conduct, as determined by facility management, may result in ejection and possible arrest.

Ejected Guests will not receive a refund for their ticket(s) or be compensated in any way.

Inappropriate behavior includes, but is not limited to:

- Interference with the event or participants of the event in any way.
- Disturbing other patrons' enjoyment of the event.
- Failing to comply with facility personnel.
- Harassing, taunting or using offensive language against players, referees, performers, other guests or staff.
- Using profanity and/or other offensive words and gestures.
- Throwing, tossing or discharging any object.
- Drunk, intoxication or disorderly conduct.
- Fighting or challenging others to fight.
- Standing on chairs/seats/tables/platforms/railings.
- Entering a restricted or seating area without the proper ticket.
- Violating Dick's Sporting Goods Park rules, regulations or policies.
- Violating any local, state or federal laws.

Dick's Sporting Goods Park management reserves the right to deny entry or eject from the facility guests displaying inappropriate behavior as determined by facility / event management.

Fans can text PARKHELP to 69050 with their seat location and issue to Dick's Sporting Goods Park personnel and Event Staff will respond to your seating section. Texting instructions can be seen on the Jumbotron and fascia screens around the Park as well as fixed signage at Sections 103, 124 and in all bathrooms. Standard texting rates will apply.

## **COLORADO RAPIDS YOUTH DEVELOPMENT**

The Colorado Rapids are leaders in soccer player development. The Rapids Youth Development structure provides aspiring players with a path that will allow each player to enjoy the sport and reach their full potential in the game, including the professional level.

The Rapids Academy teams compete in US Soccer's prestigious Development Academy. These players also have the opportunity to train and play alongside professional players.

The Rapids also offer boys and girls of all ages and abilities the opportunity to participate in leagues, camps and clinics through the Colorado Rapids Youth Soccer Club.

More information is available at [www.ColoradoRapids.com/youth](http://www.ColoradoRapids.com/youth) or by calling 303.727.3575.

## **COOLERS**

See Prohibited Items on page 21.



## COMMUNITY RELATIONS / FAN DEVELOPMENT

Information regarding charitable events and other community activities associated with Dick's Sporting Goods Park can be found at [www.ColoradoRapids.com](http://www.ColoradoRapids.com).

## COMPLIMENTS / COMMENTS / CONCERNS

During an event, Guests are recommended to express any compliments, comments or concerns at Guest Relations, located at Section 129 or with any Guest Relations employee. After an event, please email [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com) to give feedback.

## CONCESSIONS

ARAMARK Sports & Entertainment operates all concession stands at Dick's Sporting Goods Park. There are nine (9) permanent concession stands with mobile concession and beverage kiosks throughout the facility. Permanent concession stands accept credit and debit cards, while mobile concession and beverage kiosks may not.

# D

## DESIGNATED DRIVER PROGRAM

Designed to allow guests to have a safe and enjoyable time at Dick's Sporting Goods Park events, this program helps promote responsible consumption of alcoholic beverages and discourages drinking and driving. Guests wishing to participate in the program may sign up at the Designated Driver kiosk located on the concourse level behind Section 103 at any time. This program closes when alcohol is cut off by management.

To sign up, the guest must sign a pledge stating they will not consume alcoholic beverages during their stay at the facility. The guest must also present a valid driver's license that shows proof the guest is of legal drinking age and a legal driver. Upon doing so, the guest will be given a wristband that states they are a designated driver and given a coupon for a free soda or water redeemable at the concessions stand at Section 105.

## DIAPER CHANGING STATIONS

Diaper changing stations are located in all men's, women's and family restrooms.

## DIRECTIONS TO DICK'S SPORTING GOODS PARK

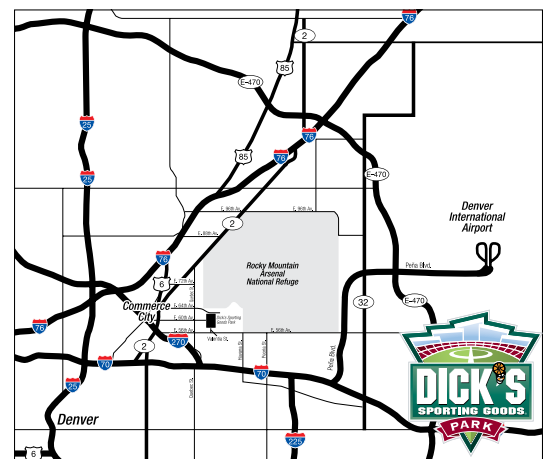
**See Park Location map on page 31.**

Dick's Sporting Goods Park is located at the Southwest corner of the Rocky Mountain Arsenal National Wildlife Refuge in Commerce City, Colorado.

There are THREE main entrances into Dick's Sporting Goods Park

- Quebec St. and E. 60th Avenue.
- Quebec St. and Prairie Parkway (64th Avenue).
- 56th Avenue and Valentia Street.

*continued...*



## **DIRECTIONS TO DICK'S SPORTING GOODS PARK (CONTINUED)**

---

### **From the North**

If you are traveling South on Interstate 25, exit East (left) onto Thornton Parkway. Proceed East on Thornton Parkway and turn South (right) onto Colorado Boulevard. Continue South on Colorado Boulevard and turn East (left) onto 88th Avenue. Continue East on 88th Avenue (you will cross over Interstate 76 and pass the Mile High Flea Market) and then turn South (right) on Highway 2. Continue South on Highway 2 and turn South (left) onto Quebec Parkway, then turn East (left) onto Prairie Parkway (64th Avenue) and into event parking.

If you are traveling West on Interstate 76, exit South onto US Highway 6 and 85. Continue South on US Highway 6 and 85 and turn East (left) onto 72nd Avenue. Continue East on 72nd Avenue and turn South (right) onto Quebec Parkway. Continue South on Quebec Parkway and turn East (left) onto Prairie Parkway (64th Avenue) and into event parking.

If you are traveling East on Interstate 270 & South on US Highway 36, exit South onto Vasquez Boulevard and immediately turn left or East onto 56th Avenue. Continue East on 56th Avenue and turn North (left) onto Valentia Street and into event parking.

If you are traveling South on Colorado E-470, exit West onto Interstate 76. Proceed West on Interstate 76 and exit South onto Highway 2 / 120th / Sable Boulevard. Continue South on Colorado State Highway 2 and turn South onto Quebec Parkway. Proceed South on Quebec Parkway. Turn East (left) onto Prairie Parkway and into event parking.

### **From the East**

If you are traveling West on Interstate 70, exit North onto Havana Street. Proceed North on Havana Street. Turn West or left at 56th Avenue. Turn North (right) on Valentia Street and into event parking.

### **From the South**

If you are traveling North on Interstate 25, exit East onto Interstate 70. Continue traveling East on Interstate 70, exit North onto Quebec Street. Proceed North on Quebec Street. Turn East (right) 60th Avenue and into event parking.

If you are traveling North on Interstate 225, exit West onto Interstate 70. Proceed West on Interstate 70 and exit North onto Havana Street. Proceed North on Havana Street. Turn West (left) at 56th Avenue. Turn North (right) on Valentia Street and into event parking.

If traveling North on Colorado E-470, you have two choices:

1. Follow directions from the East on Interstate 70 written above.
2. Continue North on Colorado E-470 and pass over Interstate 70. Turn West (left) onto 56th Avenue. Travel on this road for about 15 minutes and you will turn North (right) onto Valentia Street. Take Valentia Street into event parking.

### **From the West**

If you are traveling East on Interstate 70, exit North onto Quebec Street. Proceed North on Quebec Street. Turn East (right) onto 60th Avenue into event parking.

### **From Denver International Airport (DIA)**

Exit DIA on Pena Boulevard toward Interstate 70. Before you reach Interstate 70 you will exit West onto E. 56th Avenue. Travel on this road for about 10 minutes and you will turn North (right) onto Valentia Street. Take Valentia Street into event parking.

## **DISRUPTIVE BEHAVIOR**

---

Fans experiencing displeasure at a Rapids game or concert/special event due to unpleasant, rowdy, harassing or otherwise obnoxious fans in their seating section may notify the nearest Park staff member of the issue or can text PARKHELP to 69050 with their seat location and the issue. Your text will be replied to and Event Staff will respond to your seating section. Texting instructions can be seen on the scoreboard and fascia screens around the Arena.

## **DRINKING FOUNTAINS**

---

Drinking fountains are located throughout the main concourse and suite levels of the stadium.

*continued...*



# E

## **EIGHTEEN76**

Eighteen76 is located on the South concourse between Gates D and E and gives guests the opportunity to enjoy quality food in a relaxed setting. It also features a full bar and 6 flat screen TVs. Eighteen76 offers a wide variety of menu options from burgers and sandwiches to wings and salads and is typically open two hours prior to the start of an event and closes 90 minutes after Rapids games.

