

<p><b>Name of Policy:</b> Comprehensive Southern University at Baton Rouge (SUBR) Intercollegiate Athletics Ticket, Parking, Tailgating and Related Activities Policy</p> <p><b>Policy Number:</b></p> <p><b>Issuing Authority:</b> SUS Board of Supervisors</p> <p><b>Initial Effective Date:</b> 05/27/89</p> <p><b>Revision Date:</b></p>	 <p><b>SOUTHERN UNIVERSITY SYSTEM POLICIES AND PROCEDURES</b></p>
<p><input type="checkbox"/> New Policy Proposal</p> <p><input checked="" type="checkbox"/> Major revision of existing policy</p>	<p><input type="checkbox"/> Minor revision to existing policy</p> <p><input type="checkbox"/> Reaffirmation of existing policy</p>

## I. Policy Statement

The Southern University System (SUS)—Board of Supervisors (Board) issues this Comprehensive Southern University at Baton Rouge (SUBR) Intercollegiate Athletics Ticket, Parking, Tailgating and Related Activities Policy to address: (1) the sale and distribution of regular season general admission tickets for all intercollegiate athletic events played on the SUBR campus; (2) the distribution of complimentary tickets for regular season SUBR football games and the annual Bayou Classic; (3) the distribution of complimentary tickets for all other regular season intercollegiate athletic events played on the SUBR campus; (4) the sale and distribution of season tickets for all intercollegiate athletic events played on the SUBR campus; (5) the sale and distribution of parking permits for all intercollegiate athletic events played on the SUBR campus; and (6) the manner in which tailgating activities during intercollegiate football events will be conducted on the SUBR campus.

## II. Preamble

In harmony with the stated mission of the SUS, the Board recognizes that the goals of SUBR intercollegiate athletic events are to provide for the intellectual, physical, and social welfare of the student-athlete, as well as to provide spectator benefits for the SUS community and the community-at-large. Moreover, these goals are subservient to the goals of the general SUBR academic program and should guide the activities of those responsible for conducting intercollegiate athletic events. Intercollegiate athletic programs must support, not detract from, the educational programs of the SUBR campus.

Intercollegiate athletic events sponsored by SUBR include: men's and women's basketball, cross-country and track; women's bowling, softball, tennis, volleyball and soccer; and men's baseball, football and golf. SUBR is a member of the National Collegiate Athletic Association (NCAA) Division I and all intercollegiate athletic teams compete in the Southwestern Athletic Conference (SWAC).

Gate receipts for intercollegiate athletic events are an important source of revenue for the SUBR program. Admission charges are necessary to generate funds for the operation of the program because state appropriations and student fees do not cover total operational costs. In order to insure proper management of tickets issued for these events, the implementation of this policy is to control regular season general admission ticket sales and distributions.

More specifically, the Board has developed the complimentary ticket section of this comprehensive policy to establish fair and consistent guidelines for the issuance of complimentary tickets to individuals and/or business entities attending intercollegiate football games played on the SUBR campus and the annual Bayou Classic. This policy is promulgated in accordance with all applicable provisions of the Louisiana Code of Governmental Ethics (La. R.S. 42:1101 et seq.) and the rules and regulations of the NCAA and SWAC.

Further, this policy is designed to provide SUBR football season ticket holders with clearly delineated assurances and directives regarding their purchases which will include, but are not limited to, options to secure prime seating at the A.W. Mumford Stadium—SUBR and options to purchase similar prime seating at the annual Bayou Classic played at the Mercedes-Benz Superdome.

The policy also sets forth the Board's guidelines relating to the distribution and use of paid, complimentary and special football parking permits issued for all football games played in the A.W. Mumford Stadium—SUBR.

The Board, SUS President, SUBR Chancellor and others receive complimentary tickets which may be given to family and friends, as well as, supporters to express gratitude and appreciation for services rendered and/or monetary contributions. Complimentary tickets can serve as excellent public relations, fundraising and recruiting tools. However, if not properly allocated, safety and/or security standards may be compromised and the potential for loss of revenue may occur. Therefore, the adoption of this policy will help to provide a means of minimizing latter concerns.

Season ticket holders provide SUBR with a major source of revenue for the continued development and proliferation of its intercollegiate athletic programs. By purchasing season

tickets, a holder can also enhance their football experience by witnessing home games from the same selected seats in the A. W. Mumford Stadium—SUBR throughout the season.

Moreover, because of their outstanding financial support, season ticket holders will be extended the opportunity to purchase seats in premium sections of the Mercedes-Benz Superdome (Plaza and Loge Levels) for the Bayou Classic as a token of appreciation for their patronage. The season ticket holder also enjoys a purchase discount which is not available to single game ticket purchasers. Season parking passes are included in the season ticket package based on availability. Furthermore, season ticket holders not only acquire the benefit of purchasing their same seats from season-to-season, but also will be offered the first opportunity to submit requests to upgrade their seating. The Board, through this policy and in conjunction with the SUBR—Department of Athletics, is seeking to secure the foregoing privileges and to promote increased sales of season football packages.

On SUBR football game days, it has been estimated that the campus attracts over 40,000 fans which is more populous than 36 of Louisiana's 64 parishes. When parking on the SUBR campus, fans want to be assured that their vehicles will remain both safe and secure. In order to provide adequate parking accommodations and to promote efficient ingress and egress of traffic on the SUBR campus, the Board issues this policy in conformity with all pertinent local and state laws, Board by-laws, rules and regulations and policies issued by the Southern University Office of Traffic and Parking. Fan compliance with this policy will further enhance the quality of their driving and parking experiences on the SUBR campus during football games.

And finally, the Board additionally promotes community-building activities for its faculty, staff, students, and visitors and additionally recognizes that tailgating has the potential of enhancing the game day experience within a safe, responsible and controlled environment. Tailgating is permitted on SUBR football game days in designated areas and during specified hours on the SUBR campus under certain conditions and in conformity with the applicable provisions of this policy.

