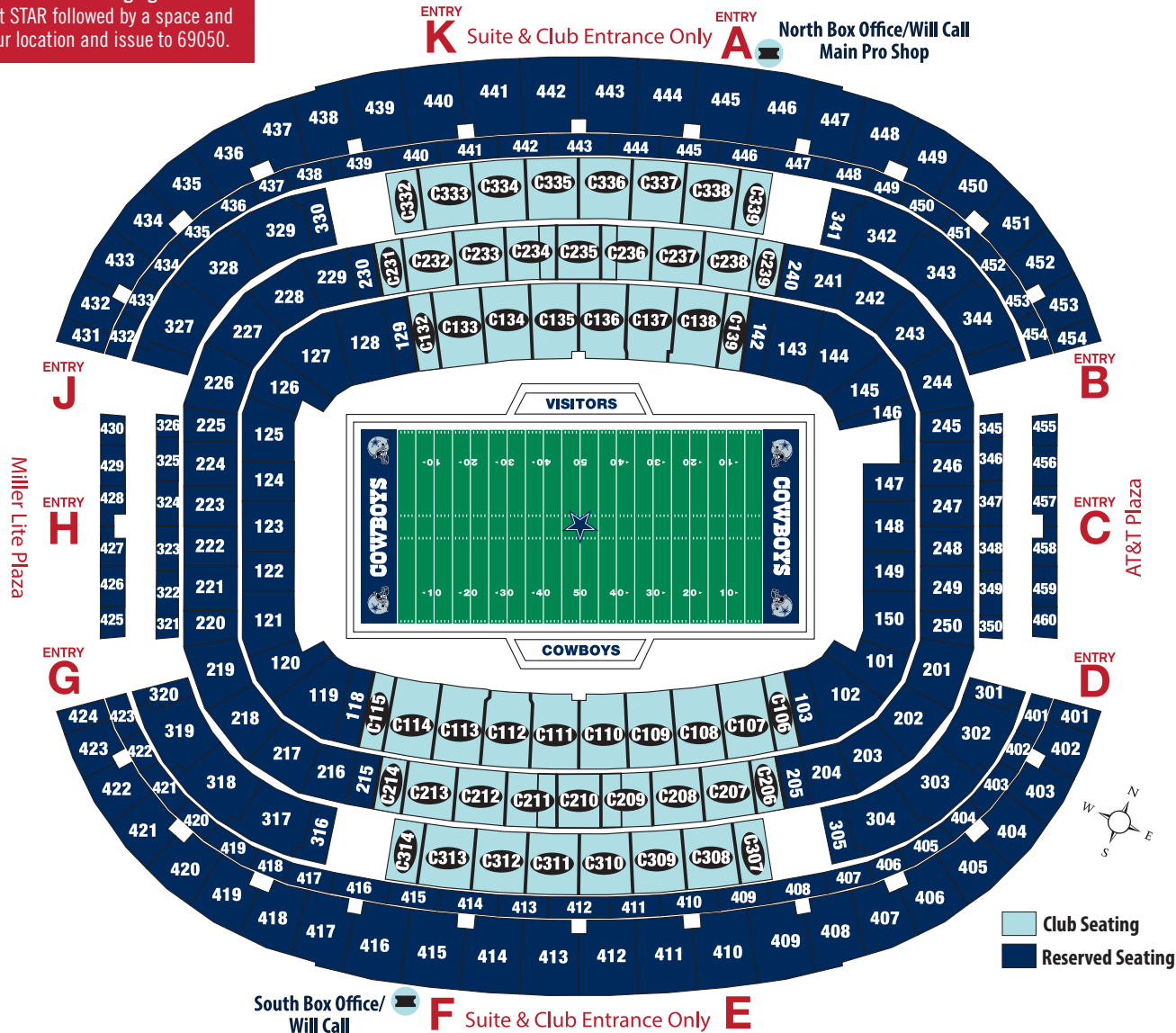


# AT&T STADIUM 2020 GUEST GUIDE



# AT&T STADIUM SEATING

**Guest Text Messaging Service**  
Text STAR followed by a space and  
your location and issue to 69050.





# 2020 DALLAS COWBOYS SCHEDULE

Date	Regular Season (TV) Central Time	
Sun., Sept. 13	@ Los Angeles Rams (NBC)	3:25 p.m.
<b>SUN., SEPT. 20</b>	<b>ATLANTA FALCONS (FOX)</b>	<b>12:00 p.m.</b>
Sun., Sept. 27	@ Seattle Seahawks (FOX)	3:25 p.m.
<b>SUN., OCT. 4</b>	<b>CLEVELAND BROWNS (FOX)</b>	<b>12:00 p.m.</b>
<b>SUN., OCT. 11</b>	<b>NEW YORK GIANTS (CBS)</b>	<b>3:25 p.m.</b>
<b>MON., OCT. 19</b>	<b>ARIZONA CARDINALS (ESPN)</b>	<b>7:15 p.m.</b>
Sun., Oct. 25	@ Washington Football Team (FOX)	12:00 p.m.
Sun., Nov. 1	@ Philadelphia Eagles (NBC)	12:00 p.m.
<b>SUN., NOV. 8</b>	<b>PITTSBURGH STEELERS (CBS)</b>	<b>3:25 p.m.</b>
	BYE	
Sun., Nov. 22	@ Minnesota Vikings (FOX)	3:25 p.m.
<b>THUR., NOV. 26</b>	<b>WASHINGTON FOOTBALL TEAM (FOX)</b>	<b>3:30 p.m.</b>
Thur., Dec. 3	@ Baltimore Ravens (FOX/NFL/Amazon)	7:20 p.m.
Sun., Dec. 13	@ Cincinnati Bengals (FOX)	12:00 p.m.
<b>SUN., DEC. 20</b>	<b>SAN FRANCISCO 49ERS (NBC)</b>	<b>7:20 p.m.</b>
<b>SUN., DEC. 27</b>	<b>PHILADELPHIA EAGLES (FOX)</b>	<b>3:25 p.m.</b>
Sun., Jan. 3	@ New York Giants (FOX)	12:00 p.m.

Home Games in **BOLD**\*Kickoff time subject to change

Dallas Cowboys Television broadcasts can be seen on **KTVT/CBS 11** and **Telemundo 39** in Dallas/Fort Worth. All Dallas Cowboys games can be heard in English (**105.3 FM The Fan**) and Spanish (**La Grande 107.5 FM**) across the southwest on the Dallas Cowboys Radio Network.

## FROM THE OWNER

Dear Fans:

It is our pleasure to welcome you to AT&T Stadium. As we enter our second decade of operation, we again open our doors with a deep sense of pride in both our venue and the Dallas Cowboys. This is a world-class stadium that is home to one of the most storied professional sports franchises in American history.

The mission of AT&T Stadium is to define the cutting edge of technology and the fan experience, while also being able to attract the very best events that the world has to offer. Surpassing the excitement and entertainment value that we all enjoyed in our first 11 seasons is a lofty challenge, but our aim is to always get better and to set the bar just a little bit higher.

During these unique and challenging times in which we live, we would like to further emphasize that the health and safety of our guests and our stadium personnel have always been, and remain today, our first priority. In response to the Covid-19 pandemic, AT&T Stadium has implemented an expanded, comprehensive facility hygiene plan. This includes regularly treating the venue with a long-lasting antimicrobial agent on high-contact surfaces, placing hand sanitizer stations throughout the facility, increasing the frequency of cleaning areas before, during and after events, and requiring all stadium staff to wash their hands frequently.

We continue to follow federal guidelines, the directives from the Texas Governor's office, and instructions from our local public health officials to help ensure that AT&T Stadium meets and exceeds standards of cleanliness and reducing disease transmission.

Whether the retractable roof is open or closed, the sky is the limit for AT&T Stadium in the months, years and decades ahead. The primary goal for our home is to deliver an experience that is both unprecedented and unforgettable, the inspiration for that grandeur having been provided by generations of Dallas Cowboys fans.

The venue was designed to be bigger and better than anyone could have ever imagined – because bigger and better is what Cowboys fans expect from the Dallas Cowboys.

In 2020, we also ask you to welcome our new head coach, Mike McCarthy, to the sidelines. He is the only head coach in the history of the NFL who has won a Super Bowl title at AT&T Stadium.

We look forward to seeing you at our home.

Sincerely,  
Jerry Jones



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## IMPORTANT NUMBERS

### The Star - Dallas Cowboys World Headquarters

One Cowboys Way  
Frisco, TX 75034  
(972) 497-4900

### AT&T Stadium

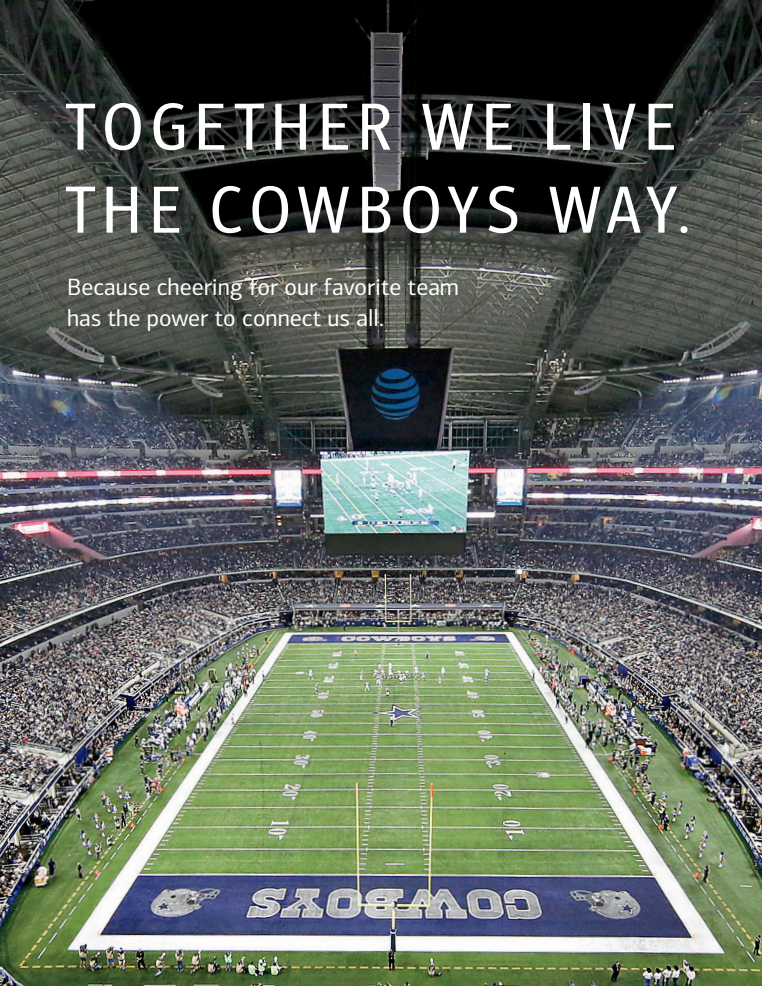
One AT&T Way  
Arlington, TX 76011  
(817) 892-4000

Charity Events .....	(972) 497-4900
Cowboys Golf Club.....	(817) 481-7277
AT&T Stadium Guest Services.....	(817) 892-4161
or email: <a href="mailto:guestcomments@dallascowboys.net">guestcomments@dallascowboys.net</a>	
AT&T Stadium Lost and Found .....	(817) 892-4161
or email: <a href="mailto:lostandfound@dallascowboys.net">lostandfound@dallascowboys.net</a>	
AT&T Stadium Luxury Suite Sales.....	(817) 892-4470
AT&T Stadium Special Events .....	(817) 892-8000
AT&T Stadium Tours Call Center.....	(817) 892-4626
AT&T Stadium Group Tours .....	(817) 892-8688
AT&T Stadium Ticket Office .....	(817) 892-5000
Dallas Cowboys Season Ticket Sales.....	(817) 892-4400
Dallas Cowboys Sponsorship Sales .....	(972) 556-9975
Employment Opportunities.....	(972) 497-4900
Dallas Cowboys United/Official Membership Program .....	(877) NFC-BOYS, Opt. 7 or <a href="http://DallasCowboys.com/United">DallasCowboys.com/United</a>
Legends Hospitality .....	(817) 892-4323



# TOGETHER WE LIVE THE COWBOYS WAY.

Because cheering for our favorite team  
has the power to connect us all.