## **EJECTIONS**

Attending an event at Dick's Sporting Goods Park should be an enjoyable and safe experience for all. It is our goal to avoid ejections or arrests whenever possible. However, it is of primary importance that each guest is able to enjoy a quality experience while in attendance. Therefore, a code of conduct will be enforced that emphasizes good sportsmanship and generally accepted standards of behavior. Season ticket account holders and suite holders are responsible for the actions of their guests and are subject to cancellation of tickets.

## **ELEVATORS**

Guests with disabilities or temporary conditions that limit their ability to use stairs safely and comfortably are permitted to use passenger elevators. Passenger elevators provide access to all concourses and suites.

### **Elevators are located in the following locations:**

- North concourse behind the Supporters Terrace. This elevator conducts service from the main concourse to the Supporters Terrace, as well as seating for guests with disabilities at the bottom of Sections 132-135.
- Suite Lobby elevator is located in the West building that services both suite levels.
- Other elevators in the building are intended for use by the media, freight and food service.

## **ENTRY TO FIELD OF PLAY / PERFORMANCE AREA**

Any guests attempting to or actually entering the field of play or performance area, will be immediately ejected and will be subject to arrest and prosecution.

# F

## **FAMILY RESTROOMS**

These facilities are larger, private restrooms for families. These family restrooms also contain changing tables for use by families with small children. There are four family restrooms on the main concourse level located behind Sections 101, 112, 125 and 129. For your additional convenience all public restroom facilities also have diaper-changing stations.





## **FIGHTING**

Any guests involved in physical or verbal altercations are subject to ejection and arrest. If a patron(s) is ejected from the venue for fighting, the patron will be banned from all related league events for a period of up to one year. If fighting occurs, fans can text PARKHELP to 69050 with their seat location and issue to Dick's Sporting Goods Park personnel and Event Staff will respond to your seating section.

## **FIRST AID**

The First Aid is staffed by certified paramedics and is located on the North concourse under the scoreboard. Paramedics are available during most events and regularly patrol the facility. Please contact any usher for or Guest Relations representative for assistance.

## **FLAGS**

See Signs, Banners and Flags on page 24.

## **FLASH SEATS**

Flash Seats paperless ticketing associates your tickets with the credit card you used to purchase them. Present that card to the ticket taker at the entry gate, as you would a standard paper ticket, and your tickets will print out right as you walk into the Park. Please note, swiping an entry ID does not result in a charge on the credit card or provide customer refunds for unused tickets.

To view your tickets, change your entry ID or transfer tickets to another person you can log in to your Flash Seats account at FlashSeats.com using the same email address and password used to set up your AltitudeTickets.com account.

## **FOOD & BEVERAGE**

**The following items may NOT be brought into the facility:**

- Glass bottles of any kind.
- Outside food or beverage of any kind.
- Aluminum or metal cans of any kind.

Guests must dispose of or return to their vehicles any unauthorized items prior to entering into the facility. Items will not be stored, secured or kept for return by Dick's Sporting Goods Park.

Empty, clear plastic bottles such as Nalgene bottles measuring 32oz or less may be brought into the facility and filled at any water fountain. Dick's Sporting Goods Park also allows clear plastic factory sealed water bottles into the facility.

For special dietary needs (including gluten allergies), infant needs, medical concerns and policies for concerts and special events, please contact Guest Relations at 303.727.3748 or by email at GuestRelations@DSGPark.com.



# G

## **GATE OPENING TIMES**

For most events gates will generally open 60 minutes prior to event start time for all ticket holders.

For Colorado Rapids games, gates for all patrons will open 60 minutes prior to scheduled kickoff.

- Guests with Suite ticket(s) may enter the stadium with their ticket(s) 90 minutes before the scheduled kickoff time through the Suite Lobby Entrance, located at Gate G on the West side of the stadium.
- Guests with Patio Table tickets or full season tickets may enter the stadium with their ticket(s) 75 minutes before the scheduled kickoff time.

Please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com) for all other gate opening times.

## **GUEST RELATIONS**

Guest Relations representatives are at Dick's Sporting Goods Park to ensure that all guests have a safe, enjoyable experience. Guest Relations is located on the West side of the stadium behind Section 129 on the main concourse.

### **Services offered at Guest Relations include:**

- Guest / General information assistance.
- Resolution of ticket issues.
- Wheelchair Service
- Lost and Found.
- Guest feedback forms.
- Assisted Listening Devices.

In addition, there are Guest Relations staff located throughout the facility to provide information and assistance. You may contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com) with any other questions.

# H

## **HEALTHONE FAMILY ZONE**

The HealthONE Family Zone is located in Section 132. The family-oriented environment will give parents with young children the option to sit in a family section with reduced alcohol consumption and provides kid-friendly activities throughout the game. It also offers healthy food and beverage choices at the nearby concession stand above Section 135, including a grilled chicken breast sandwich on a wheat bun, served with a side salad.

## **HEALTHONE PHOTO STATION**

The top of Section 133 will feature "Edson's Nest," a 3-D area where kids and families can meet Rapids mascot Edson and take pictures to keep as memories from the game.

## **HUCKSTERING**

It shall be unlawful per Commerce City Municipal Code for any person to engage in the sale of newspapers, magazines or other goods / merchandise. It is also unlawful to make any unnecessary sound or noise; to obstruct any sidewalk or other place of a public nature; or to disturb or impede other persons.



## **INTOXICATED GUESTS**

All guests at Dick's Sporting Goods Park are expected to drink responsibly and ensure they have a safe and responsible means of transportation before leaving the facility. Any guest who is intoxicated / impaired entering Dick's Sporting Goods Park may be denied entry to the facility. Any guest found intoxicated / impaired within Dick's Sporting Goods Park and causing a disturbance, as determined by management, will be asked to leave the facility without refund and may be subject to further consequence.

## **KROENKE SPORTS & ENTERTAINMENT (KSE)**

Kroenke Sports & Entertainment is the operator of Dick's Sporting Goods Park and the owner of the Colorado Rapids. Other teams and properties owned by KSE include Pepsi Center, Paramount Theatre, Denver Nuggets, Colorado Avalanche, Colorado Mammoth, Altitude Sports & Entertainment, Altitude Tickets, 1stBANK Center, NDP Lacrosse.

## **KROENKE SPORTS CHARITIES**

Kroenke Sports Charities is committed to improving lives through the spirit and power of sports. We strive to serve our community through education, health and fitness initiatives, athletic programs, and direct aid with the particular purpose of helping families, children, veterans, and the disabled. Kroenke sports Charities provides relevant programs and support, directly and with other nonprofit organizations, to ultimately assist, encourage, and enrich the lives of those in need.

For more information about our Community Relations and Fan Development programs please visit the Community section of team websites.

## **KROENKE SPORTS CHARITIES FUNDRAISING EVENTS**

Don't miss your chance to meet your favorite Rapids players and coaches and support the community:

### **World Cup of Wine & Beer**

June 11, 2014

### **Colorado Rapids Charity Golf Classic**

August 25, 2014

For more information about our Community Relations and Fan Development programs please visit the Community section of team websites.



# L

## **LOST & FOUND**

Dick's Sporting Goods Park provides a lost and found service for its guests at the Guest Relations window located on the main concourse behind Section 129. Found items should be taken to this location or given to a Guest Relations representative. Any guest who has lost an item should go to the Guest Relations window to claim the item.

After an event, guests wishing to inquire about the possibility of retrieving a lost item after an event should call 303.727.3739 or email [LostAndFound@DSGPark.com](mailto:LostAndFound@DSGPark.com). Lost and found items will be logged and kept by 24 Hour security for (14) fourteen calendar days. Unclaimed items will be donated to charity after this holding period.

## **LOST PERSON / GUEST IDENTIFICATION PROGRAM**

Should you become separated from your child or others in your party, you should proceed to the Guest Relations window, located on the West side of the stadium behind Section 129 on the main concourse level. Guest Relations representatives will accompany lost guests to this location and keep in contact with other staff members in the building to ensure the party is reunited. A lost person refers to anyone 17 or younger or any individual with a disability that impacts their ability to function on their own. Guest identification stickers are available at the Guest Relations window. Guests can write the section and seat location on the stickers for ease and quicker action should a guest become separated from their party.

## **LOST OR STOLEN TICKETS**

Lost tickets may be replaced by calling the Box Office at 303.727.3535. The ticket holder must be able to provide sufficient information to verify the ticket purchase. In accordance, the lost/stolen tickets will be denied entry to the building. If tickets are believed stolen, the account holder must file a police report with his/her local law enforcement agency and provide the Box Office with a copy. Once this has been done, the tickets reported as stolen will be replaced.

# M

## **MARKETING / SPONSORSHIP**

No unapproved marketing or promotion of goods, products, companies, organizations or other services is allowed on Dick's Sporting Goods Park property without prior authorization. This includes, but is not limited to:

- Unauthorized distribution of literature, business cards, flyers, handouts of any kind, pamphlets, other written materials, etc.
- Placing of any unapproved material on car windshields.
- Chanting or shouting words associated with commercial advertising.
- Wearing clothing or setting up tents, vehicles or other displays on the property in a manner intended to advertise.
- Any sort of "guerilla marketing" programs or efforts.
- Possessing banners, flags, signs or posters displaying words or pictures associated with commercial advertising.
- Product sampling of any kind.