### **III. Policy History**

Prior actions by the Board on subjects addressed in this policy are cited at: Southern University System—Board of Supervisors By-laws and Policies Manual, Bayou Classic Tickets (Approved: 05/27/89); Southern University System—Policies and Procedures Manual (Synopses), 1992, Section: 1.00.71 and Southern University System—Board of Supervisors By-laws and Policies Manual, Complimentary Ticket Policy (Amended: 08/20/99 and 11/24/00). Southern University System—Board of Supervisors By-laws and Policies Manual, Season Ticket Packages—Basketball (1989); Southern University System—Policies and Procedures Manual (Synopses), 1992, Section 1.00.71 (Effective Date: 10/89). See: Section 1.00.73 Table for 1989-90 Basketball Season

Tickets. Southern University System—Board of Supervisors By-laws and Policies Manual, Southwest Athletic Conference Complimentary Ticket Policy Distribution, Away Games. See: Southern University System—Policies and Procedures Manual (Synopsis), 1992, Section 1.00.72 (Approved: 10/89).

#### **IV. Objectives**

The Comprehensive Southern University at Baton Rouge (SUBR) Intercollegiate Athletics Ticket, Parking, Tailgating and Related Activities Policy is designed:

- A. To inform all constituents of the SUS about the sale and distribution of regular season general admissions tickets for all intercollegiate athletic events played on the SUBR campus;
- B. To inform all constituents of the SUS on the distribution of regular season complimentary tickets for all intercollegiate athletic events played on the SUBR campus and the annual Bayou Classic;
- C. To provide the Board with a uniform method for the allocation of complimentary SUBR football game tickets to its members;
- D. To reduce the unreasonable demands placed on the Board to provide complimentary tickets to various individuals and groups throughout the regular season of intercollegiate athletic events;
- E. To enable the Board to formulate a more efficient business relationship with the SUBR—Department of Athletics in meeting designated revenue goals and objectives;
- F. To assist the Board in the reduction of safety concerns relating to all regular season intercollegiate athletic events played on the SUBR campus and the annual Bayou Classic;
- G. To assist the Board in curtailing the admission of uninvited guests into Bayou Classic suite accommodations and, thereby minimizing the violation of related security standards;
- H. To promote sales and distribution of season tickets for all intercollegiate athletic events, especially football, played on the SUBR campus;
- I. To promote the sale and distribution of parking permits for all intercollegiate athletic events played on the SUBR campus; and

- J. To provide a framework for responsible tailgating which can enhance the game experience, promote a safe campus environment and preserve the beauty of the SUBR campus.

## V. Definitions

As used in this policy, the terms below are defined as follows:

- A. **Complimentary Ticket**—is a ticket which has not been purchased and which is provided at no charge to the recipient of the ticket or in exchange for in-kind services or as stewardship of corporate sponsor investment. Complimentary tickets shall not be issued in lieu of or as a supplement to compensation. The sale of complimentary tickets is strictly prohibited.
- B. **Intercollegiate athletic event(s)**—refer to all individual sport programs sponsored by the SUBR campus under the auspices of the NCAA and SWAC which include: men’s and women’s basketball, cross-country and track; women’s bowling, softball, tennis, volleyball and soccer; and men’s baseball, football and golf.
- C. **Parking Permit**—authorizes its holder to park motor vehicles and/or Recreational Vehicles (RVs) in certain designated areas, as previously determined by the SUBR—Department of Athletics and the Southern University Office of Traffic and Parking, on the SUBR campus during intercollegiate athletic events.
- D. **Season Ticket Holder(s)**—are individuals, donors and/or business entities who purchase Southern University Jaguar football tickets which grant them access to all regular season games played at the A.W. Mumford Stadium—SUBR for one season, as certified by the SUBR—Department of Athletics. The season ticket holder also is one who purchases all other intercollegiate athletic event tickets at a fixed discounted price over single event ticket purchasers. They are provided certain benefits and privileges over other purchasers because of their demonstrated consistent commitment to SUBR athletic programs.
- E. **Tailgating**—is parking in a designated location/area and/or setting up non-permanent facilities (such as tents and tables) to consume food and beverages (alcoholic and non-alcoholic) outdoors as part of pre—and post—football game festivities on the SUBR campus.

## VI. Ticket Policy

The following provisions generally apply to the sale and distribution of regular season general admission tickets for all intercollegiate athletic events played on the SUBR campus.

### A. General Ticket Provisions

All persons, regardless of age, must have either a ticket or a working credential to enter intercollegiate athletic events played on the SUBR campus.

#### 1. General Student Tickets

The price of the tickets for all intercollegiate athletic events will be determined by the SUBR—Athletic Director and will be subject to the approval of the SUBR—Chancellor prior to the printing of the tickets. The price for all intercollegiate athletic event tickets will be based on prices set by the SWAC.

Student seating is in designated areas and student entrance to any intercollegiate athletic event is gained by presentation of valid identification.

The SUBR—Department of Athletics sets aside approximately six thousand (6,000) student seats for the regular football season. However, the SUBR—Athletic Director reserves the right to sell any portion of these tickets to the general public, if student attendance is lacking and/or there is a demand from the general public. The Athletic Director will consult with appropriate University officials to make this determination on an annual basis, at his/her discretion.

Further, in the event there are football games where it is necessary to stimulate fan interest and support, the SUBR—Athletic Director is authorized to market unsold home football game tickets, through corporate sponsors or other promotional opportunities in order to generate income and fan interest.

#### 2. Student-Athlete Tickets

Pursuant to NCAA regulations, each student-athlete is allowed four (4) complimentary admissions per event in his/her designated sport and one (1) complimentary admission to any SUBR home intercollegiate athletic event other than his/her sport. Additionally, student-athletes may receive up to six (6) complimentary admissions for NCAA championship play or bowl games. Complimentary admissions are provided only by an Official Pass List that documents those individuals designated by the student-athlete to receive their allotted admissions. "Hard tickets" are not issued.

### 3. SUS Faculty or Staff

The SUBR—Department of Athletics does not provide SUS faculty and/or staff with any complimentary tickets for intercollegiate athletic events. However, the Athletic Director shall have the right to introduce available tickets at a discounted rate to stimulate attendance and revenue.

### 4. Donations

At its discretion, the Board may either give credit for in-kind donations in support of SUBR intercollegiate athletics, (such as gifts or donations of construction projects or services) or create base contractual arrangements with the SUS (such as with sponsors) toward a donation required for the right to purchase tickets to SUBR home football games. Furthermore, at its discretion, the Board may carry over excess credit into future years. Full payment or satisfaction of the donations required by this policy shall be made prior to the distribution of regular season general admission tickets. The Board shall advise potential donors of the proper procedure to make donations which may qualify a donor to benefit from this policy.