Official Bank of the Dallas Cowboys

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## SPECIAL AREAS

### Event Level

Miller Lite Club ..... Event Level-South

DraftKings Fantasy Sports Lounge ..... Event Level-North

### Optum Hall of Fame Level

Owners Club ..... Hall of Fame Level-South

Optum Club ..... Hall of Fame Level-North

Stadium Club ..... Hall of Fame Level-North

### Main Concourse Clubs

AT&T Star Club ..... Main Club-South

Bank of America Founders Club ..... Main Club-South

Maker's Mark Lounge ..... Main Club-South

Ryan Club ..... Main Club-North

Lincoln Motor Company Founders Club ..... Main Club-North

Hornitos Cowboyrita Lounge ..... Main Club-North

### Silver Suite Level

American Airlines Lounge ..... Silver Level-South

Dee Lincoln's Tasting Room and Bubble Bar ..... Silver Level-South

Silver North Lounge ..... Silver Level-North

Choctaw Club ..... Silver Level-North

### Silver Level

Miller Lite Landing ..... Silver Level-West Platform

Ford Motor Company Fountain ..... Silver Level-East Platform

### Upper Concourse

Dr Pepper Star Bar ..... Upper Concourse Level-East Platform

Pepsi Party Deck ..... Upper Concourse Level-West Platform

Jack Daniel's No. 7 Bar ..... Behind Section 414

Bacardi Champions Bar ..... Behind Section 423

Jim Beam Bourbon Bar ..... Behind Section 444

WinStar Winners Lounge ..... Behind Section 454



# STADIUM POLICIES & PROCEDURES

## ADA/Accessibility

AT&T Stadium is committed to guests with disabilities. Our facilities are fully accessible, and we provide a wide range of services and amenities for guests with special needs.

AT&T Stadium is designed with accessible parking, accessible vehicle drop-off and pick-up areas, power-assisted doors, restrooms, concessions, water fountains, ATMs and seating areas. Guests can receive more information by visiting one of our Guest Services Centers located on the concourse behind Sections 219, 244, 420 and 451 or calling Guest Services at (817) 892-4161. For questions regarding purchasing accessible Dallas Cowboys season tickets, contact Dallas Cowboys Ticket Sales at (817) 892-4400.

## Alcohol Policy

AT&T Stadium, Legends Hospitality Management and stadium security work hard to promote responsible consumption of alcoholic beverages. Our alcohol policies are listed below:

All guests purchasing alcohol, who appear to be less than 30 years old, must present a valid ID.

- No alcohol will be sold to guests who appear to be intoxicated.
- There is a two (2) alcoholic beverage limit, per transaction, at concession stands and portable concessions.
- There is a two (2) alcoholic beverage limit, per person, by a roving vendor.
- Alcohol sales on the concourses and in the seating areas will terminate at the start of the fourth quarter.
- Alcohol sales in the Club and Suite areas and 400 Level Bars will terminate one hour after the game concludes.
- Management reserves the right to cut off alcohol sales at its discretion.
- Guests passing alcohol to minors will be ejected and subject to arrest.
- Guests possessing alcohol who do not have proof of being at least 21 years of age may be ejected.
- We reserve the right to refuse the sale of alcohol to any guests.
- Glass beverage containers may not be taken from Club and Suite areas to concourses or the seating bowl.
- Alcoholic beverages may not be brought into the stadium. Any attempt to bring alcohol into the stadium will be considered a violation of the Code of Conduct and may result in the guests being ejected, arrested or tickets being revoked.
- All guests must finish and dispose of alcoholic beverages before exiting stadium property.

## Animals

Animals are not permitted in AT&T Stadium. However, AT&T Stadium welcomes guests with disabilities and their service animals or service animals in training. While it is not necessary, we encourage guests with assistive animals to contact



Guest Services at (817) 892-4161 in advance of game day in order to most appropriately accommodate the needs of the guest and his or her animal.

### **ATMs (Bank of America Automated Teller Machines)**

There are several Bank of America ATMs at AT&T Stadium. ATMs are located behind Sections 201, 226, 408, 417, 438, 447.

### **Baby Changing Stations**

Baby changing stations are located in all family restrooms throughout AT&T Stadium. These restrooms are located on all concourses and on each Club and Suite level. See maps beginning on page 52 for locations.

### **Bag Policy**

Prohibited bags include, but are not limited to, the following: all purses, bags or containers larger than a small clutch bag, coolers, briefcases, backpacks, fanny packs, cinch bags, luggage of any kind, computer bags and camera bags.

Fans may carry only the following style and size bag, package or container at stadium plaza areas, stadium gates or when approaching queue lines of fans awaiting entry into the stadium:

- NFL approved bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12." The bags may be hand-carried or have a shoulder strap. (Officially licensed NFL team logo clear plastic tote bag measuring 12" x 6" x 12" are available through club merchandise outlets or at nflshop.com).
- One-gallon clear plastic freezer bag (Ziploc bag or similar).
- **Small, one compartment, clutch bag approximately the size of a hand, with or without a handle or strap. No larger than 4.5" x 6.5." This can be carried separately or within a plastic bag.**

An exception will be made for medically necessary items after proper inspection at a gate designated for this purpose.

We strongly encourage fans to limit the number of items they bring with them to the stadium on game day.

### **Bag Storage Locations**

Guests with bags that are not compliant with the AT&T Stadium bag policy can check their belongings for a fee into a secure, convenient storage area provided by The Mobile Locker Company. For Cowboys games storage areas are located in Silver Lot 5 and Blue Lot 9. Locations vary for other events at AT&T Stadium.

### **Banners and Signs**

Signs must be handheld (by one individual), event-related, in good taste and cannot obstruct another guest's view. Signs may not contain commercial messages, logos or political endorsements and may not be hung from affixed stadium structures. Signs on poles or sticks, or constructed of wood or metal material, are also not permitted. Management reserves the right to confiscate signs, sticks and poles that are in violation of stadium policy.

### **Bottles and Cans**

Bottles, cans or beverage containers of any kind are not allowed into AT&T Stadium. A search will be conducted at the entries/gates to prevent these and other prohibited items from entering the stadium. Please refer to Prohibited Items on page 20 for more information. Exceptions may be made for those with medical requirements and/or special needs.

### **Cameras**

Compact cameras (still only) are permitted inside AT&T Stadium as long as their use does not interfere with the event or other guests' enjoyment of the event. Video cameras, tripods, monopods, selfie-sticks and cameras with a lens longer than 3" (detachable or non-detachable) are prohibited inside AT&T Stadium.

### **Cashless Stadium**

To speed up service, while promoting public health, AT&T Stadium has eliminated cash transactions. All food, beverage, parking and retail will become a cashless experience. Major credit and debit cards, as well as mobile pay, will be accepted throughout AT&T Stadium, including at roving vendors, concession stands, bars, and retail locations.

### **Cell Phones**

Cell phones are allowed in the stadium as long as their use does not interfere with other guests' enjoyment of the event.

### **Clubs**

There are 10 clubs at AT&T Stadium. The clubs remain open for approximately one (1) hour following the end of the event. They offer full-service bars, special concession stands and merchandise shops. Some clubs will not be open or available to access for the 2020 season. For additional information on club lounges, direct guests to contact Guest Services at (817) 892-4161.

### **Club Seats**

Club Seat Holders have access to the clubs for which they are ticketed and all general areas of the stadium. They do not have access to the other stadium clubs or suite areas unless they are ticketed for them. For additional information on club seats, please contact AT&T Stadium Ticket Sales at (817) 892-4400.





### Code of Conduct

AT&T Stadium Management is committed to creating a safe, comfortable and enjoyable experience for our guests. The following Code of Conduct is enforced for all events at AT&T Stadium and applies to the stadium, the outdoor plazas and the stadium parking lots.

All fans and stadium employees will be required to wear a face covering at all times (including stadium parking lots), except when they are actively eating or drinking or if under ten years of age. All fans will be required to maintain physical distancing while at the stadium.

Behaviors that may result in immediate ejection without warning include, but are not limited to, the following:

- Abusive, foul or disruptive language and obscene gestures.
- Fighting, taunting or threatening remarks or gestures.
- Intoxication or other signs of impairment related to alcohol consumption.
- Throwing objects of any kind.
- Smoking inside the stadium. Smoking is permitted in designated areas outside the stadium only.
- Entry into a restricted or unauthorized area or an area for which an individual does not have an appropriate ticket, pass or credential.
- Sitting in a location other than the guest's ticketed seat.
- Ticket scalping or the sale of tickets at any price on stadium property.
- Trespassing, soliciting, peddling or loitering on stadium property.
- Displays of affection not appropriate in a public setting.
- Any disruption to the progress of the event by the individual's actions.
- Any action deemed dangerous or inappropriate.
- Failure to comply with stadium personnel instructions.

Continuing inappropriate behavior may result in the guest having his/her tickets revoked, being ejected from the stadium or arrested. All Season Ticket Holders are responsible for their conduct and the conduct of their guests and/or persons using their tickets.

Guests are encouraged to report issues and concerns to a nearby event staff member, calling Guest Services at (817) 892-4161 or using our Guest Text Messaging Service by texting 69050, typing the word STAR, followed by a space and your message. Standard text messaging rates apply.

### Compliments, Complaints and Comments

Guests with a compliment, complaint or comment may express it in person at a Guest Services Center or may be given a Guest Services business card. Guest Services Centers are located on the concourse behind Sections 219, 244, 420 or 451. Feedback may be given by emailing [guestcomments@dallascowboys.net](mailto:guestcomments@dallascowboys.net), calling Guest Services at (817) 892-4161 or through the Dallas Cowboys App.

## Concessions

Legends Hospitality Management is the concessionaire for AT&T Stadium. All concession stands at AT&T Stadium accept every major credit and debit card. To locate a specific food item, refer to the concession menu located on page 74.

## Credentials

A credential at AT&T Stadium grants guests access to the event and access to other secured areas during an event. Any guest who attempts to enter AT&T Stadium with a credential at a public entrance will be directed to the entry/gate supervisor for admittance. Credentials are not transferable and are not for sale. Anyone attempting to sell or purchase credentials can be prosecuted. Credentialed access for Dallas Cowboys game days may be requested at least one week in advance of the event by visiting [www.dallascowboys.com/credentials](http://www.dallascowboys.com/credentials).

## Designated Driver Program

As part of our commitment to public safety, guests can register as a “Designated Driver” at one of our Designated Driver booths, located near the Guest Services Centers behind Sections 219 & 244, the Miller Lite Plaza, and the AT&T Plaza. Registered guests will receive a “Designated Driver” wristband and complimentary bottled water.

## Elevators

AT&T Stadium is equipped with public elevators at the following locations:

- Entry A, E, F, K (Club and Suite guests only)
- Main Concourse behind Sections 203, 217, 228, 242
- Mezzanine Level behind Sections 304, 317, 329, 342
- Upper Concourse behind Sections 405, 418, 437, 449

See maps beginning on page 52 for specific locations.

Passenger elevators are for the priority use of guests, especially guests with disabilities and mobility challenges. Guests are not allowed to ride on freight elevators unless they are specifically escorted by a member of stadium management. Some elevators are used to move the media and coaches and will periodically be taken out of service for this purpose. To ensure the safe and efficient operation of the elevators, guests must follow the directions of the elevator operators and the elevator lobby attendants.

## Emergencies

Should you need immediate assistance, please notify the nearest event staff member, security personnel, concierge staff member or police officer. Guests are encouraged to report issues and concerns to a nearby event staff member, call Guests Services at (817) 892-4161, or use our Guest Text Messaging Service by texting to 69050, type the word STAR followed by a space, and your message.

In the event of a serious emergency at AT&T Stadium, all event staff, event security, police and Arlington Public Safety emergency response agencies are ready and available to assist guests, including guests with disabilities. Pertinent information regarding the emergency situation and evacuation procedures will be provided

over the public address system and on the stadium televisions and scoreboards.