All cases are subject to review and decision by facility/event management. Guests found to be marketing may be subject to ejection and removal from Dick's Sporting Goods Park and can be cited with trespassing.

*continued...*



## **MARKETING / SPONSORSHIP (CONTINUED)**

Guests found passing out literature or any written forms of unauthorized marketing will be asked to collect all pieces of marketing handed out and dispose of them in the trash. If necessary, the guest or marketing company is subject to being billed by Dick's Sporting Goods Park for any additional clean-up costs.

If your company or organization is interested in advertising, marketing or sampling products or services at Dick's Sporting Goods Park, call 303.405.6170 for sponsorship.

## **MASCOTS & STREET TEAM PRESENTED BY ROCKY MOUNTAIN HEALTH PLANS**

Colorado Rapids Street Team presented by Rocky Mountain Health Plans is a grassroots marketing effort. Rapids representatives bring this traveling event (inflatable soccer field, inflatable kick station, and prize wheel) to youth soccer tournaments, festivals, parades, concerts, and other community events.

The Rapids have 4 official mascots: Edson the Eagle, Marco Van Bison, Jorge El Mapache and Franz the Fox.

The Rapids Front Office accept requests for one or more of the Rapids Mascots to make appearances at community events, team functions, public festivals, corporate functions, or any other events. Specific mascots will not be guaranteed for any event, but they may be requested.

If you submit a request for mascot and/or Street Team, Please include in the request as much information about the event as possible. All requests must be made at least 4 weeks in advance of the event date. Please note that public or private events that are not of a charitable nature may be required to have an appearance fee or Rapids ticket purchase involved as a prerequisite.

For Street Team and Mascots requests go to this webpage: [www.ColoradoRapids.com/form/street-team-online-registration](http://www.ColoradoRapids.com/form/street-team-online-registration).

If you have questions regarding Rapids Street Team and Mascots Appearances, you can make arrangements through the Rapids Front Office at 303.727.3720.

## **MEETINGS & EVENTS**

KSE Meetings and Events welcomes your inquiries about any and all private events – award banquets, business meetings, conferences, holiday parties, trade shows, non-profit social gatherings, corporate outings and more. Whether it's an intimate event or a large scale reception, the KSE Meetings and Events team is ready to meet your every need and help aid in a successful event. Consider Eighteen76 or the Stadium Concourse for your next event.

To book your next event, please call 303.727.3521 or email [nstahlecker@DSGPK.com](mailto:nstahlecker@DSGPK.com). Please visit [www.KSEColoradoVenues.com](http://www.KSEColoradoVenues.com) for more information.

# **N**

## **NURSING MOTHERS**

Nursing mothers requesting a more private location in which to nurse may use any family restroom or visit Guest Relations on the concourse behind Section 129 for additional locations.





## **PARKHELP**

Fans experiencing displeasure at any Dick's Sporting Goods Park event due to unpleasant, rowdy, harassing or otherwise obnoxious fans in their seating section can text their seat location and issue to Park personnel. Your text will be replied to and Event Staff will respond to your seating section.

### **Text location and issue to 69050:**

Text example: PARKHELP Section 116, guy in row 12 has a flask.

Questions or need further HELP in regards to this text program? Send your email to [CustomerCare@ISS247.com](mailto:CustomerCare@ISS247.com) or call toll-free 1.877.722.6458.

Participation in our service is free of charge but standard carrier text messaging & data charges will apply.

Text STOP, END, QUIT, CANCEL, UNSUBSCRIBE, STOPALL to 69050 to be removed from any list and end subscription to the service.

## **PARKING LOTS**

Dick's Sporting Goods Park has nearly 5,000 parking spaces located on its grounds. (See maps in back of Fan Guide).

**Lots A and AA** provide parking to the General Public and Permit Holders and are located on the East side of the stadium and directly outside of Gate A. Note: During a Colorado Rapids game this is reserved for Season Ticket holders.

**Lots B and BB** provide parking to the General Public and are located on the East side of the stadium and directly outside of Gates B and C.

**Lots C, D, and E** provide parking to General Public and are located on the Southeast side of the stadium.

**Lot F** provides parking to the General Public and Permit Holders and is located on the Southwest side of the stadium and outside of Gate F.

**Lots G and H** provide parking to the General Public and are located on the West side of the stadium.

**VIP Lot** provides parking to Permit Holders and is located on the South side of the stadium, directly outside of Gates D and E.

**30 Minute Parking Zone** is located on West side of the stadium outside of Gate G. Access to the 30 Minute Parking Zone at the conclusion of events may be delayed due to an exiting crowd.

### **ADA Parking Permits**

Dick's Sporting Goods Park has more than 100 parking spaces for guests with disabilities. The majority of designated spaces are located in Lots A, B and F. There are additional spaces located in Lots G and H. To access the designated spaces in all lots, please have a state issued handicap hangtag or license plate visible for parking staff so they can direct you to the appropriate lot. Parking for guests with disabilities is available on a first-come first-served basis.

### **Bus and RV Parking**

Bus and RV Parking is permitted in parking Lot BB. Buses and RV's may not stay on-site overnight. For more information on Dick's Sporting Goods Park parking and rates, call Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com).

### **Motorcycle Parking**

We do not have a designated area for motorcycles.



## **PLAY CLEAN**

KSE launched its Play Clean, Eco-friendly Entertainment campaign in March 2008 at Dick's Sporting Goods Park. Play Clean continues to expand efforts to conserve energy, save water, recycle materials and reduce KSE's carbon footprint. Look for and use any of the hundred recycle bins located throughout the concourse, suites, and complex fields.

**NOTE:** Look for the Play Clean minute after halftime. Our stadium ushers will come down each aisle asking that you pass empty plastic bottles to them for recycling. Thanks for Playing Clean!

## **PLAYER APPEARANCES**

Each year, the Colorado Rapids players, coaches and staff appear at hundreds of community-based events. These range from visits to local hospitals and charitable organizations, reading with small groups of elementary school students and conducting soccer clinics for youth players and their parents.

All requests for appearances by a member of the Colorado Rapids organization must be submitted to the Colorado Rapids Community Relations Department for review and approval. Requests must be made at least one month in advance, and confirmation comes approximately two weeks prior to the event date. No guarantee of participation is made before this time. Due to game and training schedules, certain days and weekends are unavailable for appearances. Given this, not all requests are accepted.

Visit [www.ColoradoRapids.com/community/appearances](http://www.ColoradoRapids.com/community/appearances) to download and fill out the player request form.

## **PATIO TABLE INFORMATION**

For information regarding Patio Table premium seating, call 303.727.GOAL. For information regarding Premium Suites, call 303.727.3511 to speak with the Premium Sales & Service Manager. Calls can be taken 24 hours a day via voice mail or between 8:30 AM to 5:30 PM, Monday through Friday.

## **PERMITTED ITEMS**

The following items ARE permitted into the facility:

- Empty, clear plastic bottles measuring 32oz or less may be brought into the facility and filled at any water fountain.
- Clear plastic factory sealed water bottles.
- Soft-sided bags no larger than 12" x 12" x 12". All bags are subject to search prior to entry.
- Small, compact umbrellas with no metal points.

## **PREMIUM SEATING INFORMATION**

### **Premium Suites**

Suites are available on multi-year leases or on a rent-per-event basis. For information on renting a suite please contact 303.727.3511 to talk to a Premium Suites Manager.

All suites have restrictions on the amount of guests in the suite. Suites exceeding capacity may be closed for the event and all guests may be also ejected at the discretion of management.

### **Premium Suite Access**

Generally, suite holders may access suites up to 30 minutes prior to scheduled gate opening for each event and may remain in their suites up to 30 minutes after the conclusion of the event. In-suite catering is also available within these timeframes. There may be occasional exceptions to these times. Please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com) with all questions.

*continued...*



## **PREMIUM SEATING INFORMATION (CONTINUED)**

### **Summit Club Powered By 2lemetry**

The Summit Club powered by 2lemetry is an individual VIP ticket that allows you the best Rapids game-day experience Colorado can offer. Members have access to all-inclusive food and drink for the evening, opportunity to watch the team warm-up on the field, and listen to Chalk Talk by one of our technical staff. After watching the excitement unfold, stay post-game for the live Man of the Match Ceremony and autograph session.

There are two sections of the Summit Club: Balcony and Front Range. Both have full access to the Summit Club with all the amenities. The Balcony is just outside the doors of the club over-looking the field. The Front Range is a row of seats on the field between the visiting team and goal line (Sections 132 & 133). Season Ticket Holders who don't want to give up their seat location in the stadium may purchase a Standing Room Only credential to access the Summit Club. When they are ready to cheer on the Rapids, they may return to their season seats.

For information regarding The Summit Club powered by 2lemetry, call 303.727.3511 to speak with the Premium Suites Manager.