### 5. University Limited Access Seating

University Limited Access Seating for purposes of this policy pertains to the A.W. Mumford Stadium—West End Zone suites and the A.W. Mumford Sports Complex—North End Zone suites. The Board may grant to the SUBR—Athletic Director the right to distribute tickets in the University Limited Access Seating sections in exchange for any consideration which may inure to the benefit of the SUS.

### 6. City, Parish Officials<sup>1</sup>

While holding office, city and/or parish officials will be extended the option to purchase priority tickets at regular prices, based on availability. These tickets may be obtained in addition to any tickets the officials have purchased in the past.

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<sup>1</sup> Section 1123 (13) of the Code of Governmental Ethics permits a public servant to accept “complimentary admission to a civic, non-profit, educational, or political event when the public servant is a program honoree, is giving a speech at the event, or is a panel member for a discussion occurring at the event,” but it does not apply to “admission to any professional, semi-professional, or collegiate sporting event.”

7. Courtesy Car Program

SUBR intercollegiate athletic tickets will be distributed to car dealers donating the use of their vehicles to SUBR—Department of Athletics' coaches for various events. The equivalent of no more than ten (10) season books will be distributed.

8. Job Programs

There will be tickets designated for distribution as priority tickets for purchase at regular prices by location of the seat for companies and individuals providing summer employment to student-athletes at the discretion of the SUBR—Athletic Director.

9. Homecoming Court

There will be complimentary seats made available for the SUBR homecoming court for the home football game designated as part of the homecoming activities.

B. Complimentary Ticket Provisions<sup>2</sup>

The Complimentary Ticket Distribution Policy currently in force will remain in effect, except as it relates to the following specifics:

1. SUBR Campus—North End Zone

The new A.W. Mumford Sports Complex—North End Zone includes four (4) suites with a seating capacity for a total of forty-nine (49) individuals each. One (1) larger suite with a three hundred (300) seating capacity will be administered by the SUBR—Director of Athletics. The SUS President will be provided one (1) suite. The Athletic Director and the Head Football Coach will share one (1) suite. One (1) suite may be made available in exchange for any consideration which may inure to the benefit of the Athletic Department, at the discretion of the Athletic Director.

The Board will be provided one (1) suite. Exceeding the following limitations will create a safety hazard for both Board members and their guests. In the interest of not only safety, but also comfort and ongoing security concerns, the following

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<sup>2</sup> According to the Complimentary Ticket Policy approved by the Board on 08/20/99 and implemented by the SUBR—Department of Athletics, the current value of complimentary ticket distributions (SUBR home games and the Bayou Classic) annually amount to a total of \$271,000. *See:* Appendix A.

allocation of tickets will be made to Board members for football games held on the SUBR campus:

- a. The Chairman will receive a total of eight (8) complimentary tickets for all intercollegiate football games played at the SUBR campus. The Chairman will receive four (4) tickets with lanyards which will include one (1) for him or her to access seating at the A.W. Mumford Sports Complex—North End Zone Suite and three (3) tickets with lanyards for invited guests. The Chair will also receive four (4) additional tickets for reserved seating in the A.W. Mumford Stadium—East Side.
  
- b. Each member of the Board will receive a total of eight (8) complimentary tickets for all intercollegiate football games played at the SUBR campus. The Board member will receive three (3) tickets with lanyards which will include one (1) for him or her to access seating at the A. W. Mumford Sports Complex—North End Zone Suite and two (2) tickets with lanyards for invited guests. Further, each member of the Board will receive five (5) additional tickets for reserved seating in the A.W. Mumford Stadium—East Side.<sup>3</sup>

The allocation of complimentary tickets at the SUBR campus will also include a parking hangtag for one (1) vehicle at Lot A which is directly in front of the A. W. Mumford—Field House.

- c. Each member of the Board will be further issued a limited number of Special Guest Accessibility Passes (SGAP) for each SUBR home game. All SGAP requests must be submitted by either phone, facsimile, e-mail or in person to the Board’s Office at least forty-eight (48) to seventy-two (72) hours prior to the scheduled home game in question.

- d. The voluntary return of complimentary tickets by a Board member shall be redistributed by the Board Chairman at his/her discretion.

e. Requests for complimentary suite tickets will be considered, though not guaranteed, by the Director of Athletics if submitted at least forty-eight (48) hours before the scheduled contest. Accommodation of additional suite ticket requests will not be made to the Board suite because of fire code restrictions to 49 guests maximum. Additional complimentary suite ticket requests will be distributed from the allotment of tickets provided to the Club Level based on availability, with priority consideration given to the following:

1. Donors to the Southern University Foundation or Department of Athletics

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<sup>3</sup> See: Appendix B for full stadium diagram.

2. Corporate Sponsors
3. Season Ticket Holders
4. All other complimentary suite ticket requests

## 2. Bayou Classic—Mercedes-Benz Superdome Suites

For purposes of the annual Bayou Classic, the Mercedes-Benz Superdome may provide the Board with two (2) suites which will accommodate a total of one hundred (100) individuals.<sup>4</sup> In recognition of the above cited safety and security concerns equally at the Bayou Classic, the following allocation of tickets will be made to Board members for seating at the Superdome:

- a. The Chairman will receive a total of ten (10) complimentary tickets with lanyards which will include one (1) for him or her and nine (9) tickets with lanyards for invited guests.
- b. Each Board member will receive a total of six (6) complimentary tickets with lanyards which will include one (1) for him or her and five (5) tickets with lanyards for invited guests.

All Board members are urged to properly secure his or her complimentary football tickets since no replacement tickets or access passes will be reissued during the football season.

## C. Season Ticket Provisions

Intercollegiate athletic event season tickets are offered on a one year basis only. The purchase of season tickets does not automatically grant a season ticket holder the right to purchase season tickets in any subsequent year. The opportunity to renew season tickets is a privilege granted by the SUBR—Athletic Director which may be withdrawn at his/her discretion. While the SUBR—Athletic Director has and will continue to exercise reasonable efforts to allow season ticket holders the opportunity to renew season tickets, he/she will, nonetheless, reserve the right to review all accounts before offering season tickets for the following season of intercollegiate athletic events.