## Entrances

There are 10 guest entrances to AT&T Stadium. These locations are as follows:

- Entry A: Northeast corner of the stadium. Pro Shop entrance – All guests
- Entries B, C & D: East side of the stadium adjacent to East Plaza – Designated Reserved Tickets and All Club and Suite Guests
- Entry E: Southeast corner of the stadium - Club and Suite guests only
- Entry F: Southwest corner of the stadium - Club and Suite guests only
- Entries G, H, & J: West side of the stadium adjacent to the west Plaza - Designated Reserved Tickets and All Club and Suite Guests
- Entry K: Northwest corner of the stadium - Club and Suite guests only

## Escalators

There are escalators that provide access from the Main Concourse up to the Upper Concourse. These are located on the east side of the stadium at Entry B (behind Section 244 on the Main Concourse and Section 454 on the Upper Concourse), and the west side of the stadium at Entry G (behind Section 219 on the Main Concourse and Section 423 on the Upper Concourse). Club and Suite guests may use the escalators at Entry A to access the Main Club on the north/visitor side of the stadium. Additional escalators for Club and Suite guests are located at Entry E and Entry K and provide access to the Silver Club Level.

## Event Presentation

For all talent inquiries regarding Plaza and Halftime performances, please submit an email to [eventpresentation@dallascowboys.net](mailto:eventpresentation@dallascowboys.net).

## Family Restrooms

Family restrooms are designed for the use of guests with small children and guests with disabilities. However, any guest may use a family restroom. These restrooms are located throughout the stadium on all concourses and on each Club and Suite level. All family restrooms are accessible and equipped with baby changing tables. See maps beginning on page 52 for locations.

## Field Access

Access to the field is not permitted to guests of AT&T Stadium at any time (pregame, during or postgame) without the proper credentials.

## Fifty/Fifty Raffle Benefiting The Salvation Army

The Cowboys 50/50 Raffle benefiting The Salvation Army is played at AT&T Stadium only on Dallas Cowboys home game days. Raffle tickets go on sale when plazas open and close at the end of the third quarter. The winning raffle number is drawn in the fourth quarter, with the chosen number posted on the center videoboard and stadium ribbons. Fans may also visit [www.dallascowboys.com/5050](http://www.dallascowboys.com/5050) for the winning raffle number, game terms and conditions, as well as instructions to claim. The winning raffle ticket holder will split that specific game's jackpot with The Salvation Army, helping homeless, youth, veterans and more receive vital services and assistance.

## First Aid

There are five (5) First Aid stations at the stadium where medical treatment is available:

- Event Level – Northeast Tunnel
- Main Concourse – Behind Sections 219 and 244
- Upper Concourse – Behind Sections 420 and 451

\*Emergency Medical Technicians (EMTs) with Automatic Emergency Defibrillators (AEDs) are also positioned throughout the stadium and ready to respond to emergencies.

Guests needing medical assistance are encouraged to contact a nearby event staff or security staff member. Guests needing assistance may also call Guest Services at (817) 892-4161 or use our Guest Text Messaging Service by texting to 69050, typing the word STAR, followed by a space, and their message.

## Flag Flying Program

AT&T Stadium is proud to honor retiring service men and women from all branches of our nation's armed forces.

In order to have your flag flown outside of AT&T Stadium, alongside flags representing the state of Texas and the Dallas Cowboys, please contact our Guest Services Department at [GuestComments@dallascowboys.net](mailto:GuestComments@dallascowboys.net).

We do not fly the flag on major event days.

## Football Return Policy

Footballs that enter the seating area during pregame and warm-up periods must be returned to the field. Any balls that enter the seating area during regular game play may be kept by guests.

## Gate Opening Times

During Dallas Cowboys games, AT&T Stadium plazas, clubs & suites, and concourses open (2) hours prior to kickoff. Stadium opening times may be adjusted on an event-by-event basis. Guests may check the stadium opening schedule for specific events by visiting our website at [ATTStadium.com](http://ATTStadium.com).

## Guest Services Centers

There are four (4) Guest Services Centers located on the concourse behind Sections 219, 244, 420 and 451. Guest Services Centers assist guests with lost and found, lost children, stadium directions, emergencies, general information and accommodations for guests with disabilities. The centers are staffed with knowledgeable attendants ready to assist guests needing information or wishing to leave compliments or comments. See maps on pages 56 and 66 for more details.

## Guest Text Messaging Service

The Guest Text Messaging Service is available to all guests at AT&T Stadium. Assistance may be called during each event by sending a text message to 69050

from a cell phone. Open a blank text message and address the message to 69050. Type the word STAR followed by a space and the issue (question, comment, concern, etc.) and your location. The word STAR is not case sensitive, but the body of the text message must start with this keyword and there must be a blank space after the keyword. Text messages can be up to 160 characters in length.

The text message is received by a stadium representative and the appropriate assistance is dispatched. If necessary, the stadium representative may have a dialogue with the guest through the exchange of text messages. By using the text messaging service, guests are able to report issues and concerns, ask for information and call for assistance in a fast, easy and convenient way.

For any further questions regarding the Guest Text Messaging Service, please contact Guest Services at (817) 892-4161. If you have questions or need further help regarding this text program, send your email to [CustomerCare@ISS247.com](mailto:CustomerCare@ISS247.com) or call toll-free (877) 722-6458.

Participation in our service is free of charge, but standard carrier text messaging and 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.

## Housekeeping/Maintenance Concerns

If you see or experience a housekeeping problem or maintenance concern, please notify your nearest event staff member or visit a Guest Services Center located on the concourse behind Sections 219, 244, 420 and 451.

Guests may also call Guest Services at (817) 892-4161 or use our Guest Text Messaging Service by texting to 69050, typing the word STAR, followed by a space, and your message.

## Kids Zone Activation

Located in the AT&T East Plaza, the Albertsons Kids Zone opens 2 hours prior to kick-off, and is free of charge for all fans (game ticket required for admission to the plaza). Enjoy interactive games, inflatables, giveaways, face painting, balloon animals, zip line, appearances by Rowdy and much more!

To enter the Albertsons Kid Zone, guests may expedite the entry process by registering and filling out the waiver via the Cowboys Mobile App.

## Lost and Found

All guests looking to claim, or report lost items, should do so at the closest Guest Services Center. Guests inquiring about items lost at previous events, can fill out a Lost & Found information card by visiting our Lost & Found website at <https://attstadium.com/stadium-info/lost-and-found/> or by notifying the stadium via email at [lostandfound@dallascowboys.net](mailto:lostandfound@dallascowboys.net). Guests may also call our Guest Services at (817) 892-4161. Items lost at prior games are held in a locked storage area for 60 days and are then either disposed of or donated to an appropriate



charitable organization. AT&T Stadium cannot be held responsible for lost or damaged items.

### Lost Children and Guests

Lost children and guests should be taken to any Guest Services Center located on the concourse behind Sections 219, 244, 420, 451. Parents looking for a lost child should check with the nearest event staff member or Guest Services Center. For safety reasons, AT&T Stadium is unable to make stadium-wide announcements for lost children or guests.

### Media Entrance

The entrance for press box media is located on the northwest side of the stadium just west of Entry K. Only members of the media with proper credentials may use this entrance. The entrance for field media is located at Entry B. Upon entering either location, bags will be inspected and tagged accordingly. Both entrances will open four hours prior to kickoff.

### Merchandise

Merchandise stands are located throughout the stadium. All points of sale accept every major credit and debit card. The AT&T Stadium Pro Shop is located on the northeast side of the stadium at Entry A or from the Main Concourse behind Section 242. The Pro Shop is open seven (7) days a week. The daily operating hours are Monday–Saturday, 9 a.m. to 6 p.m., and Sunday, 11 a.m. to 5 p.m. Guests may also ship their Pro Shop purchase(s) home (limited to the continental U.S.) for a flat rate of \$10 via UPS. You can also shop online at Shop.DallasCowboys.com or by phone at (877) NFC-BOYS (632-2697).

### Mobile Captioning & Assistive Listening Device

As a service to our guests who are hearing or visually impaired, AT&T Stadium is able to offer mobile captioning via guest smartphones as well as handheld assistive listening devices.

- Mobile captioning can be accessed by visiting <https://www.eegicap.com/captioncast/> on your smartphone. Once the website loads, enter your name as well as the Event ID: cowboysgameday.
- Guests who do not have smartphone access can visit any Guest Services Booth to check out a handheld assistive listening device. These devices broadcast the in-house public address announcements as well as the radio broadcast within the stadium. Guests can also choose between English and Spanish for play-by-play action.
- Events have open captioning on channel 2 of all monitors in the stadium.

For a sign language interpreter for non-sporting events, please refer to page 21.

### Parking

Refer to parking section on page 31.

### Passenger Drop-Off & Pick-Up Zones

There are two passenger drop-off zones at the stadium. One is located on the north side of AT&T Stadium, adjacent to Lot 1, on Randol Mill Road. The other is located on the south side, off of Cowboys Way in Lot 6. Due to postgame traffic, these areas may not be accessible for pick-up until all traffic has cleared the parking lots. Guests with disabilities or limited mobility may use the shuttle serving all AT&T Stadium parking lots.

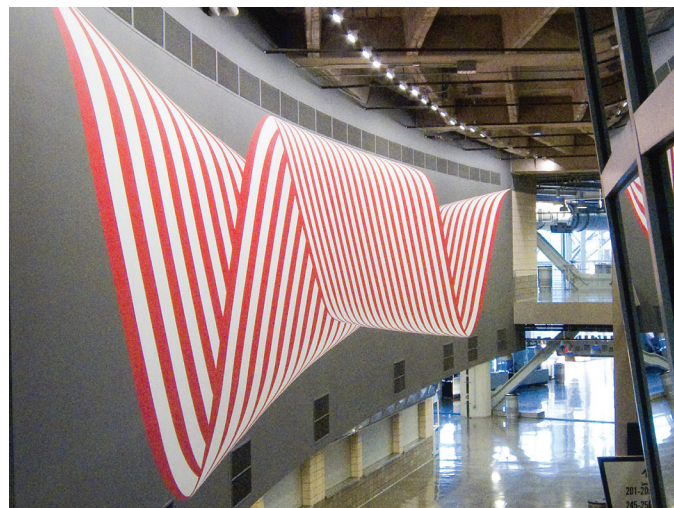
The only passenger pick-up zone at the stadium is located at the entrance to the Miller Lite Plaza adjacent to North Collins Street and Cowboys Way. Taxis are also staged at this location for drop off pre-event and pick up post-event.

### Plazas

The plazas consist of beautifully manicured lawns, great entertainment and amazing food and beverage outlets located throughout the space for a fun, friendly outdoor atmosphere for fans. Located to the east you will find the AT&T Plaza that features a free Kids Zone, 105.3 The Fan Pregame Radio Show and a stage with youth-friendly entertainment. Located on the west side is the Miller Lite Plaza with its stage where bands and dancers perform. The plazas lead guests to the retractable glass doors and entrances to the stadium.

### Programs

Dallas Cowboys Star Gameday is the team's official souvenir program. This one-of-a-kind collector's item features player profiles, in-depth stories, rosters, opponent previews and more! Available only through the Dallas Cowboys organization, guests can find programs at the AT&T Stadium Pro Shop or merchandise stands, as well as online at DallasCowboys.com.





## Prohibited Items & Behavior

In conjunction with the National Football League and for the safety of our guests and stadium personnel, the following may not be brought into AT&T Stadium:

- Bags (please see Bag Policy on page 10)
- Smoking inside AT&T Stadium (This includes e-cigarettes and vaporizers)
- Smoking is permitted in designated areas outside the stadium
- Alcoholic beverages
- Animals (except service animals to aid guests with disabilities)
- Bottles, cans and beverage containers of any kind\*
- Thermoses
- Food items\*
- Fireworks, firearms and weapons of any kind\*\*
- Knives of any length
- Footballs
- Laser Pointers
- Obscene or indecent clothing
- Noisemakers or noise-making devices of any kind
- Signs or flags on sticks or poles, or larger than what one person can hold
- Video cameras and the use of video capable devices including GoPro devices
- Tripods, monopods, and Selfie-Sticks
- Cameras with a lens longer than 3" (detachable or non-detachable)
- Chairs, stools or other seating devices
- Any other item determined by stadium management to be dangerous or inappropriate

Guests who appear to be inebriated and unmanageable will not be permitted admittance into the stadium. Any attempt to bring alcohol into the stadium will be considered a violation of the Code of Conduct and may result in the guest having his/her tickets revoked, being ejected from the stadium or arrested by police. All persons and/or their belongings are subject to search. Violators of the rules of any state or city laws will be refused admission, asked to leave or ejected from stadium property.