## **PRESS / MEDIA ENTRANCE**

The Press/Media Entrance is located on the Northwest side of the stadium between Gates G and H. Access is restricted to credentialed press and media only. For all media questions contact 303.727.3508.

## **PROHIBITED ITEMS**

For the safety and security of our guests, the following items are NOT permitted into the facility:

- Weapons of any kind (i.e. knives, pepper spray, stun-guns, any concealed weapons, firearms, etc.)
- Fireworks of any kind.
- Any missile / projectile like objects.
- Large golf umbrellas or umbrellas with metal tips.
- Glass bottles or aluminum cans.
- Outside food and beverages.
- Outside alcohol.
- Illegal drugs.
- Chemicals.
- Hard-sided cooler or containers of any size.
- Laser pointers/pens.
- Animals – except service animals with paperwork and bib.
- Vuvuzelas, Air horns or whistles of any kind.
- Streamers of any kind.
- Unapproved pamphlets, handouts, advertisements, etc.
- Skateboards, roller blades, roller skates, roller shoes, etc.
- Frisbees.
- Inflatable objects (beach balls, latex balloons, etc.) balls of any kind.
- External flash camera units.
- Interchangeable/detachable camera lens.
- Audio/video recording devices.
- Camera monopods/bipods/tripods.
- Any other devices that may potentially cause harm to others.
- Other items as determined by facility management.

Management reserves the right to handle each occurrence on a case-by-case basis. There are no check-in areas or lockers available at the facility. All bags, jackets and guests are subject to search upon entering the facility.

Some events such as concerts, international games, select family events and other sanctioned events may prohibit banners, flags, drums, drum sticks, musical instruments or signs. Please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com) for stadium policies during special events.



# R

## **RE-ENTRY**

Dick's Sporting Goods Park has a NO re-entry policy. Guests may not leave the stadium and return for any reason. Please refer any questions to a Guest Relations representative.

## **RECYCLE**

Dick's Sporting Goods Park is going green. Please recycle your empty plastic bottles or cups in any of the "PLAY CLEAN" recycle bins located throughout the concourse and complex.

## **RESTAURANTS**

Eighteen76 is located on the South concourse between Gates D and E and gives guests the opportunity to enjoy quality food in a relaxed setting. It also features a full bar and 6 flat screen TVs. Eighteen76 offers a wide variety of menu options from burgers and sandwiches to wings and salads is typically open two hours prior to the start of an event and closes 90 minutes after Rapids games.

## **RESTROOMS**

All restrooms throughout Dick's Sporting Goods Park are wheelchair accessible. The following is a list of sections where restrooms are located:

### **Supporters Terrace**

Men's and Women's restrooms are located under the Northwest bridge

### **Main Concourse Level**

Women – Behind Sections 103, 110, 114, 121, 126, 132

Men – Behind Sections 102, 111, 115, 120, 124, 133

Family – Behind Sections 101, 112, 125, 129

### **Suite Level II**

Women – Across from Suite 3 and Summit Club

Men – Across from Suite 3 and Summit Club

### **Suite Level III**

Women – Across from Suite 1

Men – Across from Suite 1

# S

## **SCALPING OR RE-SELLING TICKETS**

It is illegal to buy or sell any ticket for any event at Dick's Sporting Goods Park within 300 feet of the building. Anyone caught attempting to sell in the restricted area will be prosecuted and face revocation of season tickets or other privileges. The resale of tickets to any game or event over face value is a violation of the Commerce City Municipal Code.



## SCOREBOARD

The stadium's main video board is a 22' x 56' Daktronics video board, mounted 52' above the field on the North End. The full scoreboard is composed of a video screen that can be configured to display highlights, video segments, sponsorship announcements and player statistics. The main scoreboard is supplemented by nearly 1,000 linear feet of Daktronics video board encircling the seating bowl. This LED ring is also used for video segments, timing and scoring, sponsorship advertising and game statistics.

## SEASON TICKETS

For season ticket information call 303.727.GOAL or visit [www.ColoradoRapids.com](http://www.ColoradoRapids.com).

Season Ticket Holder Headquarters is located at the top of Section 117 on Rapids game days.

### SEAT NUMBERING SYSTEM

- Sections are numbered from the Northeast side of the stadium in a clockwise direction.
- Viewed from the pitch, seats are numbered left to right and rows are numbered from the bottom up beginning with 1.
- There are some exceptions on the West side at Sections 127-130 Rows in these sections start at 3.

## SEASON TICKET HOLDER VALUE MENU

### \$5 Food Items

- Chicken Tender Basket – Sections 108, 113, 135.
- Double Burger Basket – Sections 113 and 135. Upgraded to the Eighteen76 Burger on Family Night games: 3/29, 4/19, 5/11, 6/4, and 10/5
- Caesar Salad – Eighteen76.
- Marco's Pizza – Sections 101 and 122.
- Beef Cheesesteak – Grill Carts on the North corners.

### \$4 Beverage Deals

**\$4 Domestic Beer** – All permanent concession stands

**\$4 Soda** – All permanent concession stands

## SEAT NUMBERING SYSTEM

- Sections are numbered from the Northeast side of the stadium in a clockwise direction.
- Viewed from the pitch, seats are numbered left to right and rows are numbered from the bottom up beginning with 1.
- There are some exceptions on the West side at Sections 127–130 Rows in these sections start at 3.

## SEE SOMETHING, SAY SOMETHING

Did you SEE something suspicious in or around your area? Then SAY something to event staff or local authorities to make it right. Together we can make Dick's Sporting Goods Park safer.

Report suspicious activity to 1.877.509.2422.

In July of 2010, the Department of Homeland Security (DHS), at Secretary Janet Napolitano's direction, launched a national "If You See Something, Say Something" public awareness campaign – a simple and effective program to raise public awareness of indicators of terrorism and violent crime and to emphasize the importance of reporting suspicious activity.





## **SIGNS, BANNERS, AND FLAGS**

Signs, banners, and flags are permitted provided the item falls within the following guidelines:

- Item may not obstruct facility signage.
- Sign or banner may not be attached to a pole or holding device of any kind.
- A flag may be on a PVC pipe no longer than 3' long and ½" wide.
- Item may not contain or display any profane, offensive, graphic, obscene language and/or pictures as determined by facility event management.
- Item may not be taped, glued or secured using an adhesive agent of any kind.
- The hanging of the banner, flag, or sign may not in any way damage the stadium walls, paint, railings, glass, or any stadium property.
- Item may not obstruct the view of other guests or create a safety hazard as determined by facility/event management.
- Item may not be constructed of wood, metal or any other material that may cause harm to others as determined by facility/event management.
- Item may not contain commercial or political messages of any kind.
- Item may not be used as a projectile.

In the event that a banner, flag, or sign does not meet the above guidelines, be prepared to discard the item or return the item to your vehicle. Item will not be stored, secured, or kept for return by Dick's Sporting Goods Park.

Some events such as concerts, international matches, selected family events, and other sanctioned events may prohibit banners, flags, holding devices or signs of any kind.

For questions regarding special events, please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com).

## **SMOKING**

Dick's Sporting Goods Park is a smoke-free facility. Smoking is strictly prohibited on the concourse, seating bowl, Eighteen76, suites, and floor seating during special events. Smoking is permitted in three designated areas of the stadium, the Eighteen76 Patio, just outside Gate A, and the Northwest corner of the Terrace. Any guests smoking in a non-designated area will be subject to ejection.

## **SOCCER FIELDS / PLAYING FIELDS**

Dick's Sporting Goods Park has a total of 25 full-size fields. These fields can host a variety of events for youth and adults alike. Such events include, but are not limited to: practices, league play, tournaments, international competitions, Men's and Women's US National Team Games and other National Team Games. These fields can also host a variety of sporting competitions such as soccer, lacrosse, football, ultimate frisbee, rugby, Gaelic football, kickball and dodgeball.

### **Stadium Field**

Size of Field: Field of play – 120 yards by 75 yards

### **Type of Grass**

Kentucky Bluegrass grown at Graff's Turf Farm in Fort Morgan, Colorado

### **What is under the Grass?**

Directly under the Kentucky Bluegrass is a 10" root zone, which is composed of 90% USGA Grade Sand and 10% Dakota Peat. Under the Root Zone is a 4" Pea Gravel layer and under that is the native soil. Within the layer of Pea Gravel there is Perforated Polly Pipe on 10" centers that have two main functions; by flipping a switch the Perforated Polly Pipe can assist in the removal of heavy rainwater out of the root zone to help dry out the field if necessary. These same pipes also offer a source heat keeping the roots at a comfortable 40 - 50°F during the winter months.

### **Colorado Rapids Training Field**

The training field is identical to the stadium field. The only difference is the training field will not be able to maintain a moderate growing temperature during the winter months.

### **2 Synthetic Turf Fields (with lights)**

Type / Name of Field: Desso Pro Challenge 60. Length of Blades: 3/4" tall. These fields can host all kinds of games / events with the ability to play during inclement weather and under the lights.

### **21 Full-Size Grass Soccer Fields (with lights)**

All 21 fields can be utilized by both youth and adults alike for a wide variety of sports and activities. A permit is required for all field use. See Stadium Rental / Facility Rental on page 26 for more information.