Intercollegiate athletic event season tickets are revocable licenses that may be revoked, and admission refused, at the sole discretion of the SUBR—Athletic Director by refunding the printed price thereon. The SUBR—Athletic Director

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<sup>4</sup> The Louisiana State Fire Marshall's Office allows for the distribution of ten (10) standing passes and forty (40) sitting tickets per suite at the 400 level of the Mercedes-Benz Superdome.

further reserves the right to refuse admission or eject any person whose conduct is deemed to be disorderly or not in compliance with the rules and regulations promulgated by the Board, SUBR—Athletics Department, Southern University Police Department, and/or Southern University Office of Traffic and Parking.

1. Address Changes

Any change in the address of a season ticket account can only be made by the account holder of the tickets, i.e. that person, or company named on the account. Any such address change must be made in writing by the account holder or the chief executive officer of the organization or company.

2. Transferability of Season Tickets

In the case of the death of a season ticket holder of record, the surviving spouse will automatically become the ticket holder of record. The surviving spouse must notify the Southern University Ticket Office in writing to have the name changed on the account. If there is no surviving spouse, the SUBR—Athletics Department will offer the option to renew tickets to a surviving child if provided with a notarized and uncontested request by the child to be the season ticket holder of record. If there is no surviving child, the transfer will be made to a surviving grandchild, if provided with a notarized and uncontested request by the grandchild to become the season ticket holder of record.

Furthermore, at the time of season ticket renewals, an individual ticket holder may request a transfer of the season holder's ticket or tickets to a spouse, or to a natural or adopted child or stepchild. If there is no surviving child, the transfer may be made to a grandchild. The SUBR—Athletics Department will offer the option to renew tickets to the spouse, child or grandchild, if provided with a notarized and uncontested request by the season ticket holder to do so.

Upon divorce or separation, the SUBR—Athletics Department will honor a certified copy of a court order, decree or judgment authorizing retention or transfer of tickets to one or both of the parties. In the absence of a certified copy of a court order, decree or judgment, the tickets shall revert to the SUBR—Athletics Department and will be offered for sale to one or both of the parties.

If a company is the ticket holder of record and goes out of business, tickets revert to the SUBR—Athletics Department for resale. If the company is acquired by another company and the original company's name is changed, the chief

executive officer must notify the Southern University Ticket Office in writing of the change to maintain the option to renew season tickets.

All correspondences and further clarification should be addressed to the Southern University Ticket Office, P.O. Box 10065—Baton Rouge, LA 70813.

The Board strictly prohibits any transfer of season tickets except in the limited circumstances outlined above. Any unauthorized transfer of season tickets, or any attempt to circumvent the provisions of this and other applicable policies, will result in a violation which may lead to the revocation of season tickets and season ticket holder privileges.

### 3. Contributions

Contributions in the amount of twenty-five dollars (\$25.00) in addition to the purchase of season tickets will provide purchasers with selected seating options in Section 9 Westside A. W. Mumford—SUBR on the fifty (50) yard line.

### 4. Bayou Classic Premium Seating

Intercollegiate athletic event season ticket holders will also receive their normal premium seating ticket allotments for the annual Bayou Classic. However, this class of ticket holders will also be extended the first opportunity to purchase any remaining premium seating tickets on a priority basis once all other premium allotments have been completed.

### 5. Seat Upgrades

To request a change in season ticket seat locations, the holder must send a written request to the Southern University Ticket Office indicating the general area where he/she wishes their seats to be relocated. Seating preferences will be noted on the account and will remain a permanent record until they can be accommodated. Fans with special needs will be given first consideration, while other requests are prioritized by ticket seniority and the date the request was submitted.

### 6. Unauthorized Season Ticket Use

Any intercollegiate athletic event season ticket which is used for any commercial purposes or promotions, including but not limited to, sweepstakes or drawings

will result in the holder's privileges being permanently revoked unless such a proposed sale is previously authorized by the Athletic Director

## **VII. Parking and Permit Policy<sup>5</sup>**

This Parking and Permit Policy provides general procedures and guidelines regarding parking directives pertaining to student, general admission (paid), complimentary and season parking permits utilized on the SUBR campus.

### **A. General Parking Provisions**

#### **1. Football Parking**

As provided by the Southern University Office of Traffic and Parking, on days of home football games, all student vehicles must be removed by noon from the following areas: Zone 108 surrounding the Student Union, including the area in front of the University Bookstore, and T.H. Harris Hall and also, Zone 116 in front of Grandison, Reed and White residence halls, and the lot on the corner of Robert Smith Boulevard and Swan Avenue. Other areas from which student vehicles must be removed by noon are the service road at the south end of A. W. Mumford Stadium, the service road between Grandison and Owens residence halls, and Zone 115, the Seymour Hall lot. Students will be notified in advance, as they have been in the past, to comply with the foregoing provisions. Vehicles in these areas after noon on game day shall be towed and impounded at the owner's expense. Alternate parking areas will be announced prior to each home football game.

Tickets will be issued by law enforcement agencies to any vehicle parked in a reserved space, handicapped space, fire lane, and/or is otherwise blocking impending traffic.

Vehicular traffic along Swan Avenue will be restricted to those with reserved parking permits only.<sup>6</sup> Vehicles entering the campus on Swan Avenue without a reserved, parking permit will be routed along the service road behind the Southern University Laboratory School. This road exits at the Southern University Police Headquarters and leads to general parking areas and the Mills Avenue exit.

Limousines without a reserved permit must park in general parking areas.

#### **2. Prohibited Vehicles**

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<sup>5</sup> See also: Appendix D—SUBR Parking and Tailgating Policies and Procedures Manual.

<sup>6</sup> The prices for all Southern University Jaguar football game day parking permits and reserved lots are outlined in detail in Appendix C.

For safety reasons, golf carts, All-Terrain Vehicles (ATVs) and motorized scooters, which are non-licensed vehicles, will not be allowed on the SUBR campus on football game days.