\*Exceptions will be made for medical requirements and/or special needs.

\*\*Exceptions will be made for law enforcement personnel. Off-duty law enforcement personnel with weapons must enter at the Employee Entrance and register with stadium security. The Employee Entrance is located next to Entry E.

## Radios

Handheld AM/FM radios for personal use are allowed in the stadium as long as they are not larger than 12" x 12" x 12" and do not distract from the enjoyment of other guests. The use of headphones is required.

## Re-Entry

For some events at AT&T Stadium re-entry is permitted. The guest must exit through a designated EXIT gate and have their event ticket scanned out in order to be readmitted. Guests re-entering the stadium will be required to go through the security search process again. Guests who leave the stadium and do not have

their ticket scanned out will not be permitted to re-enter the stadium using the same ticket.

## Restrooms

There are public restrooms (men, women and family) conveniently located throughout the stadium. All restrooms are accessible to guests with disabilities. See maps beginning on page 52 for more information.

## Safe-in-the-Seat Program

Guests can receive a free ID wristband featuring a space to write in their seat location & contact information. The Safe-in-the-Seat Program aids in reuniting lost children and guests with their appropriate parties. The wristbands are available at all Guest Services Centers located on the concourse behind Sections 219, 244, 420 and 451. Safe-in-the-Seat wristbands are not valid in place of a ticket.

## Scoreboard Messages

Due to the number of requests received and the use of the boards for live game coverage, personal messages are not displayed on the stadium video board.

## Sign Language Interpreters

For non-sporting events, AT&T Stadium can provide sign language interpretation for guests with hearing disabilities. Requests for this service must be received 30 days prior to the event and be approved by the performer. For details, please call Guest Services at (817) 892-4161.

## Smoking

In accordance with City of Arlington regulations, smoking is PROHIBITED IN ALL AREAS OF THE STADIUM. This also includes e-cigarettes and vaporizers. Guests wishing to smoke may do so only in designated smoking areas outside the stadium. Designated smoking areas are available in the following locations:

- Miller Lite and AT&T Plazas (at least 50 feet from the stadium entrance).
- Outside Entries A, E, F & K (at least 50 feet from the doorways, club and suite guests only).

Violators of this policy may be ejected from the stadium. All Season Ticket Holders are responsible for their conduct as well as the conduct of their guests and/or persons using their tickets.

## Special Events

With over 20 large spaces and additional ancillary rooms available for special events, AT&T Stadium is the premier venue in the DFW Metroplex and across Texas. Guests have the opportunity to experience this world-class facility as the backdrop for private meetings, celebrations or any other occasion that comes to mind.

The AT&T Stadium culinary team specializes in creating five-star food and beverage offerings that captivate guests' palates and imaginations. In addition to customizing the perfect menus, we are pleased to offer an immense catering portfolio that includes such specialties as our classic Texas Barbeque Buffet, a

custom created Taste of the NFL menu that showcases signature dishes from NFL cities, and mouth-watering plated entrées such as Prime Black Angus Filet of Beef and Tiger Gulf Shrimp with a Port Reduction.

Event spaces include exclusive venues such as the Cowboys Locker Room, a unique room of 2,400 square feet where the team prepares to take the field on game days, and the Silver Level Club, which opens onto three suite levels with an impressive wall of windows and magnificent hanging globes that accentuate the setting. Plazas outside of the stadium can host thousands of people for an outdoor event, and six End Zone Platforms provide a stunning view of both the interior of the stadium as well as the surrounding outdoor areas.

The utmost level of service is given to those who attend a special event at AT&T Stadium. The AT&T Stadium banquet team undergoes an extensive training program designed to provide the necessary resources to execute a successful event while providing guests impeccable service and undivided attention. For more information or to book your event, call (817) 892-8000.

Special Events at The Star - Dallas Cowboys World Headquarters are available. For more information, please visit [TheStarInFrisco.com](http://TheStarInFrisco.com), email [TheStarSpecialEvents@DallasCowboys.net](mailto:TheStarSpecialEvents@DallasCowboys.net) or call (972) 497-4720.

### Stroller Policy

Strollers are permitted at AT&T Stadium. However, their use cannot inhibit guest movement or block any aisles. Smaller, umbrella-style strollers can be stored underneath a seat as long as it does not create an obstruction for other guests. Larger strollers can be checked at the concierge desk inside Entry E or K or at the Guest Services Center located on the concourse behind Sections 420 and 451.

### Suites

There are more than 300 Luxury Suites at AT&T Stadium. The different types of Suites are:

- Field Level (Field Suites & Touchdown Suites)
- Optum Hall of Fame Level (Hall of Fame Suites, Owners Club Suites, & Optum Club Suites)
- Silver Suite Level
- Ring of Honor Suite Level
- Star Suite Level

For additional information on suites, please contact Suite Sales at (817) 892-4470 or email [suites@dallascowboys.net](mailto:suites@dallascowboys.net).

### Suites Catering

Legends Hospitality handles all aspects of the more than 300 luxury suites, the most in any NFL stadium. Eleven finishing kitchens allow our executive chef and the Legends Hospitality team to prepare the freshest menu presentations for our Suite Holders. Impeccable service by our Suite Services employees include such amenities as timed deliveries of food and beverage on event day; two disposable

ware options, one being an eco-friendly line of plates, napkins and flatware; and personalized service with one suite attendant for every two suites. Suite Holders may purchase merchandise from the Pro Shops and have it delivered to the suite.

The generous suite menu provides guests with pages of mouthwatering food and beverage options, ranging from stadium fare hot dogs to delectable desserts prepared in our Pastry Shop. Suite Holders may order in advance or on the day of the event.

Please call (817) 892-4550 or email [CowboysSuites@Legends.net](mailto:CowboysSuites@Legends.net) for friendly service when placing a suite catering order.

### Taxi Service/Rideshare

Taxicabs/rideshare vehicles are available at the far west end of the Miller Lite Plaza, off North Collins Street and Cowboys Way. Taxis are staged at this location for drop off pre-event and pick-up post event.

### Tours of AT&T Stadium Presented by SeatGek

Individual walk-up tours of AT&T Stadium are available on non-event days. The tour hours are Monday - Saturday from 10 a.m. to 6 p.m. (last guided tour departs at 4:30 p.m.) and Sunday from 11 a.m. to 5 p.m. (last guided tour departs at 3:30 p.m.).

- VIP-Guided Tour: Adults: \$32.00; Children/Seniors: \$27.00
- Self-Guided Tour: Adults: \$22.00; Children/Seniors: \$17.00

### Tours of the Dallas Cowboys Art Collection

One of the most unique features of AT&T Stadium is its collection of museum quality contemporary art, which wonderfully enhances the iconic architecture of the building. Art enthusiasts and sports fans alike can expect to be dramatically impressed by the intellectually penetrating works of these esteemed artists. Our stadium art tour is a creative and educational opportunity for all ages. Throughout the tour, you will explore many different areas of the stadium to see these monumental works of art.

### Guided Art Tour - Monday-Thursday at 10 a.m., 12 p.m. and 2 p.m. - \$26.00

Follow one of our knowledgeable tour guides as they enlighten you on each of the art pieces in the stadium. Download the free Dallas Cowboys Art Collection App on your mobile device to enhance your tour. The app includes several audio and video stories that provide in-depth information on the collection, the artists and their works, including interviews and installation videos.

- To purchase tour tickets, visit [ATTStadium.com/tours](http://ATTStadium.com/tours).
- Children ages 0-5 are free with purchase of an adult ticket.
- To purchase group tickets of 20 or more please call (817) 892-8688.
- Tours are accessible, and wheelchairs are available upon request. No motorized scooters are available.

Tours of The Star - Dallas Cowboys World Headquarters, are available. For more information, please visit [www.TheStarInFrisco.com/tours](http://www.TheStarInFrisco.com/tours) or email [TheStarTours@DallasCowboys.net](mailto:TheStarTours@DallasCowboys.net).

### Website

Guests can visit [DallasCowboys.com](http://DallasCowboys.com) for the latest information on the Cowboys. Guests can also visit [ATTStadium.com](http://ATTStadium.com) for information, maps, seating guides, event day directions to the stadium, special event news and for exclusive looks inside the finest venue in all of sports!

### Wheelchairs

A limited number of wheelchairs are available for transporting guests from the gates to their stadium seating location. Guests are asked to supply their own wheelchair if they need one for the duration of the event. Guests may arrange for wheelchair assistance by contacting an event staff member at any entrance. Guests needing assistance after the event should contact an event staff member, security personnel or visit one of the Guest Services Centers located on the concourse behind Sections 219, 244, 420 and 451. Guests in Suite and Club areas should contact the concierge staff on their level to request a wheelchair escort or additional assistance.

### Wheelchair and Companion Seating

AT&T Stadium provides wheelchair and companion seating on all levels. Be advised that AT&T Stadium personnel reserve the right to take appropriate legal action against individuals who fraudulently obtain wheelchair and companion seats. For event assistance and seating relocations, contact an event staff member or visit the nearest Guest Services Center located on the concourse behind Sections 219, 244, 420 and 451.

### Wi-Fi

AT&T is proud to provide free Wi-Fi services for AT&T Stadium and all its guests. Please connect to attwifi in your list of available Wi-Fi networks. Open an internet browser. When directed to the AT&T web page, please click the checkbox that you agree to the Terms and Conditions of Service and click Connect. You should now have internet access. AT&T Stadium is a part of AT&T's national hot spot network. All AT&T devices should automatically connect to the AT&T Wi-Fi network if already set to do so. AT&T devices connecting for the first time will automatically connect and bypass the Terms and Conditions of Service screen once the attwifi network is selected from the list.



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# STADIUM ACCESS BY TICKET TYPE

## A Note About Stadium Access

Each event ticket is assigned a designated entry. The entry noted on the ticket will provide the ticket holder with the most direct access to their seat or suite. Some tickets are not accepted at all entrances. Guests are encouraged to use the entry noted on their ticket to ensure their fast and convenient entry into the stadium. Only guests with Club and Suite tickets may use the designated Club and Suite entrances (Entry A, E, F, K). For access to the AT&T Stadium Pro Shop, the largest merchandise store in the stadium, all tickets are accepted at Entry A.

## Standing Room Only Tickets

Guests with Standing Room Only (SRO) tickets enter the stadium from the plazas. Standing Room Only tickets are for designated standing room areas only. Guests with Standing Room Only tickets may not sit in stadium seating sections, wheelchair seating areas, aisles or stairways. Guests with Standing Room Only tickets have access to the Main Concourse, the Miller Lite Landing and Pepsi Party Deck, and the Ford Motor Company Fountain and Dr Pepper Star Bar. For some events, Standing Room Only tickets may be restricted to a designated side (east or west). SRO Tickets will not be available for the 2020 Season.

## Reserved Seats (Sections 100, 200, 300, 400)

Guests with reserved seats enter the stadium from the plazas. Tickets with Entry B, C, D are accepted at the AT&T Plaza on the east side of the stadium and tickets with Entry G, H, J are accepted at the Miller Lite Plaza on the west side of the stadium. Guests with reserved seats have access to the Main Concourse, the Miller Lite Landing and Pepsi Party Deck (west), the Ford Motor Company Fountain, Dr Pepper Star Bar (east) and the 4 bars on the Upper Concourse (WinStar Casino Lounge, bar near section 423, Pinnacle Vodka Lounge, Jack Daniel's Bar). No club or suite level access.

## C100 & C200 Club Seats

Guests with C100 and C200 section club seats may enter either stadium plaza or any of the Club and Suite entrances (Entry A, E, F, K). C100 and C200 Section club ticket holders may visit either the AT&T Star Club (south) or the Ryan Club (north) on the Main Concourse level.

## C300 Club Seats

Guests with C300 Section club seats may enter either stadium plaza or any of the Club and Suite entrances (Entry A, E, F, K). C300 Section club ticket holders have access to the American Airlines Lounge (south) and the Choctaw Club Lounge (north) on the Silver Level. C300 Section club seat guests do not have access to the Main Club areas on the Main Concourse.