## **SOCIAL MEDIA**

Join the following Facebook communities for exclusive content, promotions, contests and giveaways:

[Facebook.com/ColoradoRapids](https://www.facebook.com/ColoradoRapids)

[Facebook.com/DicksSportingGoodsPark](https://www.facebook.com/DicksSportingGoodsPark)

[Facebook.com/AltitudeAuthentics](https://www.facebook.com/AltitudeAuthentics)

[Facebook.com/AltitudeTV](https://www.facebook.com/AltitudeTV)

[Facebook.com/ColoradoAvalanche](https://www.facebook.com/ColoradoAvalanche)

[Facebook.com/ColoradoMammoth](https://www.facebook.com/ColoradoMammoth)

[Facebook.com/DenverNuggets](https://www.facebook.com/DenverNuggets)

[Facebook.com/KroenkeSportsCharities](https://www.facebook.com/KroenkeSportsCharities)

[Facebook.com/ParamountDenver](https://www.facebook.com/ParamountDenver)

[Facebook.com/PepsiCenter](https://www.facebook.com/PepsiCenter)

[Facebook.com/AltitudeTickets](https://www.facebook.com/AltitudeTickets)

Gain access to inside information, breaking news and more by following these properties on Twitter:

[@ColoradoRapids](https://twitter.com/ColoradoRapids)

[@DSGPark](https://twitter.com/DSGPark)

[@AltitudeTV](https://twitter.com/AltitudeTV)

[@Avalanche](https://twitter.com/Avalanche)

[@DenverNuggets](https://twitter.com/DenverNuggets)

[@KSE\\_Charities](https://twitter.com/KSE_Charities)

[@MammothLax](https://twitter.com/MammothLax)

[@Pepsi\\_Center](https://twitter.com/Pepsi_Center)

[@AltitudeTickets](https://twitter.com/AltitudeTickets)

Follow the Colorado Rapids and check in at Dick's Sporting Goods Park on Foursquare:

[Foursquare.com/ColoradoRapids](https://www.foursquare.com/ColoradoRapids)

[Foursquare.com/v/dicks-sporting-goods-park/4cb0ccc0aef16dcb4c3eb454](https://www.foursquare.com/v/dicks-sporting-goods-park/4cb0ccc0aef16dcb4c3eb454)

## **SOLICITING / LITERATURE**

It is prohibited to solicit contributions or to distribute literature on Dick's Sporting Goods Park property without written approval. A fine will be issued for clean-up expenses of unauthorized literature. Those soliciting contributions or distributing literature without approval are subject to citation or arrest.

## **SPECIAL OCCASIONS**

Dick's Sporting Goods Park is happy to help celebrate special occasions with our guests. Guests can purchase a personal message for special events such as birthdays, anniversaries, proposals, etc., to appear on the scoreboards or as a public address announcement during a Colorado Rapids home game. Requests must be made at least two weeks in advance of the desired game. All requests are subject to approval by the Rapids Front Office. Please contact 303.825.3506 for more information.

## **SPONSORSHIP / ADVERTISING**

The Colorado Rapids and Dick's Sporting Goods Park offer individualized local sponsorships that support Dick's Sporting Goods Park events and the Colorado Rapids Major League Soccer Club. Customized sponsorships can include TV, radio, website, signage, and in-stadium assets as well as the potential for youth tournaments and events held on the Dick's Sporting Goods Park Complex Fields. For more information about corporate sponsorship / advertising, please contact the sponsorship department at 303.405.6170 or log on to [www.DicksSportingGoodsPark.com](http://www.DicksSportingGoodsPark.com) for more information.



## **STADIUM RENTAL / FACILITY RENTAL**

If you or your company or organization is interested in renting the stadium or a field please call 303.727.3764.

## **STAGE CONFIGURATION**

For concerts, Dick's Sporting Goods Park will feature a stage at field level on the North side of the stadium. This configuration will allow the stadium to increase seating capacity from 18,000 for sporting events to 27,000 for concerts. Other configurations may be utilized for special events.

## **STROLLERS**

Strollers are allowed into Dick's Sporting Goods Park. When not in use, strollers should be able to fit under your chair and be clear of all aisles. Strollers may also be kept at the Guest Relations kiosk located on the concourse behind Section 129.

## **SUPPORTERS TERRACE**

The Rapids Supporters' Terrace is located behind the North goal and is one of the C38 Supporters' sections. Flags, banners, musical instruments, singing and other passionate support of the team are encouraged, making the Supporters' Terrace the place to be for Colorado's most enthusiastic soccer fans. The Supporters Terrace is designed for adults. Younger fans may enter if they are accompanied by an adult. For tickets visit: <http://home.c38sg.com>

Fans located in the terrace will need to follow the Fan Code of Conduct and the Prohibited items policy. Dick's Sporting Goods Park management reserves the right to deny any item as determined by facility / event management. Below is a list of items only permitted in the Supporters Terrace.

### **What's Okay**

These items may only be brought in to the stadium at the designated time through the C38 Gate or pre-arranged by stadium management:

- Approved drums and musical instruments.
- Signs, banners and flags, following the SIGN, BANNER, and FLAG policy.
- Flag poles 6' tall and made out of ½" PVC pipe.
- Confetti – when thrown straight up into the air during a time of celebration.

### **What's NOT Okay**

- Smoking anywhere outside the designated terrace smoking area.
- Vuvuzelas, air horns, horns, or whistles.
- Standing on seats.
- Confetti – when thrown at the field, during the run of play, or at an individual, referee, player, staff.
- Streamers of any kind.
- Visiting team apparel of any kind.



## **TAILGATING**

Tailgating is allowed in all stadium lots; however, please respect fellow fans by only occupying one stall. Tailgating should take place directly behind your vehicle or in adjacent landscape areas only. You may not block other stalls, walkways or any aisle ways with tents, trailers, chairs, coolers, or barbecues.

Note: All barbecues must use a controlled flame. Open fires using logs, charcoal, or wood barbecues of any kind are strictly prohibited. Violators will be prosecuted.

Open consumption of alcoholic beverages is prohibited in parking lots surrounding Dick's Sporting Goods Park.

## **TAXI SERVICE**

Taxi cab service is available for all games behind Eighteen76. For all taxi needs, please contact Guest Relations on the main concourse level directly behind Section 129 or by calling Guest Relations at 303.727.3748.

## **TEAM STORE**

See Altitude Authentics at Dick's Sporting Goods Park on page 7.

## **THROWING OBJECTS / PROJECTILES**

Throwing objects within the facility or onto the field is strictly prohibited. Guests found throwing any object within the facility will be ejected, subject to arrest and/or banned from the facility up to a year. See Code of Conduct on page 10.

## **TICKET SALES TABLES**

Ticket sales tables are located at the top of Sections 108, 117 and 128. These tables allow Guests to get information regarding single game tickets, season tickets and group sales.

## **TICKET POLICIES**

### **Child Entry**

For all Rapids games, guests three years of age and older are required to have a ticket. Guests under the age of three years may sit in a ticketed Guest's lap. Policies may vary for concerts and special events. Please contact Guest Relations at 303.727.3748 or by email at [GuestRelations@DSGPark.com](mailto:GuestRelations@DSGPark.com). Generally for concerts and special events, guests two years of age and older are required to have a ticket for entry.

### **Duplicate Tickets**

The facility is not responsible for any inconvenience caused by unauthorized duplication. In the event duplicate copies appear, the facility reserves the right to refuse entry to all ticket holders involved.

### **Re-Entry**

There is NO re-entry into the facility.

*continued...*



## **TICKET POLICIES (CONTINUED)**

### **Resale of Ticket**

Unlawful resale or unlawful attempted resale is grounds for seizure and cancellation without compensation. Tickets obtained from unauthorized sources may be lost, stolen or counterfeit and are void.

### **Reschedule Policy**

In the event of a cancellation or rescheduling of the applicable event, management shall not be required to issue a refund provided that you are given the right to attend a rescheduled performance of the same event or to exchange this ticket for a ticket, comparable in price and location, to another similar event as designated by management except as otherwise provided by law. Management reserves the right, without the refund of any portion of the ticket purchase price, to refuse admission to or eject any person whose conduct is deemed by management to violate the Code of Conduct.

Breach of the Code of Conduct terminates this license. No refunds. No exchanges except as provided herein. Event date and time are subject to change without notice. All rights reserved.

# V

## **VISITING SUPPORTERS SECTION**

Dick's Sporting Goods Park and the Colorado Rapids welcome visiting supporters to our home. We encourage Visiting Supporters to proudly support their team. The official seating location for visiting team supporters and groups is Section 100. Vocal and ardent fans of visiting teams should request to sit in this section for their safety and the safety of other guests. Visiting Team supporters wishing to purchase tickets to any Rapids home game may do so by calling 303.727.3590.