### 3. Parking Permit Display

Parking permits must be visible at all times. To gain access to one of the reserved parking lots, a vehicle must display the proper reserved parking hangtag for that lot. The hangtag must then remain visible on the dashboard or rearview mirror of the vehicle at all times. Vehicles parked in reserved parking lots not displaying the reserved parking hangtag will be towed.

Vehicles will only be able to gain access to permit parking with an appropriate permit for the designated lot. There will be no “drop off” passes issued for any reason.

### 4. Parking Accessibility

SUBR parking regulations allows one space per vehicle, vehicles found not to be in compliance with this directive will be towed at the owner’s expense.

### 5. Individual Football Game Day Parking Permits

A limited number of individual parking permits will be made available for each game. Orders will be taken and filled on a “first-come/first-serve” basis until the allotment for each individual game permit is filled. Any permit not ordered in advance will be available for over the counter purchase after all mail orders have been filled.

## B. Season Parking Permit Provisions

A parking permit to a Southern University Jaguar football game only authorizes the holder to park at that game under the terms and conditions described on the permit. Purchasers of parking permits, including season parking permits, acquire no other rights. The purchaser of a parking permit has no opportunity to renew or transfer such permit except as provided under the policies of the Board. Such policies create no vested rights and are subject to change at any time at the sole discretion of the Board.

### 1. Obtaining Season Parking Permits

New season parking permits will go on sale to the public at a time period to be determined by the Southern University Ticket Office. Permits not renewed are then available for sale to the general public. If season permits are sold out, the Southern University Ticket Office will maintain a waiting list of names submitted in writing which will be given priority if permits become available for purchase.

## 2. Address Changes

Any change in the address of the account can only be made by the account holder of the parking permit; i.e., that person, or company named on the account. Any such address change must be made in writing by the account holder or the chief executive officer of the organization or company. Season parking permit accounts are non-transferable except as set forth in the following paragraphs.

## 3. Transferability of Season Parking Permits

- a. In case of the death of a season parking permit holder of record, the surviving spouse will automatically become the permit holder of record. The surviving spouse must notify the ticket office in writing to have the name changed on the account. If there is no surviving spouse, the SUBR—Athletic Director will offer the permit to a surviving child, if provided with a certified copy of a court order, decree or judgment authorizing retention or transfer of the season parking permit to the child of the deceased season permit holder of record. If there is no surviving child, the transfer will be made to a surviving grandchild, if provided with a certified copy of a court order, decree or judgment authorizing retention or transfer of the season parking permit to the grandchild of the deceased season permit holder of record.
- b. Furthermore, at the time of parking permit renewals, an individual permit holder may request a transfer of the permit to a spouse or to a natural or adopted child or stepchild of the permit holder. If there is no surviving child, the transfer may be made to a grandchild.
- c. The SUBR—Athletics Department will offer the option to renew the permit to the spouse, child or grandchild, if provided with a notarized and uncontested request by the season parking permit holder to do so.
- d. If a company is the permit holder of record and goes out of business, the permit reverts to the SUBR—Athletics Department for resale. If the company is acquired by another company and the original company's

name is changed, the chief executive officer must notify the Southern University Ticket Office in writing of the change to maintain the option to renew season parking permits.

### C. Complimentary Parking Permit Provisions

The Board adopts this policy in recognition of its right to issue certain complimentary parking permits for Southern University Jaguar football games and other intercollegiate athletic events, when needed and as justified.

The policy is designed to accord proper recognition to persons, who, because of their positions, or who render, without compensation, special services to the Southern University Jaguar football program or other SUBR intercollegiate athletic events, should receive special consideration or complimentary parking.

The following guidelines will be followed with regard to the distribution of complimentary parking permits:

1. Any individual, who is covered in more than one intercollegiate athletic event, will receive only the maximum of complimentary parking permits allowed for one athletic event.
2. Complimentary parking permits will be issued only to specified individuals and are intended for the use by those individuals only.
3. All complimentary permits will be distributed only by the SUBR—Athletics Department in accordance with this policy.
4. Complimentary parking permits will be issued only to qualified individuals who purchase intercollegiate athletic event season tickets or who have been given complimentary tickets to such events.
5. All decisions concerning location of complimentary parking permits are subject to approval by the SUBR—Athletic Director.

### **VIII. Tailgating Policy<sup>7</sup>**

This policy describes the parameters within which Southern University Jaguar football tailgating activities will be conducted on the SUBR campus. As defined in this policy, tailgating involves the consumption of alcohol in designated controlled areas. Currently,

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<sup>7</sup> See also: Appendix D—SUBR Parking and Tailgating Policies and Procedures Manual.

tailgating is permitted at NCAA football games. The Board does not sanction the violation of any federal, state or local laws, including the consumption/possession of alcoholic beverages by underage persons.

Individuals participating in tailgating activities on the SUBR campus are expected to conduct themselves in a manner respectful of the nature and character of the SUS, including, following directives of football game staffers and public safety officials. Tailgating hosts may be held responsible for the behavior and actions of their guests in permit areas. Persons acting in a disruptive, disrespectful or disorderly manner may be requested to leave SUBR premises or be subject to arrest or citation.

**A. General Tailgating Provisions**

1. Banners and signage recognizing businesses or products may not be displayed nor may any products or other promotional materials be distributed during tailgating activities on the SUBR campus.
2. Food, drink and other items may neither be sold nor given away to the general public during tailgating activities on the SUBR campus.
3. Trash and other disposable materials may not be dumped on SUBR grounds. Trash receptacles will be provided for the disposal of these items.
4. Musical bands will be allowed during tailgating activities only, if approved in advance by the SUBR—Athletics Department and no SUBR utilities may be used to power musical equipment.
5. All amplifier and sound equipment must be confined to the tailgater's vehicle and must not be objectionable to others.
6. Industrial cookers will not be allowed in parking lots designated for tailgating purposes on the SUBR campus.
7. Portable generators will not be allowed in permit parking areas during tailgating activities on the SUBR campus, except for medical reasons.
8. Tailgating activities must not interfere with travel lanes in permit lots. Tables, chairs, tents and other material must not block travel lanes.
9. Tailgating activities must not interfere with or obstruct parking in designated parking areas.
10. All recreational vehicles (motor homes) must have exhaust extensions going the top of these vehicles.