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\*approximately 7.4pH

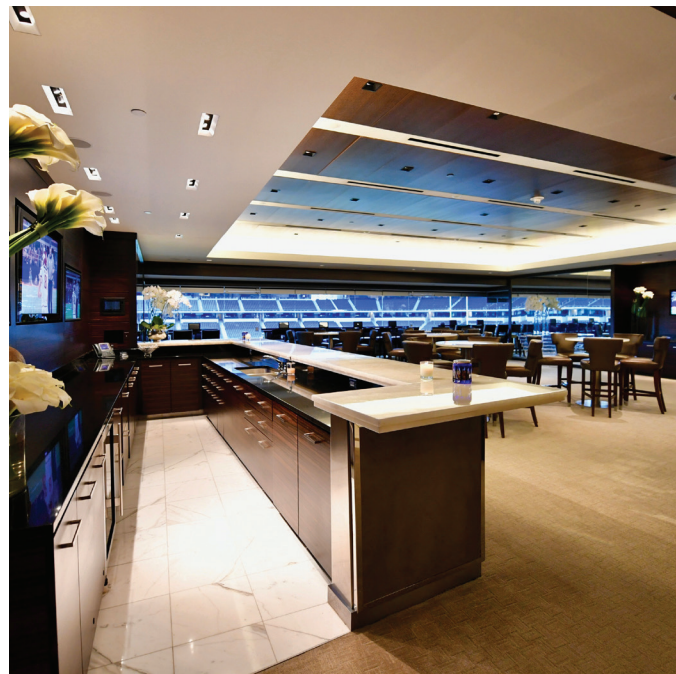
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## Founders Club Seats (Sections C210 & C235)

Guests with Founders Club seats may enter either stadium plaza or any of the Club and Suite entrances (Entry A, E, F, K). Founders Club ticket holders may visit the AT&T Star Club and Maker's Mark Lounge (south) or the Panasonic Club (north) and the Bank of America Founders Club (south) or the Lincoln Motor Company Founders Club (north) on the Main Concourse level and Miller Lite Club and DraftKings Fantasy Sports Lounge areas on the Field Level. Some clubs will not be open or available to access for the 2020 season.

## Suites

Guests with suite tickets may enter either stadium plaza or any of the Club and Suite entrances (Entry A, E, F, K). All suite ticket holders have access to both the AT&T Star Club and Maker's Mark Lounge (south) or the Panasonic Club (north) on the Main Concourse and the American Airlines Lounge and North Silver Lounge on the Silver Level. Field Suite ticket holders have access to the Miller Lite Club and DraftKings Fantasy Sports Lounge on the Field Level. Owners Club Suite ticket holders have access to the Field Level club areas and the Owners Club on the Optum Hall of Fame Level south. Optum Club Suite ticket holders have access to the Field Level club areas and the Optum Club on the Optum Hall of Fame Level north. Some clubs will not be open or available to access for the 2020 season.





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## AT&T STADIUM PARKING

### Parking

There are approximately 12,000 parking spaces distributed among 15 numbered lots at AT&T Stadium. In addition, there are nearly 12,000 parking spaces in lettered lots around Globe Life Field, home of the Texas Rangers, that may be used on an event day when the Rangers are not playing. Parking areas are generally open four (4) to five (5) hours prior to Cowboys games.

AT&T Stadium is not responsible for and assumes no liability arising from accidents, fire, theft, damage or loss of a vehicle or article wherein while on stadium property.

### Bus Parking

Bus parking is located in a portion of Lot 15. All other lots are for standard size vehicles only, with the exception of a portion of Lot 14 that is for RVs and oversized vehicles. A Lot 15 bus parking pass is required.

### Courtesy Shuttle Carts

Shuttle service for guests with disabilities and limited mobility are available from each of the Cowboys parking lots to the stadium. Shuttles depart from the designated shuttle load areas. Shuttle service is also available following events. In order to offer this service in a timely manner to our guests with disabilities, accessibility shuttle tents are limited to guests needing the service and one companion. Accessibility shuttle tents are located near Entries A, D, J and G. Please see parking map located on back cover foldout for the designated load zone areas in the parking lots and at the stadium entrances.



When a guest purchases a season parking pass for Cowboys games, they will have a pass for a designated lot. Their parking pass is valid only for the lot designated on the pass. By having a specific lot assignment, they will be directed to their lot.

Once a guest enters their appropriate lot, they will be directed to a parking spot by an attendant. By following the direction of the parking staff, they will assist the guest with being parked quickly and safely. A parking pass is valid for one spot, and parking spots are for vehicles only. For guests wishing to park near a friend, both parties must have parking passes for the same lot and arrive together. Parking spots cannot be reserved or saved for guests arriving at a later time. Drive aisles must remain clear at all times. No items (coolers, tents, tables, chairs, etc.) of any kind may be placed on the ground behind, in front of or around parked vehicles. These items are permitted only in designated tailgating spaces.

AT&T Stadium parking lots have accessible disabled parking spaces. Accessible parking spaces are issued on a first come, first served basis. Vehicles must have a valid parking pass for the designated lot. A state-issued disabled placard or license plate is required to park in accessible parking spaces. Please contact the Ticket Office for more information on disabled parking. Violators will be subject to citation and possible revocation of season parking privileges.

AT&T Stadium will provide free Disable Veteran parking spaces that are available ONLY in lots 4, 10 (entry 1/10 (B) gate off Randol Mill Road), 11, 12, 13, 14, & 15 on a first come, first serve basis that will be an allocated number by parking management in each of the noted lots. DV/PH license plate or the appropriate "VA Benefits Information" letter must be shown with a 50% or more service disconnect rating to the lot supervisor or cashier. Guest presenting a blue or red handicap decal and an active/retired military ID or a VA card; although they may be a veteran, this does not properly qualify the guest for being a "Disable Veteran." and those credentials shall not be accepted.

Limousines will be able to drop off passengers adjacent to Lot 1 on Randol Mill Road and in the allocated drive lane between Lots 6 and 7, in front of building entry F. Limousine parking is available at two locations; in the southeast corner of the Walmart parking lot and in Lot 11, by the helicopter pad. A limousine parking pass is required.

RVs and oversized vehicles (any vehicle longer than 19 feet) must be parked in the designated area in Lot 14. All other lots are for standard-size vehicles only. An RV/oversized vehicle parking pass is required.

All vehicles parking within the stadium's secured parking perimeter are subject to a security inspection before being allowed to park.

Tailgating for Cowboys games is permitted in designated tailgating spaces only. These spaces are located on the perimeter of each parking lot and have a grassy area directly behind the vehicle parking spot. There are tailgating spaces in Lots 4, 5, 6, 7, 10, 11, 12, 13, 14 and 15, and the spaces are filled on a first come, first served basis. Thirty (30) minutes after lots opening, spaces can no longer be saved by equipment or persons waiting in spots for other guest/vehicles to arrive. If interested in tailgating, it is important to arrive early to obtain one of the designated spaces.





## Tailgating Guidelines

All guests wishing to tailgate must observe the following guidelines. These guidelines have been developed to provide a fair, reasonable and safe tailgating experience for guests. Failure to follow these guidelines may result in the loss of tailgating privileges and ejection from the parking lot:

- Tailgating spaces are for passenger vehicles only. Parking spaces may not be used for trailers, tents, grills, chairs or other items and are not allowed in the grass area of the passenger vehicle parking spaces. Each passenger vehicle must have a valid parking permit. Passenger vehicles may not extend more than 18 inches into the paved drive aisle and inside the painted white strip.
- Tailgating is defined as the placement of any item on the ground (chairs, coolers, grills, games, etc.)
- Tailgating is only permitted in the grass areas on the perimeter of the parking lots. The maximum area that any single tailgate space may occupy is 9-foot wide and 12-foot deep immediately behind the vehicle.
- Tailgating must be confined to the area adjacent to the end of the designated tailgating vehicle parking space (maximum of 12 feet from the rear of the parking vehicle).
- Any grass areas beyond the designated tailgating spaces are considered common ground and may be used by other guests for tailgating or picnicking activities. Tailgating is not permitted on sidewalks, roads or drive aisles. These areas must remain clear at all times.
- Tailgating is not permitted in Lot 3, portions of Lot 5, Lot 8, and Lot 9.
- All guests must follow the directions and instructions provided by stadium personnel (parking staff, security, police, etc.).
- Dispose of trash in the appropriate receptacles.
- Coals must be disposed of in the designated coal containers located throughout the lots. Do not dump coals or store stoves on the grass, parking areas, under or around vehicles.
- The following items/activities are prohibited:
  - No lighting of grills or cooking while parked on the street, waiting to enter the parking lot.
  - Deep fryers or any oil-based cooking or frying.
  - Open flame fires of any kind. Charcoal or gas cooking is permitted.
  - Disorderly conduct.
  - Picketing, political campaigning or soliciting/distribution of any kind.
  - Signs containing commercial messages, logos or political endorsements.
  - Saving parking or tailgating spaces.
  - Weapons and fireworks.
  - Sale of food, beverage, merchandise, etc.
  - Amplified sound systems or the use of radios/audio devices at loud levels or ... that include lyrics with inappropriate or offensive language including profanity.
  - Advertising or promoting any third-party products (including but not limited to food and beverage products).

To promote physical distancing, at least one space between vehicles is required in designated tailgating spots for the 2020 season. Parties will not be permitted to comeingle.

For more information regarding tailgating guidelines, visit [ATTStadium.com](http://ATTStadium.com).



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# DALLAS COWBOYS TICKETS

## A Ticket is a Revocable License

A Ticket is a revocable license and may be withdrawn at any time at the sole discretion of the Dallas Cowboys. All tickets are subject to the ticket back disclaimer and the rules, regulations and policies of the Dallas Cowboys and the National Football League. Tickets may be revoked for reasons including, but not limited to, the following: failure to make payment deadlines, drunk or disorderly conduct, scalping or resale of tickets (except as allowed through NFL Ticket Exchange), because of stadium construction and, reconfiguration of seating areas and ownership disputes.

## Season Tickets

Season tickets provide each customer ownership of the seat, pre-sale access to certain additional events and the flexibility to transfer or resell the seat at any time. There are multiple seat options including club, loge and reserved seats. Each seating option comes with multiple benefits and amenities that are not included by purchasing on a game-to-game basis. Visit [DallasCowboys.com](http://DallasCowboys.com) for more information regarding pricing structure or contact the Dallas Cowboys Ticket Sales Office at (817) 892-4400 to speak with a sales consultant.

## Mobile Ticketing

For the 2020 season, all tickets at AT&T Stadium will be digital and available through fans' mobile devices. Tickets purchased from the Dallas Cowboys will be available via the Dallas Cowboys or SeatGeek mobile app. In order to provide a contactless experience for fans, there will no longer be physical tickets. Each ticketholder should have their own mobile ticket on their device.

## Pod Integrity

For the 2020 season, tickets are distributed in seat blocks known as "pods" to maintain distance between groups who are not known to one another. Fans are required to maintain pod integrity by only transferring tickets to family or friends within their trusted group. If fans need to be relocated because they are seated in a group with others not known to them, contact an event staff member or visit the nearest Guest Services Center located on the concourse behind Sections 219, 244, 420 and 451.

Pod relocation fraud includes, but is not limited to, the misrepresentation of guests considered to be one group. Management reserves the right to take appropriate action regarding misrepresentation of pod relocation tickets, which may result in relocation, revocation of tickets or rejection. Please notify your immediate Supervisor if you suspect pod relocation fraud.

## Dallas Cowboys App

Download the free Dallas Cowboys app to enhance your event experience at AT&T Stadium. With this app, fans can stay up to date on the latest Cowboys news,

schedule and stats, get access to exclusive video, live streams and more. The AT&T Stadium section gives access to mobile ticketing, directions, transportation, and interactive maps for concessions and amenities for any event at the stadium. App available for iPhone and Android.

### **Ticket Office**

The AT&T Stadium Ticket Office, located next to Entry A on the northeast side of the stadium, will remain closed for the 2020 season. All ticket purchases can be made online. There will be no walk-up ticket sales available at AT&T Stadium.

