

ACTIVATION REGULATIONS AMERICAN FAMILY INSURANCE FAN VILLAGE

2017 SEASON MERCEDES-BENZ STADIUM

MAP: You will receive a detailed American Family Insurance Fan Village Memo & Guide **three (3) days prior to each home game**. Please review this document carefully upon receipt so that you are aware of your exact setup location and all load-in/load-out times. If you are not scheduled to activate at American Family Insurance Fan Village for a particular game, you will not receive a American Family Insurance Fan Village Memo & Guide.

SCHEDULE: Please arrive three (3) hours prior to the opening of American Family Insurance Fan Village (depending on how long it takes you to set-up). All set-up **MUST** be complete by **45 minutes** prior to the American Family Insurance Fan Village opening (9:15am for a 1:00pm kickoff game example).

Hours from kick:

6	Arrive to set-up and load-in
4	Set-up complete
3	American Family Insurance Fan Village OPEN TO THE PUBLIC
45 min.	American Family Insurance Fan Village Closed
0	KICKOFF
30 min. post kick	Vendors may load-out

ACTIVATION AREA: Please illustrate in detail what your activation will be at American Family Insurance Fan Village and how much space you will need (Ex: 10x10 area for tent & with product demonstration activation).

EVENT CONTACTS: Please send me the name(s), cell phone number(s) and email addresses of your on-site event contacts. I need this information as soon as possible.

TABLES/CHAIRS: Please let me know if you will be providing your own tables and chairs or if you will need for the Falcons to provide them for you. If you would like for the Falcons to provide, please send over specific number of tables and chairs needed as soon as possible. All tables are 6 feet long.

VEHICLES/PARKING: Vehicles will be allowed to park on Andrew Young International Blvd. (adjacent to American Family Insurance Fan Village, between Building B and the Village) to **unload only**. After unloading, your vehicle must be moved out of International Blvd. no later than 9:15am (based on a 1:00pm kickoff). **No vehicles will be allowed to park on International Blvd. during event hours.** Parking needs should be handled through your corporate partnership representative.

UNIFORM/CREDENTIALS: Suggested attire is khaki shorts, company polo or T-shirt and tennis shoes. Since this event is free and open to the public, credentials are not required.

GIVEAWAYS/SAMPLING: There will be no food or beverage sampling permitted on the American Family Insurance Fan Village unless specifically approved by LEVY. Please send proofs of giveaway items for approval.

CONTACT:

Connor King - Event Producer – connor.king@mercedesbenzstadium.com
Cell – 716.790.0136

Alex Brandeis – Live Events Seasonal Assistant – alex.brandeis@mercedesbenzstadium.com
Cell – 770.815.5891

FREQUENTLY ASKED QUESTIONS AMERICAN FAMILY INSURANCE FAN VILLAGE

2017 SEASON

CAN I PARK MY VEHICLE ON INTERNATIONAL BOULEVARD DURING AMERICAN FAMILY INSURANCE FAN VILLAGE?

OR GAME TIME? Only pre-approved branded vehicles may stage on International Boulevard during the time that American Family Insurance Fan Village is open. All other vehicles must move to parking lots and may return for load-out 30 minutes after the game has begun.

WHERE CAN I PARK MY PERSONAL VEHICLE? Parking needs should be handled prior to game day with your Corporate Partnerships Representative. The majority of Mercedes-Benz Stadium parking lots are parking pass only with only a few cash lots available.

WHERE CAN I GET TABLES AND CHAIRS? American Family Insurance Fan Village staff will deliver all tables and chairs to your specific activation location during setup. You may also bring your own tables and chairs to go along with your activation. All rental needs must be sent prior to game day.

ARE THERE ANY REGULATIONS ON TENTS? All tents must have a primary color of Red, Black or White. NO EXCEPTIONS! Tents must be secured with tent weights, no staking permitted.

CAN I HAVE BRAND AMBASSADORS ROAM THE LANDING AND PARKING LOTS? Brand Ambassadors are NOT permitted to roam the Village to distribute giveaways or to send fans to your activation area. All brand ambassadors are strictly limited to your activation area.

WHAT GAMES CAN I ACTIVATE DURING THE SEASON? Please contact your Falcons Corporate Partnership contact for any questions related to activation dates. All dates have been predetermined and specified to myself from the Corporate Partnership department.

WHAT ARE OUR OPTIONS FOR STABILIZING OUR TENT? All tents must be weighted (i.e. Sand Bags, Concrete, Water Barrels, etc.) Staking is NOT PERMITTED at American Family Insurance Fan Village.

WHAT IS THE PLAN FOR INCLEMENT WEATHER? American Family Insurance Fan Village is open rain or shine. Safety is our number one priority and Falcons Staff will make the final decision on whether to close the Village early depending on weather conditions.

WHERE CAN MY STAFF PURCHASE FOOD? LEVY Restaurants will have a centralized food and beverage area on American Family Insurance Fan Village this year. There will be offering an assortment of items for purchase on event day.

WHERE ARE THE CLOSEST RESTROOMS TO AMERICAN FAMILY INSURANCE FAN VILLAGE? The closest options are the portable restrooms behind the yellow wall, or the CNN Food Court near Philips Arena.

I HAVE TICKETS TO THE GAME, SHOULD I BREAK DOWN MY ACTIVATION PRIOR TO ENTERING MERCEDES-BENZ STADIUM? Yes! All activations should be broken down once American Family Insurance Fan Village is officially closed. Please do not break down your activation until American Family Insurance Fan Village has officially closed!

IS THERE SECURITY AT AMERICAN FAMILY INSURANCE FAN VILLAGE? Yes, we have SAFE Management personnel.

CAN I CATER MY OWN ACTIVATION? Levy Restaurants is the exclusive food and beverage provider of Mercedes-Benz Stadium and the American Family Insurance Fan Village. Please contact Joi Jackson jojackson@Levyrestaurants.com to place food and beverage orders for game day.

WHAT CAN I GIVE AWAY AT FALCONS LANDING? The Atlanta Falcons and Mercedes-Benz Stadium must follow strict NFL policies on giveaways. Please pre-approve all giveaways with your Corporate Partnership Representative prior to game day. The **MAJOR** items to avoid are any noise makers, any projectile (Mini footballs, mini helmets, etc.) and also any sling bags or back packs are strictly prohibited with the NFL's new clear bag policy. Also, all items must be unwrapped from any packaging prior to activating on game day.