11. All SUBR campus buildings are closed on football game days and their restrooms are not available for public use.
12. Open flames other than approved grills are not permitted. Charcoal grills are permitted but must be elevated. For safety purposes, charcoal should be discarded in specially designated barrels located throughout the SUBR campus parking lots.
13. Drinking games and the use of devices intended to accelerate the consumption of alcohol are strictly prohibited during tailgating activities on the SUBR campus.
14. Any participant who consumes alcohol beverages at tailgating events must be  
  
able to produce a valid Louisiana driver's license or other state issued photo identification that indicates the person's age, upon request.
15. Tailgating activities will not be permitted in any SUBR campus venue after the official Southern University Jaguar football game in question ends.

#### **IX. Implementation**

The Board delegates to the SUS President or his/her designee the authority to implement all provisions of this policy and to make such revisions to and interpretations of this policy that are deemed necessary including, but not limited to, decisions with respect to the location of any particular seating accommodations.

# APPENDIX A

## SOUTHERN UNIVERSITY COMPLIMENTARY TICKET DISTRIBUTION CHART

Recipient	Number of Tickets
Player of Sport	4
Head Coach of Sport	20
Offensive and Defensive Coordinators	8
Assistant Coach of Sport	4
Part-time Coach of Sport	2
Coach of other Sports	2
Director of Athletics	30
Athletic Business Manager	2
Ticket Manager	2
Sports Information Director	6
Athletic Trainer	2
Equipment Manager	2
Assistant Trainer	2
Faculty Athletics Committee Members	2
Game Officials (working for game)	1
Visiting Teams	Contract
Convocation Minister	2
SWAC Commissioner	4
Chairman of the Board	8
Each Board Member	8
President of the SU System	30
System Vice Presidents	4
Chancellor SUBR	30
Chancellor (SUNO, SUSLA, SULC)	2
Vice Chancellors (SUBR)	2
Director of Facilities and Planning	2
SUBR Student Government President	2
Former President/Chancellor	2
President of Faculty Senate	2
Band Director	6
Director, University Relations	4
Campus Physicians	2
Director, Cooperative Extension Services	2
Executive Director, Alumni	4
National President, Alumni	4
President Emeritus	2
Chairman, Hall of Fame	2
Immediate Former Chairman of Board	2
Former Board Member (12 years+)	2
Athletic Department Staff (Full-time)	2
Special Discretionary (Chancellor/AD)	2
LHSAA Pass	2
Annual Contributor of \$5,000 or more	4

\* Each Board Staff

2 Suite Tickets

\* Approved 9/21/12

# APPENDIX C

**SOUTHERN UNIVERSITY  
PARKING LOCATIONS AND PRICES  
(BASED ON HOME GAME SCHEDULE)**

	<b>Parking Location</b>	<b>Ticket Price</b>
LOT A	BALLENTINE	\$ 800
LOT A-RV	RV LOT	400
LOT B	EASTSIDE OF STADIUM	80
LOT B-1	EASTSIDE OF STADIUM	80
LOT C	WESTSIDE OF STADIUM	80
LOT D-RV	MINI DOME	250
LOT E	SEYMOUR GYMNASIUM	70
LOT F	FISHER HALL	80
LOT G	NURSING SCHOOL	70
LOT H	NORTH OF POLICE HEADQUARTERS	(HANDICAPPED)
LOT I	LAW CENTER	50
LOT J	POLICE HEADQUARTERS LOT	10
TAILGATE FIELD	(POLITICAL LOT)	1000
TAILGATE FIELD	(GENERAL LOT)	350

## **RESERVED FOOTBALL VEHICLE AND RV PARKING LOTS**

**BALLENTINE PLAZA: (Entrance on Swan Street)**

**LOT A: Paved RV lot between the School of Nursing and Southern University Laboratory (Entrance on Swan Avenue)**

**LOT B: Paved vehicle lot on eastside of Mumford Stadium (Entrance on Swan Avenue)**

**LOT B-1:**

**Grass overflow vehicle lot between Mumford Stadium and F.G. Clark Activity Center (Entrance on Swan Avenue)**

**LOT C: Paved vehicle lot on Westside of Mumford Stadium (Entrance on B.A. Little Drive at Mills Avenue)**

**LOT D: Paved RV lot around F.G. Clark Activity Center (Entrance on Swan Avenue and/or Harding Boulevard)**

**LOT E: Paved VIP vehicle on Eastside of Seymour Gymnasium (Entrance on Harding Boulevard)**

**LOT F: Paved vehicle lot between Fisher Hall and Architecture East (Entrance on Swan Avenue)**

**LOT G: Gravel game day employee lot at the rear of Pinchback Hall (Entrance on B.A. Drive at Mills Drive)**

**LOT H: Paved Handicapped lot (Entrance on B.A. Little Drive)**

**LOT I: Law Center (Entrance on Mills Avenue)**

**LOT J: Police Headquarters (Entrance on Mills Avenue)**

**Tailgate Field: Political Lot (Entrance on Swan Avenue)**

**Tailgate Field: General Admission Lot (Entrance on Swan Avenue)**

# APPENDIX D

# **SOUTHERN UNIVERSITY ATHLETICS**

## **Parking and Tailgating Policies and Procedures Manual**

*A Rich Tradition—A New Southern*  
<http://www.gojaagsports.com>

## **Southern University—Baton Rouge Parking and Tailgating Guidelines**

The Southern University at Baton Rouge (SUBR) Athletic Department provides the following guidelines as a courtesy to Southern University (SU) Football fans. Tailgating on “**The Bluff**” is a time-honored tradition and these guidelines are designed with the following objectives in mind:

- Providing ever-increasing safety measures for an event which has grown to over 40,000 fans. That makes the area around Mumford Stadium more populous than 36 Louisiana’s 64 parishes on game day. Our objective is to ensure an environment of community, mutual beneficence, and the safety and well-being of all fans.
- Providing every SU fan the opportunity to enjoy the tailgating experience in his/her own way without inhibiting the enjoyment of others. All fans can have an enjoyable experience that does not come at the expense of others and in diverse manners which we will strive to accommodate.
- Protecting SU’s landscape, specifically the oak trees and lawns with the knowledge that heavy pedestrian and vehicle traffic has damaged them, but that increased care and attention can better preserve them.
- Providing value for your investment. Your payment for parking allotment and the right to tailgate, as well as your season ticket purchase assist in the preservation and growth of SU’s athletic traditions, in return, we strive to offer excellent customer service, information, and professional interaction with our customers.