For ticket information, please contact the AT&T Stadium Ticket Office at (817) 892-5000 or visit [DallasCowboys.com](http://DallasCowboys.com).

### **Ticket Exchange**

Guests may buy and sell tickets through NFL Ticket Exchange at [DallasCowboys.com](http://DallasCowboys.com). NFL Ticket Exchange is the only Dallas Cowboys approved secondary marketplace and will be made available for posting at the discretion of the Cowboys.

For the 2020 season, fans are required to maintain pod integrity by only selling their entire ticketing pod. For example, if you purchase a pod of six seats, you will be unable to sell two of the six on any secondary resell website. Each original pod must remain intact.

### **Ticket Fraud**

Officials in the AT&T Stadium Ticket Office have issued a caution regarding the purchase of tickets from unauthorized sellers. Tickets purchased from 3rd party websites or from individuals in/around AT&T Stadium parking lots on game days may be counterfeit or reported stolen and, in such cases, will not provide admission into the event. Tickets should be purchased from the AT&T Stadium Ticket Office, SeatGeek, the Official Primary Ticketing Partner of the Dallas Cowboys or NFL Ticket Exchange.

### **Ticket Policy**

The Dallas Cowboys value the enthusiasm of our guests, however, ask that all guests exercise good judgment and observe the Code of Conduct. Guests should respect the rights of others by displaying proper decorum. All Season Ticket Holders are responsible for their conduct as well as the conduct of their guests or individuals using their tickets. Violations, by Season Ticket Holders or anyone, may result in revoked account privileges without reimbursement to the Season Ticket Holder, persons using their tickets and/or the holder of the ticket license at the discretion of the Dallas Cowboys and AT&T Stadium. Guests are required to possess their ticket at all times once they enter the stadium. Guests must show their ticket to any stadium staff member when requested to do so. Failure to produce a valid event ticket may result in ejection from the stadium. On event day, guests with ticket issues outside the stadium should be directed to the nearest ticket office windows (near Entry A or F). Guests inside the stadium should visit the nearest Guest Services Center. In all cases where the term ticket is used within this Guest

Guide, it shall also mean mobile ticket, if the holder of the ticket is granted entry via a mobile ticket through the mobile application, as evidenced by showing the mobile ticket via the ticket holder's mobile device.

### **Ticket Replacement Policy (Lost or Stolen Tickets)**

Guests with lost or stolen tickets should contact the ticket office at (817) 892-5000 as soon as possible. Please contact the ticket office prior to game day when possible. The person requesting the reissue must be the season ticket owner of record. If the season ticket owner of record is not the person attending the game, fax or email from them authorizing the reissue of the tickets is required.

### **Ticket Transfers**

Guests who cannot attend a game may transfer their tickets to friends and family through their Dallas Cowboys – SeatGeek Account Manager on [CowboysAccount.com](http://CowboysAccount.com).

### **Seat Option/Season Ticket Transfers**

For more information regarding the transfer of seat options/season tickets, visit [cowboys.strmarketplace.com](http://cowboys.strmarketplace.com), call 1-800-571-6252, or email [cowboys@strmarketplace.com](mailto:cowboys@strmarketplace.com).

### **Account Holder of Record**

The season ticket account holder of record is the name or entity that appears on the first line of the season ticket account. For the protection of ticket holders, address changes and inquiries will be taken only from the person designated as the season ticket account holder. If the account holder of record is a business, the business should designate a representative to make such changes or inquiries; the representative's name will appear on the second line of the account information.

### **Account Manager**

Season ticket accounts may be managed online by going to [CowboysAccount.com](http://CowboysAccount.com) and logging into your Account Manager. Payments, address changes, ticket transferring and posting tickets for resale are all available through Account Manager. Your email address and password are required. Contact the Ticket Sales Office at (817) 892-4400 for assistance in registering a season account.

### **Address Changes**

It is important that the Dallas Cowboys have the correct address for invoicing and account related mailings. It is the responsibility of the Season Ticket Holder to notify the Cowboys of any change of address to ensure prompt delivery of notices and other dated ticket information.

There are two ways to report an address change during the year. Address changes are not accepted over the phone.

1. Change address online through Account Manager.
2. Email change of address to [addresschange@DallasCowboys.net](mailto:addresschange@DallasCowboys.net). The email address must match the email address associated with the account.



## Invoicing

Annual Seat Option invoices will be mailed February 1 with a payment deadline of March 1. Annual Season Ticket invoices will be mailed out by April 1 with a payment deadline of May 1.

There are three options for paying your account:

1. Pay Online – If paying by credit card, log on to Account Manager at CowboysAccount.com.
2. Mail Payment – If paying by check, return your payment and detachable payment stub in the reply envelope provided with each invoice.
3. Pay in Person – The AT&T Stadium Ticket Office is located next to Entry A.

Payments may be using Mastercard, American Express, Visa, Discover, check or money order. Please note that a returned check fee of \$30 will be assessed for made all returned checks.

## ADA (American Disabilities Act) Ticket Fraud

ADA ticket fraud includes, but is not limited to, the misrepresentation of a disability. Management reserves the right to take appropriate action regarding misrepresentation, which may result in relocation, revocation of tickets without refund or ejection.

## Away Games

The Dallas Cowboys do not sell away game tickets. Fans should contact the away team's website or ticket office for ticket availability.

## Children's Ticket Policy

For Cowboys games and most events, children under the age of one (1) year old do not need a ticket to enter AT&T Stadium. They must be seated on an adult's lap and not interfere with the sightlines of other guests. Other events may require all children, regardless of age, to have a ticket to enter the stadium. For specific information regarding the children's ticket policy for a particular event, please call the AT&T Stadium Ticket Office at (817) 892-5000 or Guest Services at (817) 892-4161.

## Flexible Scheduling

The NFL will continue the flexible scheduling process for the latter part of the season. These changes will be made with less than two weeks' notice to the participating teams and fans. NFL teams may advise their Season Ticket Holders of these time changes via email, so it is very important for the Ticket Office to have correct email information. The changes may also be communicated via print, radio, television and internet media, as well as online at DallasCowboys.com.

## Standing Room Only Tickets

The Cowboys sell Standing Room Only (SRO) tickets to select Cowboys games and other major events. SRO tickets are valid for stadium admission and access to designated standing room areas. Guests with SRO tickets who sit in a stadium seat

will be ejected from the stadium. Guests with SRO tickets may watch the game from open areas or platforms. Standing is not permitted in entryways, aisles, areas of seating sections or in wheelchair and companion platform seating areas. These guests are expected to act responsibly and observe the stadium Code of Conduct, smoking and alcohol policies. Violators of stadium policies are subject to ejection, arrest and revocation/cancellation of tickets. For ticket information, please call the AT&T Stadium Ticket Office at (817) 892-5000 or visit DallasCowboys.com. SRO Tickets will not be available for the 2020 Season.

## Postseason

Prices for the postseason are established by the NFL. All Season Ticket Holders will be invoiced for their current seat locations for any home playoff games. Playoff invoices may be mailed as early as November (upon direction by the NFL). Any unused portion of playoff payment will be credited toward the following season or refunded.

Season Ticket Holders have the option to "Pay As We Play" for postseason tickets. With this option, a credit or debit card is securely stored and charged only if the Cowboys host a postseason game.

Any remaining playoff tickets will be released for public sale. Check DallasCowboys.com for on sale dates.





## DALLAS COWBOYS FOOTBALL CLUB

One way to look at the rich history of the Dallas Cowboys is with numbers: an NFL-best 20 consecutive winning seasons from 1966 to 1985; eight Super Bowl appearances and five Super Bowl victories; one of only three teams to win more than one Super Bowl in two different decades (1970s and 1990s); and the first team to win three Super Bowls in a four-year span (XXVII, XXVIII and XXX).

The other way to look at the Dallas dynasty is through the eyes of its nationwide fan following. Often called America's Team to reflect their coast-to-coast (and even worldwide) popularity, the Cowboys annually produce top television ratings and entered the 2018 season having played in front of 257 straight sold-out stadiums (home and away).

One of the reasons for the team's success on and off the field is the quality of its leadership. Since their founding in 1960, the Cowboys have had just three owners and eight head coaches, including four who have won at least one Super Bowl in their careers.

For its first 29 seasons, Dallas was led by president Tex Schramm and head coach Tom Landry. During Clint Murchison's ownership of the team (1960-1984), the Cowboys won two Super Bowl titles. When Jerry Jones purchased the club from Bum Bright in 1989, he brought in Jimmy Johnson (1989-93) as head coach, and the Cowboys earned world titles in 1992 and 1993. Barry Switzer (1994-97) then succeeded Johnson with a championship in 1995 with Chan Gailey leading the Cowboys to a division crown in 1998 and a playoff berth the following year as well.

Bill Parcells, a two-time Super Bowl winner with the New York Giants in the 1990s, was hired in 2003 after a three-year run by Dave Campo at the head coaching position. Parcells guided the Cowboys to two playoff appearances in his four years at the helm before retiring after the 2006 season. Following Parcells was Texas native Wade Phillips, who guided Dallas to a 34-32 record before giving way to Jason Garrett as the interim head coach during the 2010 season. Garrett finished his half season with a 5-3 record, and was then named the team's permanent head coach the following year, becoming the first former Cowboys player to earn the honor. A new era began on Jan. 7, 2020, as the Cowboys named Mike McCarthy, a Super Bowl winner as well with the Green Bay Packers, the ninth head coach in franchise history.

A succession of top players at every position has helped ensure that every Cowboys era has been a winning one. Stars of the 1960s and 1970s included quarterbacks Don Meredith and Roger Staubach, running backs Don Perkins and Tony Dorsett, wide receivers Bob Hayes and Drew Pearson, offensive lineman Rayfield Wright, defensive linemen Bob Lilly, Ed "Too Tall" Jones and Randy White, linebacker Lee Roy Jordan and defensive backs Mel Renfro and Cliff Harris.

In addition, several members of the Cowboys' 1990s teams have been considered among the NFL's all-time best. That group features Pro Football Hall of Fame inductees such as quarterback Troy Aikman, wide receiver Michael Irvin, defensive end Charles Haley and the NFL's all-time leading rusher, Emmitt Smith.

Dallas has since spent time trying to recapture the glory of earlier years by developing a host of talented players. The club boasts several Pro Bowlers on its current roster, including quarterback Dak Prescott, running back Ezekiel Elliott, wide receiver Amari Cooper, offensive linemen Tyron Smith and Zack Martin, and defensive end DeMarcus Lawrence.

### **Dallas Cowboys Cheerleader Appearances**

The Dallas Cowboys Cheerleaders are best known for their trend-setting field and sideline routines, but their activities extend well beyond the gridiron. The DCC stage has included television, film, theaters, ice rinks, basketball courts, and installations for US Military worldwide. The DCC Show Group is an elite selection of dancers chosen from within the squad of 36. "America & Her Music", is the variety revue that is performed for corporate functions, festivals and various clients across the country and around the world. The elaborately costumed show features dances that include music from Broadway, Country, R&B and classic Rock 'n' Roll. Show Group's talents have been showcased on an unprecedented 83 DOD/USO overseas tours, awarding the DCC with the USO's Spirit of Hope Award, The American Legion's Distinguished Service Medal, and the Veterans of Foreign Wars Hall of Fame Award. The Dallas Cowboys Cheerleaders have two self-titled movies and have appeared on countless TV shows from Oprah and Saturday Night Live to The Love Boat and Family Feud. On February 26, 2018, The Dallas Cowboys Cheerleaders uniform and artifacts were donated to the Sports Entertainment and Pop Culture Collection in The Smithsonian National Museum of American History, forever recognizing their impact on sports and the community. To book a DCC Show or Meet & Greet Appearance, please visit; [DallasCowboysCheerleaders.com/appearances](http://DallasCowboysCheerleaders.com/appearances) or contact our DCC Staff:

DCC Operations Coordinator, Bree Busse at [BBusse@dallascowboys.net](mailto:BBusse@dallascowboys.net) or (972) 497-4366 or DCC Event Sales & Presentations Coordinator, KaShara Garrett at [KGarrett@dallascowboys.net](mailto:KGarrett@dallascowboys.net) or (972) 497-4632.