### **Tailgating**

Visiting Supporters have a specific tailgating location. This location is located between Lot BB and the West side of field 19. At this location you will be able to park and set up on the sidewalk while utilizing the restrooms located just north of your location. Tailgating is permitted as long as prior arrangements are made with the Colorado Rapids. Please contact 303.727.3519 to confirm your location.

### **Visiting Supporter Cheering Gear**

Visiting Supporters may bring the following items into the game, if approved by stadium management prior to the match. Please call 303.727.3519 to make arrangements in advance.

- Approved drums and musical instruments.
- Signs, banners and flags, following the SIGN, BANNER, and FLAG policy on page 24.
- Flag poles 6' tall and made out of ½" PVC pipe.
- Confetti – when thrown straight up into the air during a time of celebration. A corner kick, throw in, or kick off is NOT considered a time of celebration. Confetti thrown at players, referees, or any event staff is strictly prohibited.

### **Post-match**

Depending on the outcome of the game, stadium management reserves the right to hold you in your seats up to 20 minutes after the game has ended.





## **WEBSITES**

Find all the information you need, including the schedule of events and games at the following websites:

DicksSportingGoodsPark.com

ColoradoRapids.com

Nuggets.com

AltitudeTickets.com

AltitudeAuthentics.com

1stBankCenter.com

NDPLacrosse.com

PepsiCenter.com

ColoradoAvalanche.com

ColoradoMammoth.com

FlashSeats.com

Altitude.tv

ParamountDenver.com

## **WHEELCHAIR SEATING**

Permanent accommodations for wheelchair seating are available both on the concourse and field level.

### **Concourse**

Sections 102, 104, 105, 107, 108, 109, 111, 115 – 120, 124, 126, 127, 129, 130, 131, 133

### **Field Level**

Sections 132 – 134 and the Supporters Terrace

## **WILL CALL**

Will Call is located on the West side of the stadium at the Main Box Office. Tickets left in Will Call may be picked up starting two hours prior to a game or event. Guests will be asked to provide a picture ID corresponding to the name of the person under which the tickets are held.



# CONTACT INFORMATION

## GENERAL PHONE NUMBERS

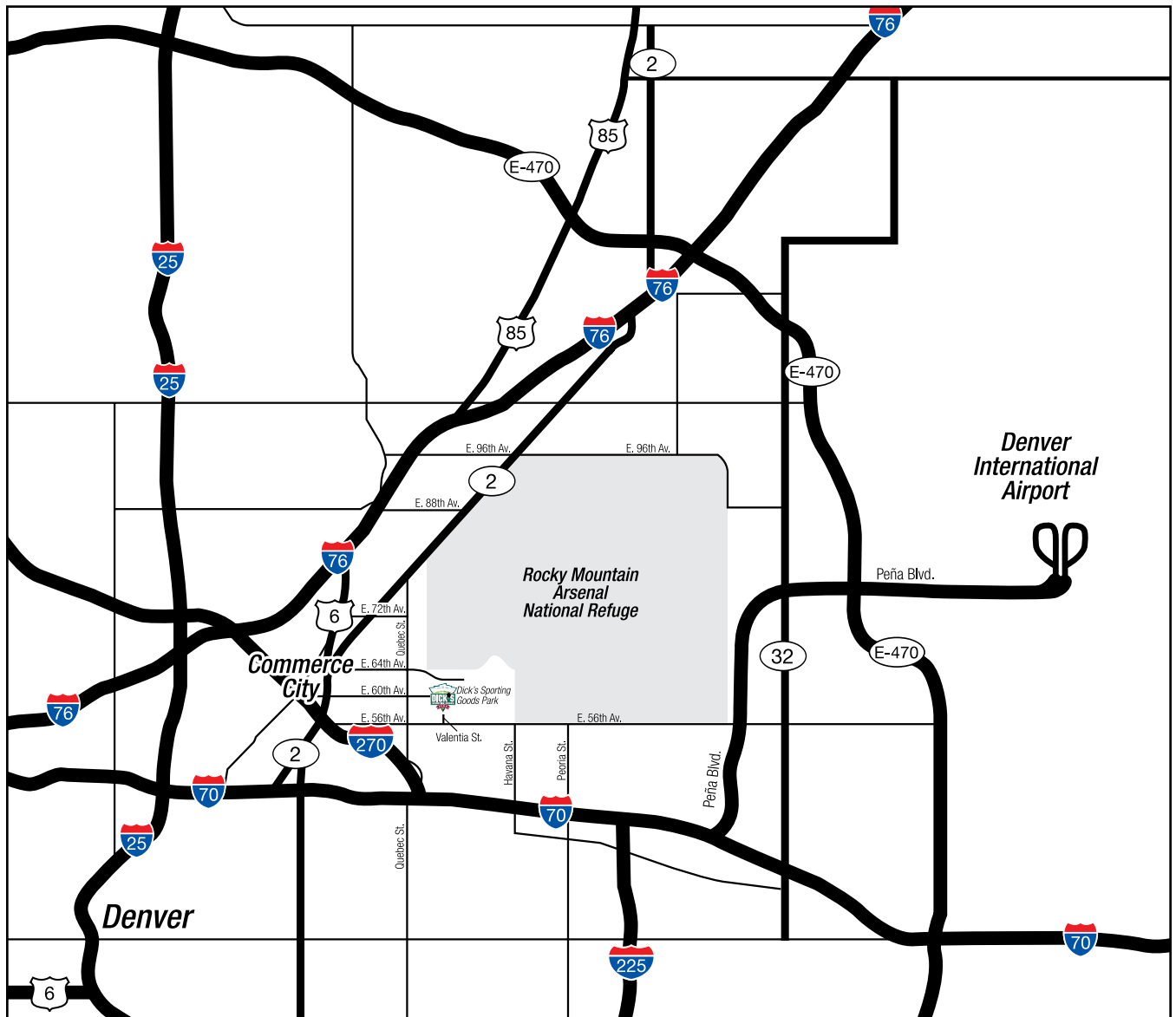
24-Hour Security	303.727.3737
Altitude Authentics At Dick's Sporting Goods Park	303.727.3300
ARAMARK Sports & Entertainment	303.727.3600
ARGUS Event Staffing / Security	303.727.3651
Box Office	303.727.3535
Colorado Rapids	303.727.3500
Colorado Rapids Academy	303.727.3575
Colorado Rapids Academy Weather Hotline	303.727.3397
Colorado Rapids Fax	303.727.3536
Colorado Rapids Season Ticket Holder Customer Service	303.727.3414
Complex Hotline / Weather Hotline	303.727.3333
Dick's Sporting Goods Park Information Line	303.727.3500
Dick's Sporting Goods Park Tours	303.727.3500
Ticket Sales (Season & Group Tickets)	303.825.GOAL
Guest Relations	303.727.3748
Lost and Found	303.727.3739
Premier Facility Services	303.727.3670
Team Store	303.727.3300
Altitude Tickets	303.893.TIXS (8497) or 1.866.461.6556

## GENERAL EMAILS

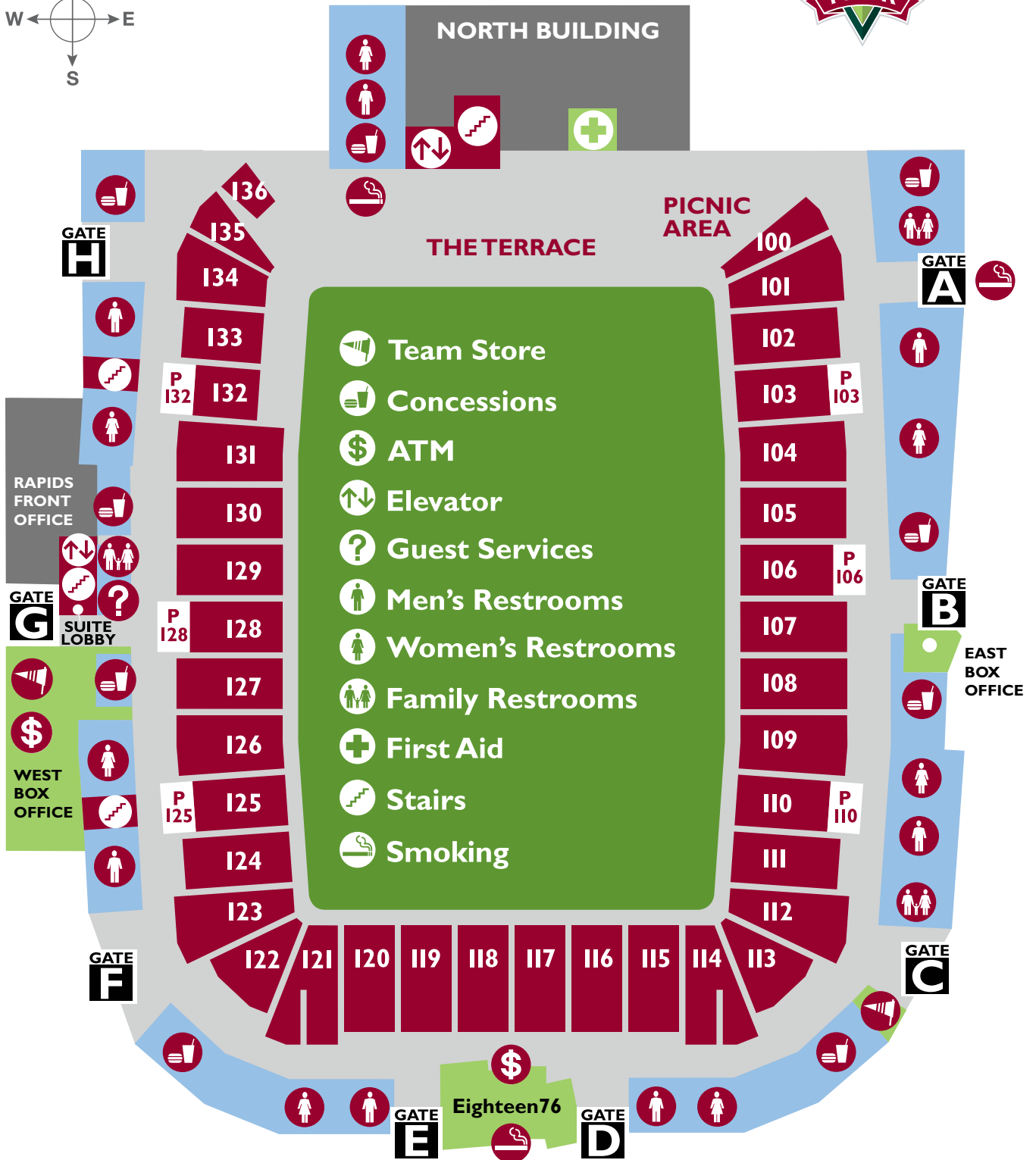
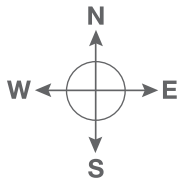
Dick's Sporting Goods Park	Info@DSGPark.com
Colorado Rapids	RapidsFanMail@DSGPark.com
Lost and Found	LostAndFound@DSGPark.com
Guest Relations	GuestRelations@DSGPark.com
Season Ticket Holder Customer Service	CustomerService@DSGPark.com