**A. General Game Day Rules**

- 1. Vehicles must park in spaces as directed by Traffic Control Officers and utilize only one space.**

Individuals in non-compliance with this rule will be ticketed or towed. We will strive to provide assistance in parking lots with parking arrangement.

- 2. Banners and signage recognizing businesses or products may not be displayed nor may products or other promotional materials be distributed.**

SU has regulations regarding commercial signage on campus that must be strictly enforced. Only those companies which are licensed by the campus and who've entered into contractual agreement with SU Athletics, such as official sponsors, may display their signage. Violators will be approached by game day staff and asked to remove this signage.

- 3. Food, drinks and other items may neither be sold nor given away to the general public.**

This does not apply to guests in your tailgate party. This applies to firms and individuals who wish to come to Mumford Stadium to sell or hand out free samples of their product. Again, this is not a forum for free advertising. Violators will be asked to cease and desist, and repeat offenders may be asked to leave.

- 4. Parking permits must be visible at all times. To gain access to one of the reserved parking lots, a vehicle must display the proper reserved parking hangtag for that lot. The hangtag must then remain visible on the dashboard or rear view mirror of the vehicle at all times.**

Unfortunately, this is necessary to prevent hangtags from being transferred to other vehicle owners, who park in the reserved parking lots. These vehicles take up the spaces reserved for legitimate vehicles arrive. Vehicles parked in reserved parking lots that do not display a reserved parking hangtag shall be towed. Duplications of hangtags discovered before parking will result in vehicles being denied parking privileges. Duplicated hangtags discovered after vehicles are parked will result in the vehicle being towed.

- 5. Trash and other materials may not be dumped on University grounds. The University will conveniently provide trash receptacles for the disposal of these items.**

All patrons should respect the beauty of the campus and assist in maintaining it. SU will make efforts to provide more trash receptacles. Violators seen dumping trash, charcoal ashes, or other item onto the ground or other areas other than trash receptacles will have their tailgating area cited and be contacted the following week, and repeat violators may lose tailgating privileges.

**6. Musical bands will be allowed only if approved in advance by the University and no University utilities may be used to power equipment.**

**7. Amplifiers and sound equipment must be confined to vehicles and not objectionable to others.**

Please keep the volume of music at a reasonable level and in good taste. Please respect neighbors and moderate musical preferences (with respect to genre and volume) in compliance with neighbors.

**8. Industrial cookers will not be allowed in parking lots for safety reasons.**

Personal cookers are fine, however, large commercial kitchen cookers are not allowed. They present a safety hazard when in close proximity to other vehicles. As a general rule, anything that can fit into a vehicle and when unloaded doesn't interfere with the space or enjoyment of the adjacent vehicle is allowable.

**9. Vehicles can only gain access to permit parking with an appropriate pass to that lot. No "drop off" passes will be issued.**

Parking passes are issued not only to regulate entry, but also to regulate the flow of traffic through campus. It is impossible to manage vehicles which try to "talk their way" into the lots to visit persons in reserve lots or bring food or other items to them. Please make these arrangements before entering the campus. Temporary access to the campus and parking lots for "drop off" will be strictly prohibited.

**10. Portable generators will be allowed in permit parking areas except for medical reasons.**

This is safety and health issue. Portable generators emit fumes which, when generated from multiple sources, rise to noxious levels. Users of portable generator will be asked to power them down.

**11. Tailgating activities must not interfere with travel lanes in permit lots. Table, chairs, tents, and other materials must not block travel lanes.**

The parking lots are available for pass holders until kickoff. Passage must be allowed for all vehicles into and through the parking lots. Emergency vehicles, especially, must be able to move through the parking areas at all times. Violators will be asked to remove these items from traffic flow areas and repeat violators may be cited and lose tailgating privileges.

- 12. Tailgating must not interfere with nor obstruct parking in parking lots. A parking permit entitles a holder to park a vehicle, but must not interfere with the reserve space for others.**

Please be considerate of others with parking passes. Only one space is permitted per pass.

- 13. A motor home MUST have exhaust extensions going to the top of the motor home.**

Many tailgaters have installed these devices on their motor homes. The exhaust levels can be dangerously high in a confined area, therefore, please pipe them up and away from neighbors.

- 14. All motor homes and fifth-wheelers MUST park in areas designated for motor homes. These are Lot A, Lot B-1 and Lot D.**

- 15. All campus buildings are closed on game day and the restrooms are not available for public use. Campus utilities are not for the use of the general public.**

- 16. The University provides Porta-Potties for the convenience of its fans.**

- 17. Miscellaneous**

**Ingress**

Vehicular traffic along Swan Avenue will be restricted to those with reserved parking permits only. Vehicles entering the campus on Swan Avenue without a reserved parking permit, will be routed along the service road behind the Laboratory School. This road exists at SU's Police Headquarters and leads to the general parking areas and the Mills Avenue exit.

**Limousines**

All limousines without a reserved permit must park in the general parking areas.

**Golf Carts, ATV's and Motorized Scooters**

For safety reason, these non-licensed vehicles operated by fans will not be allowed on campus on game day. Use of these vehicles is strictly prohibited and security details will be instructed to intervene as they see necessary when these vehicles are used on campus on game day.

**Towed Vehicles**

If an unauthorized vehicle parks in a reserved spot without proper hangtags, it will be towed.

**B. Directions to Reserved Parking Lots and Annual Fees for Parking**

Please follow these directions to your reserved parking lot which have been designed to assist you in reaching your destination as quickly and easy as possible. For additional traffic and parking information on game day, please tune in to Southern University's Information Radio Station, AM 503.