### **Dallas Cowboys Cheerleaders Youth Dance Academy**

The DCC Dance Academy youth camps offer a fun and interactive environment for dancers to develop technical skills while learning the importance of positive self-esteem and strong core values through personalized coaching from the current Dallas Cowboys Cheerleaders. The DCC Dance Academy youth camps are offered during the spring, summer, and holidays offering multiple camp options: Lil' Miss DCC: Beginner Level Dancers, ages 3-6 (alongside their parents), Youth Camp: Dancers of all skill levels ages 6-16, and High School Clinics: Experienced Dancers grades 9-12. For more information, please visit [DallasCowboysCheerleaders.com/academy](http://DallasCowboysCheerleaders.com/academy), or email [Camps@dallascowboys.net](mailto:Camps@dallascowboys.net).

### **Dallas Cowboys Cheerleaders Auditions**

Auditions are held each May and many candidates begin their audition journey by attending a Dallas Cowboys Cheerleaders Audition Prep Class. Designed for DCC Hopefuls, these classes offer proper stretch and kick technique, as well as DCC style sideline choreography. Signature classes exclusive to the DCC Audition Prep Class Series include 'Field of Dreams,' 'Football 101,' and Kelli Finglass' 'Director's Chair.' Each week, the curriculum is led by either DCC Staff or a former DCC, along with the assistance of current DCC. Classes run October through May and are located at the Dallas Cowboys Cheerleaders Dance Studio at the Star or Ford Center Field in Frisco, TX. The new season brings Online classes to the offering table as well, giving the opportunity to share our fun, energetic style to fans worldwide. For more information on Prep Classes, Online Classes or Auditions, please visit [DallasCowboysCheerleaders.com](http://DallasCowboysCheerleaders.com), or email [dccauditions@dallascowboys.net](mailto:dccauditions@dallascowboys.net).

### **Dallas Cowboys Cheerleaders in The News**

There are a number of ways to keep up to date with the DCC. Now in its 15th Season, the Cheerleaders Audition and Training Camp process are captured on CMT's "Dallas Cowboys Cheerleaders: Making the Team", becoming the longest running television series in CMT history. The 2019 season opened a new door to the team with its weekly podcast, "Just 4 Kicks", giving insight to the daily lives of both the DCC Staff and members of the squad. You can also follow the Cheerleaders on any of the social media platforms: Facebook: Dallas Cowboys Cheerleaders; Instagram: [@dcccheerleaders](https://www.instagram.com/dcccheerleaders); Twitter: [@dcccheerleaders](https://twitter.com/dcccheerleaders)

### **Dallas Cowboys Art Collection at AT&T Stadium**

Sports and art are not typically thought of as belonging together, but in the Jones' vision, great sporting events and great works of art do something similar: They get people talking. Unique to AT&T Stadium, art and sports work in concert to enhance every fan's visit.

The Dallas Cowboys are a family business, and the art collection in the stadium reflects the intimacy of a personal passion. The collection consists of 59 commissioned and original works of art by 43 established and emerging contemporary artists. The collection of works is united by their boldness, vigor and resolve – their capacity to not only hold their own in a crowd, but their power to transform massive public spaces into one-of-a-kind meeting places, impossible-to-mistake locations where visitors from all over the world come together. See the map on page 51 for more information about the artwork. For more information about Art Tours, please go to page 22.

### **Dallas Cowboys United presented by Globe Life**

The Official Membership Program of the Dallas Cowboys presented by Globe Life, serves to engage fans from all over the world and provide exclusive offers, behind-the-scenes access, one-of-kind experiences, special discounts and much more. Don't miss out on this opportunity to join the team! Become an Elite, Premier, or



Preferred Member today. For more information and to see details on membership benefits, visit [DallasCowboys.com/United](http://DallasCowboys.com/United).

### Fan Mail

Letters to Cowboys players should be sent directly to:

Player Name  
c/o Dallas Cowboys  
One Cowboys Way Suite 100  
Frisco, TX 75034

The Cowboys organization cannot assume responsibility for lost or misdirected articles. Due to a large volume of requests, the Cowboys do not accept items to be signed by players or take responsibility for the return of personal items.

### Gene and Jerry Jones Family Foundation

In the area of community service, the Dallas Cowboys mission is built upon an overall philosophy of helping those who do not have the strength, the resources or the means to help themselves. As a sports entity that has enjoyed unprecedented success and recognition for five decades, we feel a very strong obligation to transfer that championship tradition, and the magic that it creates, toward the bigger purpose of making a difference. Please visit [DallasCowboys.com](http://DallasCowboys.com) for more information.

### Gene and Jerry Jones Family – Arlington Youth Foundation

The Gene and Jerry Jones Family Arlington Youth Foundation is dedicated to enhancing the quality of life for the youth in the City of Arlington by funding programs and facilities dedicated to sports, recreation and education while working to foster the growth and empowerment of the community through matching grants. Please visit [DallasCowboys.com](http://DallasCowboys.com) for more information.

### Radio Network

The rich legacy and influence of the Dallas Cowboys radio broadcast can be heard at 105.3 The Fan/KRLD-FM in Dallas/Fort Worth. The Cowboys game day broadcasts, along with our lineup of entertaining weekday shows, are aired with state-of-the-art technology on the largest regional sports network in the southwest. There is also nationwide coverage on Sirius Satellite Radio.

### Spanish Radio Network

Cadena de Plata can be heard on La Grande 107.5 FM in Dallas/Fort Worth. The official Spanish language voice of the Dallas Cowboys has been on the air since the late '60s, thanks to the vision Tex Schramm pioneered, thus creating this inclusive environment for those who enjoy their Cowboys en Español. With a growing network that extends throughout Texas, New Mexico and Mexico, the undeniable appeal of the Spanish word to describe the drama and passion of another run at glory is always part of what extends the appeal of the silver and blue to this ever-present legion of fans.

### ROWDY Appearances – The Official Mascot of the Dallas Cowboys

In 1996, Rowdy jumped on the scene as the Official Mascot of the Dallas Cowboys and quickly became one of the most entertaining mascots in professional sports. In addition to being the Cowboys' No. 1 Fan at all homes, Rowdy makes over 400 appearances each year to hospitals, schools, summer camps, birthday parties, weddings, baby showers, corporate events and parades. For his efforts, in 2008, Rowdy was named one of America's Top 10 Sports Mascots by Forbes Magazine. In addition, fans across the nation voted and the Mascot Insider named Rowdy the 2015 Most Favorite NFL Mascot. Along with these honors, Rowdy has been selected to several NFL Pro Bowls and has made multiple appearances as a celebrity guest on ESPN's First Take and ESPN's SportsNation. Just when you think it doesn't get any bigger than that! In 2016, Rowdy decided to rappel down from the Reunion Tower (50 stories) located in downtown Dallas, for a non-profit charity event. If you want to meet the "STAR" himself, Rowdy is available, year-round to entertain fans of all ages.

To request an appearance or for information, visit [www.DallasCowboys.com/Rowdy](http://www.DallasCowboys.com/Rowdy).

### Television Broadcasts

Preseason games will air on KTVT-CBS 11. All Cowboys regular season games are controlled by the NFL's national network partners (NBC, CBS, FOX, ESPN and NFL Network). Check local listings for channels and times.

### Dallas Cowboys Television Network

Dallas Cowboys Television Network keeps area Cowboys fans up to speed on the very latest happenings of their favorite team through a wide variety of weekly, monthly and annual program offerings. These Cowboys shows are televised in Dallas/Fort Worth on flagship station KTVT-CBS 11 and KTXA-TV 21 as well as in 25 additional broadcast markets throughout Texas, Arkansas, Louisiana, New Mexico and Oklahoma. Exclusive Cowboys programs can also be seen throughout the region on the Fox Sports Network (FSN-SW). In addition to exclusive coverage of Cowboys Preseason Games, Cowboys Draft Special, Training Camp Reports, and the Emmy Award-winning Cowboys Year End Special, the following are long-standing fan favorites:

### Cowboys Special Edition

Airs Saturdays at 11:00 p.m. from mid-July through the postseason on KTVT-CBS 11 in Dallas/Fort Worth, and at locally scheduled times via Dallas Cowboys Network Affiliates across the region.

### The Mike McCarthy Show

Featuring Cowboys head coach Mike McCarthy, airs Saturdays at 11:30 p.m. from early September through the postseason on KTVT-CBS 11 in Dallas/Fort Worth, and at locally scheduled times via Dallas Cowboys Network Affiliates across the region.





### The Cowboys Postgame Show

Features player interviews immediately following the game from inside the Cowboys locker room! The Cowboys Postgame Show airs at 11:05 p.m. throughout the regular season and playoffs on KTVT-CBS 11 in Dallas/Fort Worth and at locally scheduled times via Dallas Cowboys Network Affiliates across the region.

Other weekly Cowboys programs include:

- Cowboys Insider, FSN-SW
- Dallas Cowboys Game Night, Sunday at 10pm, FSN-SW
- Dallas Cowboys Overtime, Sunday at 7pm, TXA21
- Coaches Press Conference Show, Monday at 4:30pm, FSN-SW
- Cowboys Legends, FSN-SW. Times vary throughout the months of October, November and December.
- Cowboys Rewind, Sunday at 11:00am, TXA21
- Vaqueros de Dallas, Sunday at 10:30am, Telemundo 39

The Cowboys' longstanding commitment to serving Spanish language football fans throughout the region continues with Cadena de Plata Television, providing exclusive coverage of El Vaqueros de Dallas with the passion and emotion that the language of Cervantes provides. Dallas/Fort Worth flagship station KXTX-TV TeleMundo 39 partners with Blue Star Media Network along with a network of affiliates across the state.

### Youth Football Academy

The Dallas Cowboys Youth Football Academy, presented by Academy Sports & Outdoors, helps kids ages 4-17 learn the FUNDamentals of football, by offering individualized on-field coaching from former NFL players and lessons in teamwork, dedication, and character from current Dallas Cowboys players to give campers an educational and memorable experience. Regardless of the participant's football skill level, the Dallas Cowboys Youth Football Academy's year-round events, including skill clinics, tournaments, Spring Break camps and 3-day summer camps. Cowboys Football Academy promises to be fun-filled experiences with memories that will last a lifetime. For more information or to register, visit [DallasCowboys.com/academy](http://DallasCowboys.com/academy), or email [Camps@DallasCowboys.net](mailto:Camps@DallasCowboys.net).

## AT&T STADIUM FACTS

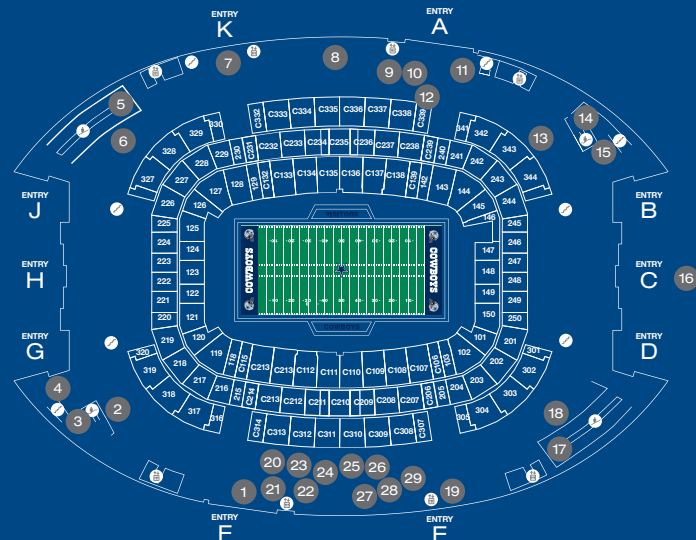
- AT&T Stadium has the tallest movable glass walls in the world. Each is 120 feet high and 180 feet wide. It takes 6 minutes to open or close.
- If you laid out all the handrails in the stadium end to end they would run over 12 miles. That would stretch from AT&T Stadium all the way to DFW Airport.
- AT&T Stadium has the largest domed roof in the world, 661,000 square feet. It only takes 10 minutes to open or shut the retractable dome. Each retractable panel of the dome is 63,000 square feet and moving them takes 128 motors.
- Within the stadium there are 22 escalators, 18 elevators, 10 major stairways and ramps that run from the Event/Field Level all the way up to the Upper Concourse.
- AT&T Stadium's exterior is covered with over half-a-million square feet of glass and stone.
- There are over 1,600 toilets in the building and over 800 point-of-sale locations for concessions, including mobile carts throughout the plazas and building.
- The center video board is mounted 90 feet over the field and is 72 feet by 160 feet. It runs from 20-yard line to 20-yard line. It gives a 360-degree view of the action so guests never miss a play.
- The field level is 50 feet below grade and the top of the roof is 320 feet above the field. There are a total of 10 separate levels in the Stadium.
- AT&T Stadium is the largest enclosed stadium in the NFL. It is 3.0 million square feet and holds 104 million square feet of air. It was built with over 26,000 tons of steel. There are 19 million pounds of truss work in the Stadium.
- The Statue of Liberty could stand on the star in the middle of the field and the roof could close and never touch her flame.
- The AT&T Plaza to the east is three acres and Miller Lite Plaza to the west is four acres. With the Plazas and the platforms there are 10 total acres. That is 420,000 square feet of entertainment space before you ever enter the stadium's bowl.