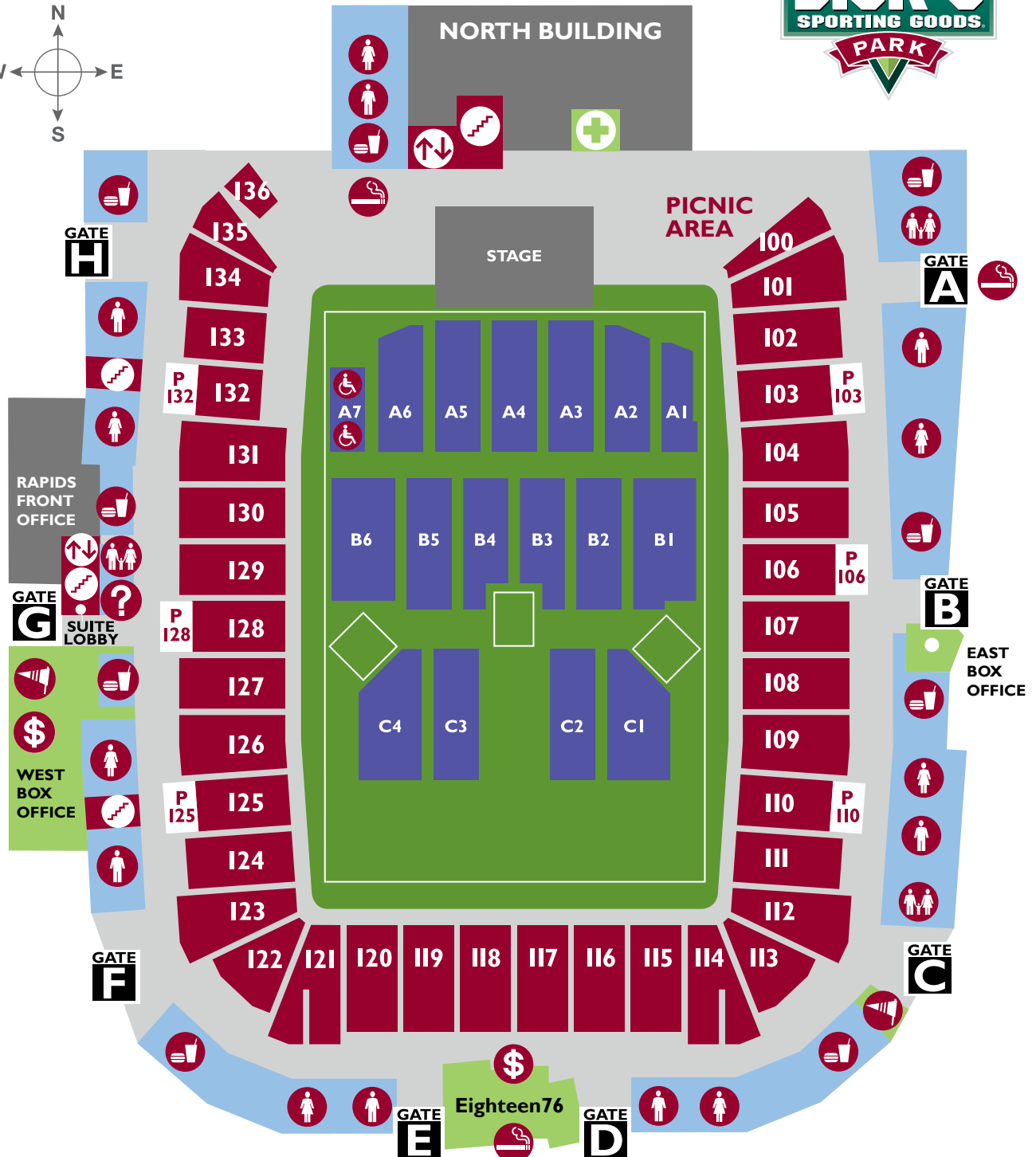
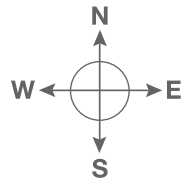
# PARK LOCATION MAP



# MAIN CONCOURSE MAP

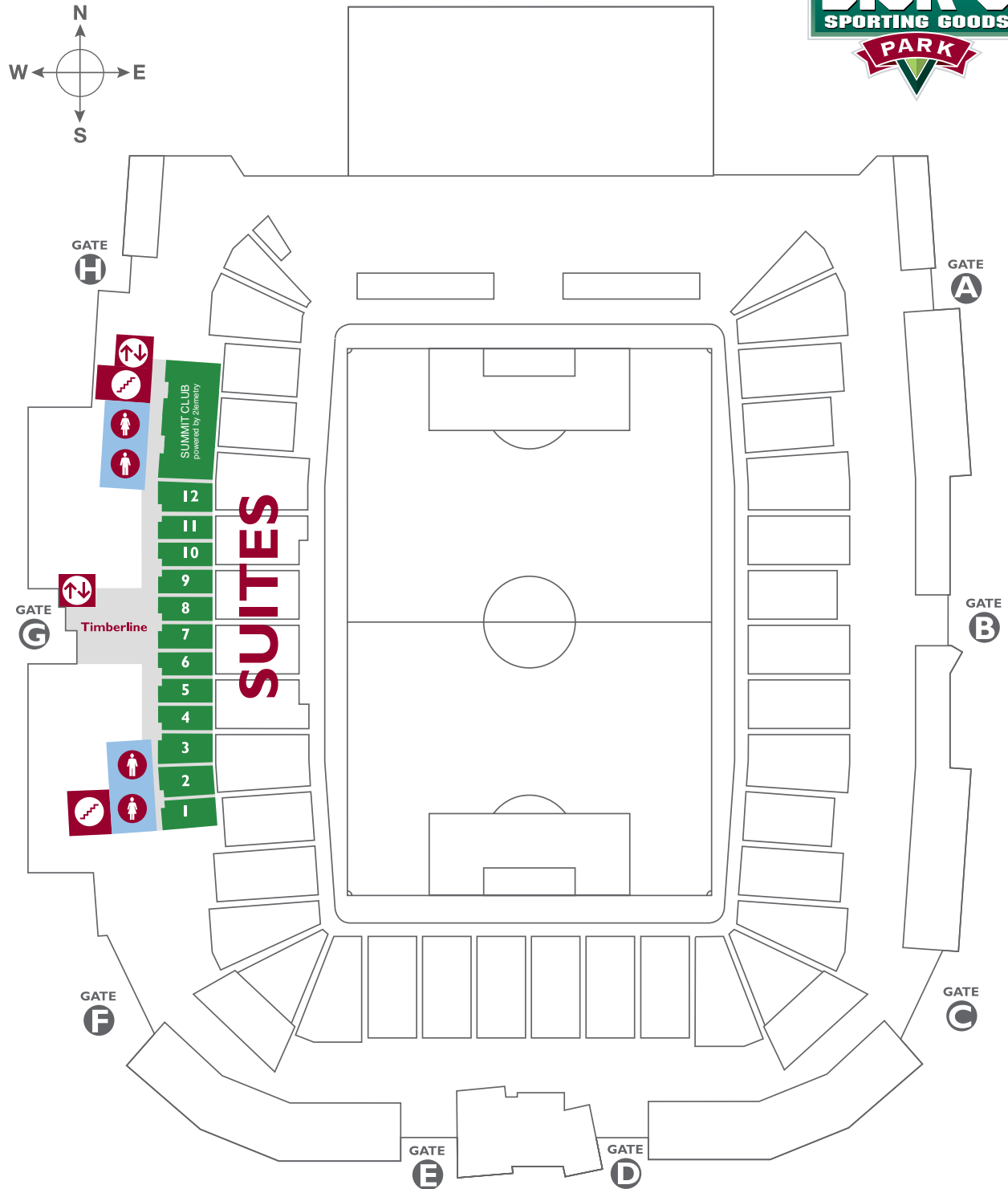


# CONCERT STAGE & SEATING



- |             |                 |                   |         |
|-------------|-----------------|-------------------|---------|
| Team Store  | Elevator        | Women's Restrooms | Stairs  |
| Concessions | Guest Services  | Family Restrooms  | Smoking |
| ATM         | Men's Restrooms | First Aid         |         |