**Ballentine Plaza \$800**

Entrance on Swan Avenue

**Lot A (RV Lot) \$400**

Entrance on Harding Boulevard or Swan Avenue

**Lot RV-D (Minidome) \$250**

Entrance on Harding Boulevard or Swan Avenue

**Lot B (Eastside of Stadium) \$80**

Entrance on Harding Boulevard or Swan Avenue

**Lot B-1 (Eastside of Stadium) \$80**

Entrance on Harding Boulevard or Swan Avenue

**Lot C (Westside of Stadium) \$80**

Entrance on B.A. Little Drive at Mills Avenue (back gate)

**Lot E (Seymour Gymnasium) (Eastside of Seymour Hall) \$80**

Entrance on Harding Boulevard, turn right at E.C. Harrison Drive (red light), then right at stop sign, turn right into parking lot. (Also used for Media/Sports Information)

**Lot F (Fisher Hall) \$70**

Entrance on Swan Avenue

**Lot G (Nursing School) \$70**

Entrance on B.A. Little Drive at Mills Avenue (back gate)

**Lot H (North of S.U. Police Headquarters) (Handicapped license plates or placard only)**

Entrance on B.A. Little Drive at Mills Avenue (back gate) (free shuttle to and from the Stadium)

**Lot I (Law Center) \$50**

Entrance on Mills Avenue (back gate)

**Lot J \$10/per game (Police Headquarters' Lot)**

Entrance on B.A. Little Drive at Mills Avenue (back gate)

**Tailgate Field (Political Lot) \$1,000**

Entrance on Swan Avenue

**Tailgate Field (General Lot) \$350**

Entrance on Swan Avenue

# Southern University Football Game Traffic Master Plan

## Mission Statement

To develop a traffic flow plan that will allow traffic to enter and exit Southern University's campus. This will be done by designating the roadways that will be used as traffic entrances. Also, designated parking areas for general parking are located near each entrance.

### A. Traffic on Campus during Normal Traffic Flow

#### 1. Traffic onto campus by way of Harding Boulevard

The right lane of Harding Boulevard is for Decal Reserved Parking Lots A, B, and D (Mini Dome and Stadium Parking). Any decal entering the Mini Dome maybe allowed to pass through the Mini Dome parking area it is not Lot D to get to their designated decal parking area. The left lane on Harding is for general parking only or Lot E.

#### 2. Traffic onto campus by way of Swan Avenue

The traffic will be able to get to Lots C, F, G, H, and I. Any decals entering Swan Avenue may be allowed to get to Lots, A, B, or D also.

#### 3. Traffic onto campus by way of B.A. Little Drive from Mills Avenue

The traffic will be able to get to Lots C, F, G, H, and I. Any decals entering B.A. Little may be allowed to get to Lots A, B, or D also.

#### 4. All traffic that is not going to a paid lot **MUST** park in a pre-designated parking area.

#### 5. Traffic on Harding Boulevard will be able to access:

Bradford Hall Parking Lot;  
Human Resources Parking Lot;  
Parking lot of the Scott's Bluff

Archives Parking Lot;  
Museum Parking Lot;  
Law Center Parking Lot; and the  
Mayberry Dining Hall Parking Lot

**6. Parking on the grass in the area of Mayberry Dining Hall will be allowed, if necessary.**

Parking over flow in the student dormitory area will be permitted if necessary.

**7. Traffic on Swan Avenue will be able to access:**

The grassy area east of Isabel Herson Street;  
The grassy area north of the Southern Laboratory practice field; and  
The grassy area north of Isabel Herson Street.

**8. Parking over flow will be in the student dormitory area if necessary.**

**9. Traffic on B.A. Little Drive from Mills Avenue will be able to access:**

The grassy area to the south of Mills Avenue and west of B.A. Little Drive;  
The grassy area to the south of Mills Avenue and east of B.A. Little Drive;  
The parking lot area of the Ashford O. Williams Hall (Agriculture Building);  
and  
The grassy area on James L. Hunt Street west of the Physical Plan and the north on Mills Avenue.

**10. Parking over flow in the student dormitory area will be permitted, if necessary.**

**11. Harding Boulevard Contra-flow Traffic will encompass:**

All lanes which will be inbound.

NOTE: Contra-flow Traffic will start at 1500 hours (3:00 p.m.) and continue as needed. The right lane will continue as the lane used for decal parking for Lots A, B, B and other lots if necessary.

All traffic out of parking lots on Harding Boulevard must turn left or right heading onto Southern University's campus Contra-flow.

**12. B.A. Little Drive Contra-flow Traffic will encompass:**

B.A. Little Drive which will always remain as a two-way traffic flow.

NOTE: The entrance onto B.A. Little Drive during contra-flow will be used for emergency vehicles.

**13. Off-Campus Traffic during Contra-flow will encompass:**

All lanes which will be outbound.

NOTE: Contra-flow Traffic will start at the beginning of the fourth quarter and continue as needed. All lots designated by way of Harding Boulevard, must also exit by way of Harding Boulevard.

All traffic out of parking lot on Harding Boulevard must turn left or right heading off Southern University's campus during Contra-flow. Two lanes to the right on Harding Boulevard will make a right turn onto Scenic Highway toward Highway 190 and Interstate 110 and Hollywood Street.

Two lanes to the left on Harding Boulevard toward interstate 110 and Plank Road.

NOTE: This will allow the north side of Harding Boulevard to remain in normal traffic.

**14. Swan Avenue Contra-flow Traffic will encompass:**

All lanes will be outbound.

NOTE: Contra-flow Traffic will start at the beginning of the quarter and continue. All lots designated by way of Swan Avenue must be also exit by way of Swan Avenue. All traffic out of parking lots on Swan Avenue must turn left or right heading off Southern University's campus during Contra-flow.

There will be two lanes of traffic on Swan Avenue off campus.

NOTE: Both lanes will cross Scenic Highway and the railroad tracks and head north onto Highway 19 towards I-110 and Blount Road

Traffic off of Swan Avenue will not be allowed to make a right or left onto Scenic Highway during Contra-flow

**15. B.A. Little Drive Contra-flow Traffic will encompass:**

B.A. Little will always remain as a two-way traffic flow.

NOTE: The exit off B.A. Little Drive Contra-flow will start at the beginning of the fourth quarter and continue as needed. All lots designated by way of B.A. Little must also exit by way of B.A. Little Drive. The traffic on Mills Avenue will turn left onto Scenic Highway towards I-110 and Blount Road. Traffic on Mills Avenue will not be allowed to make a right turn onto Scenic Highway.