# 2<sup>ND</sup> FLOOR SUITE LEVEL



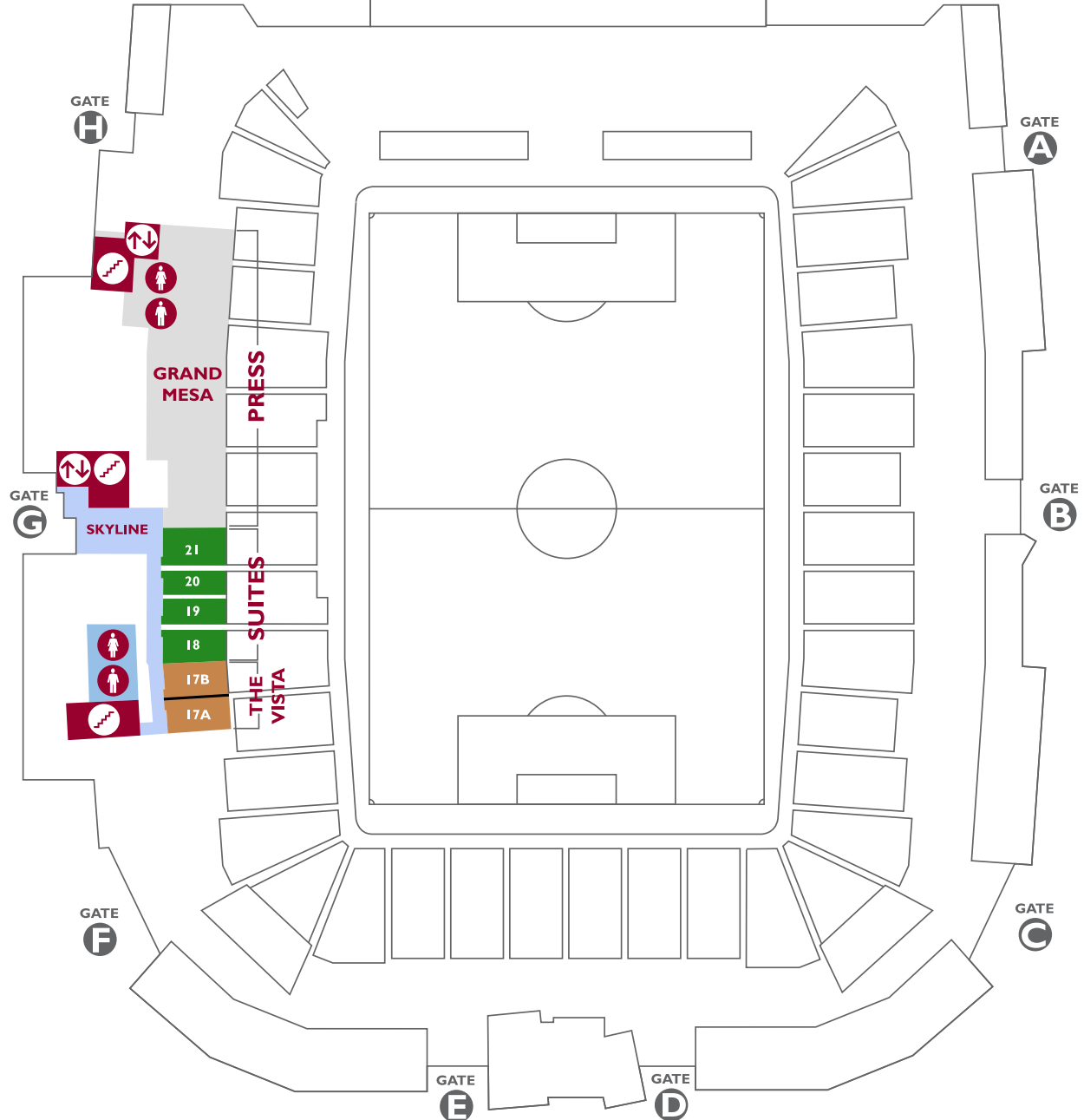
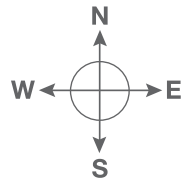
Elevator

Men's Restrooms

Stairs

Women's Restrooms

# UPPER SUITE & PRESS LEVEL



↑↓ Elevator

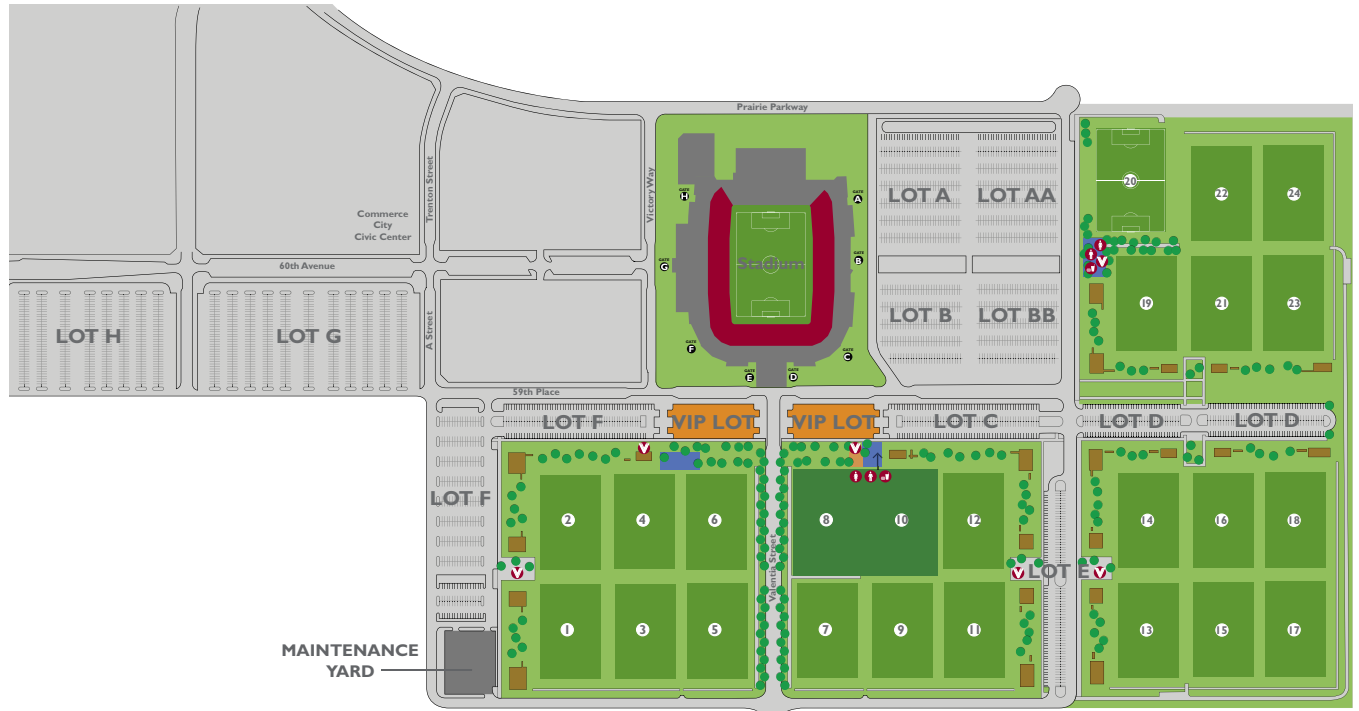
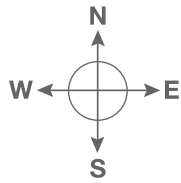
♂ Men's Restrooms

⬆ Stairs

♀ Women's Restrooms



# PARK COMPLEX MAP



- Concessions
- Vending

- Men's Restrooms
- Women's Restrooms