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OFFICIAL VEHICLE OF THE DALLAS COWBOYS  
BEST IN TEXAS | TEXASFORD.COM

Based on 1977-2019 CV total sales.

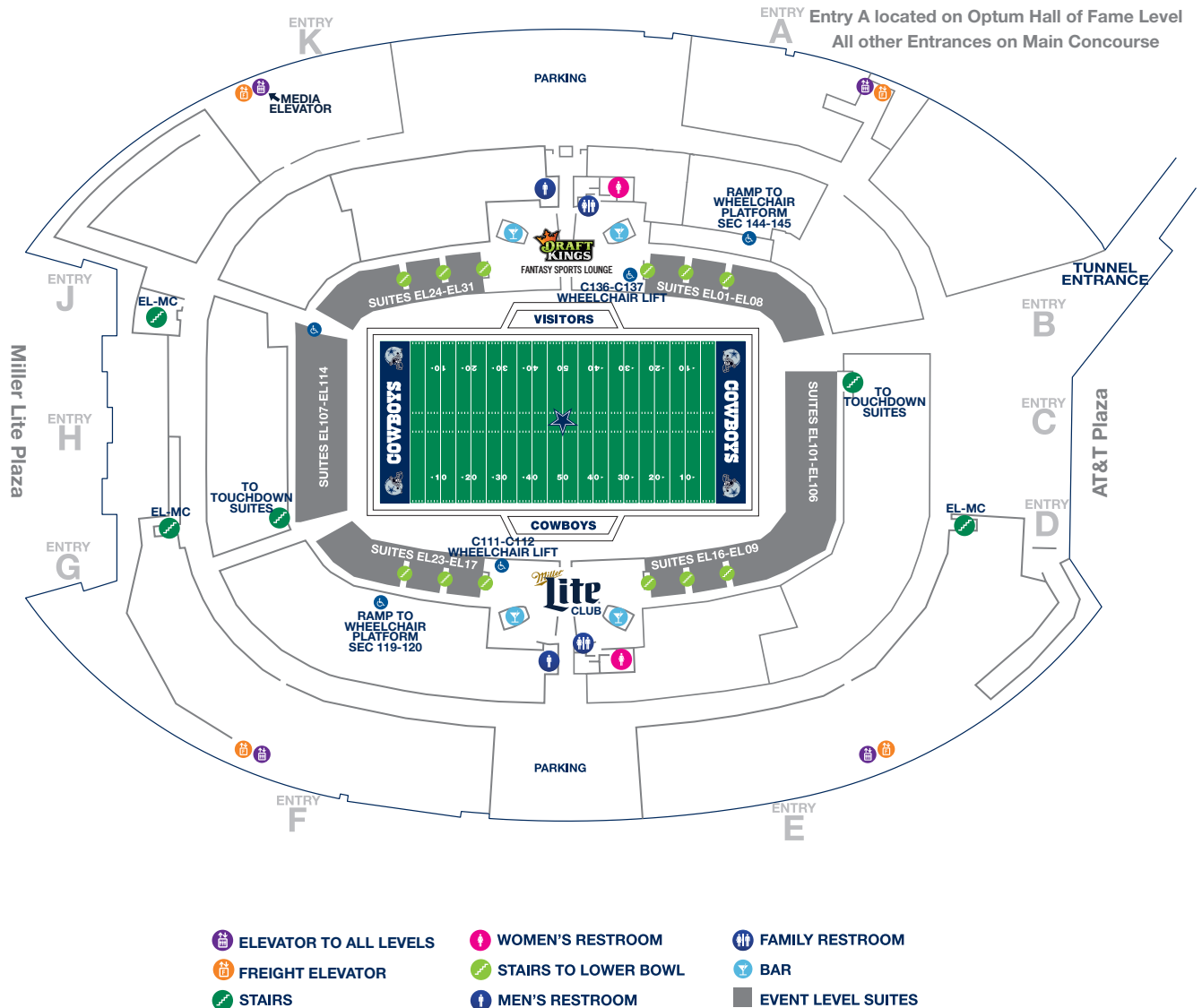
# DALLAS COWBOYS ART COLLECTION



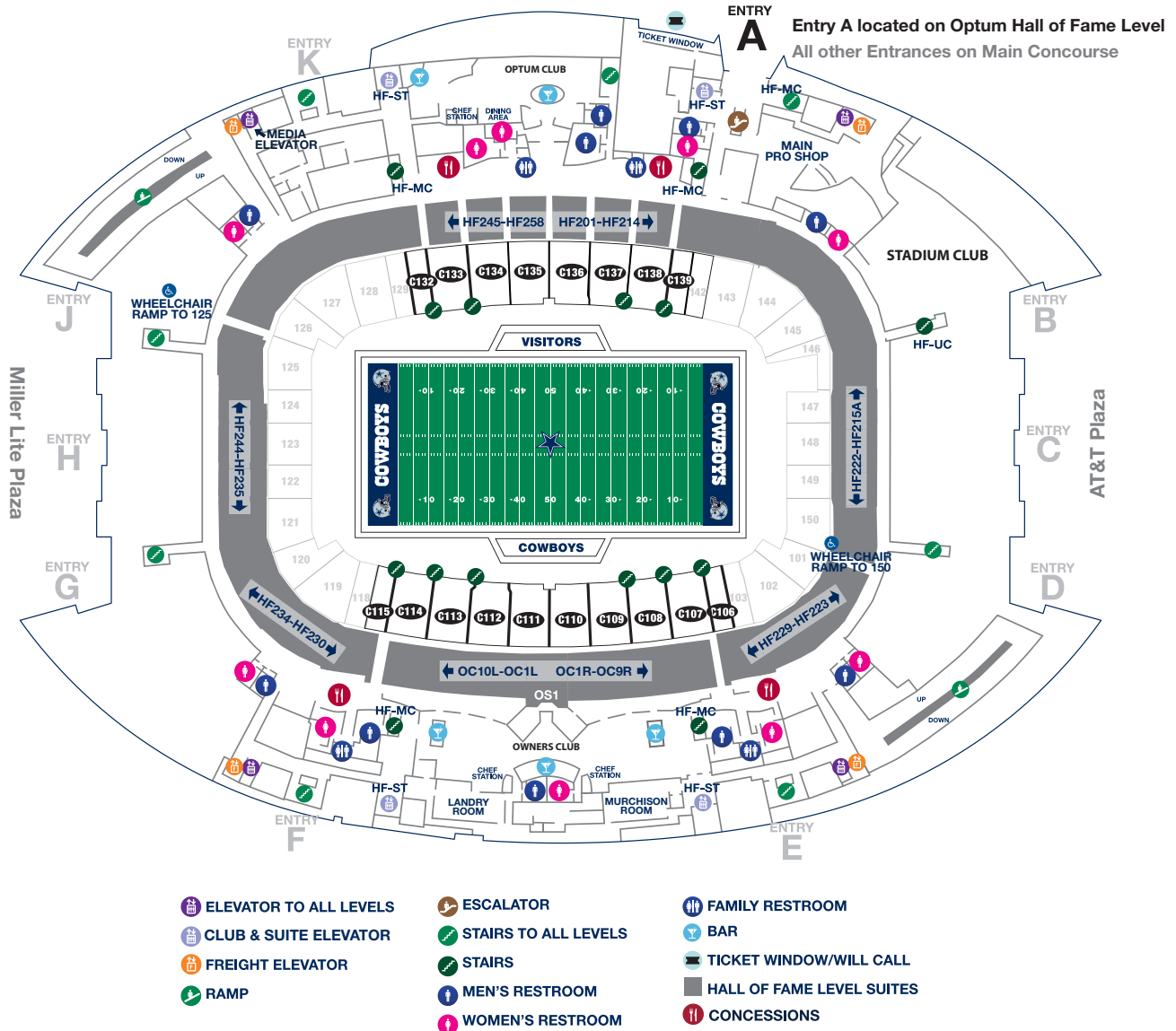
- 1 Olafur Eliasson | Moving stars takes time (2008) | Located in Main Concourse Club, Entry F
- 2 Ricci Albenda | Interior Landscape, Full Spectrum (2009) | Located on Main Concourse Level, Southwest Concession
- 3 Franz Ackermann | Coming Home and (Meet me) At the Waterfall (2009) | Located at Southwest Monumental Staircase
- 4 Lawrence Weiner | BROUGHT UP TO SPEED (2009) | Located at Southwest Monumental Staircase
- 5 Jim Isermann | Untitled (2009-10) | Located on Northwest Ramp Wall
- 6 Dave Muller | Solar Arrangement (2009) | Located on Main Concourse Level, Northwest Concession
- 7 Matthew Ritchie | Line of Play (2009) | Located in Main Concourse Club, Entry K
- 8 Photo Collection | Located on the Hall of Fame Level, Optum Club
- 9 Jim Campbell | Exploded View (Cowboys) (2012-13) | Located on the Hall of Fame Level, Entry A
- 10 Ellsworth Kelly | White Form (2012) | Located on the Hall of Fame Level, Entry A
- 11 Jeppe Hein | Please Participate (2015) | Located on the Hall of Fame Level at the Pro Shop entrance, Entry A
- 12 Doug Aitken | star (2008) | Located on the Hall of Fame Level, Suite Corridor
- 13 Terry Haggerty | Two Minds (2009) | Located on Main Concourse Level, Northeast Concession
- 14 Gary Simmons | Blue Field Explosions (2009) | Located at Northeast Monumental Staircase
- 15 Mel Bochner | Win! (2008) | Located at Northeast Monumental Staircase
- 16 Anish Kapoor | Sky Mirror (2006) | Located outside in the East Plaza
- 17 Trenton Doyle Hancock | From a Legend to a Choir (2009) | Located on Southeast Ramp Wall
- 18 Daniel Buren | Unexpected Variable Configurations: A Work in Situ (1998) | Located on Main Concours, Southeast Concession
- 19 Annette Lawrence | Coin Toss (2009) | Located in Main Concourse Club, Entry E
- 20 Wayne Gonzales | Cheering Crowd (2007) | Located on the Hall of Fame Level, Southwest Elevator Lobby
- 21 Garth Weiser | TV Keith (2008) | Located on the Hall of Fame Level, Southwest Elevator Lobby
- 22 Teresita Fernández | Starfield (2009) | Located on the Hall of Fame Level, Southwest Elevator Lobby
- 23 Wolfgang Tillmans | Freischwimmer 155 (2010) | Located on the Hall of Fame Level, Owners Club
- 24 Jacqueline Humphries | Blondnoir (2008) | Located on the Hall of Fame Level, Owners Club
- 25 Olafur Eliasson | Fat super star (2008-09) | Located on the Hall of Fame Level, Owners Club
- 26 Eva Rothschild | Diamonoid (2009) | Located on the Hall of Fame Level, Owners Club
- 27 Photo Collection | Located on the Hall of Fame Level, Owners Club
- 28 Alyson Sholtz | Crystalline Structure #2 (2013) | Located on the Hall of Fame Level, Southeast Elevator Lobby
- 29 Daniel Buren | Pyramidal Haut Relief, In Situ - A4 (2019) | Located on the Hall of Fame Level, Southeast Elevator Lobby

## EVENT LEVEL

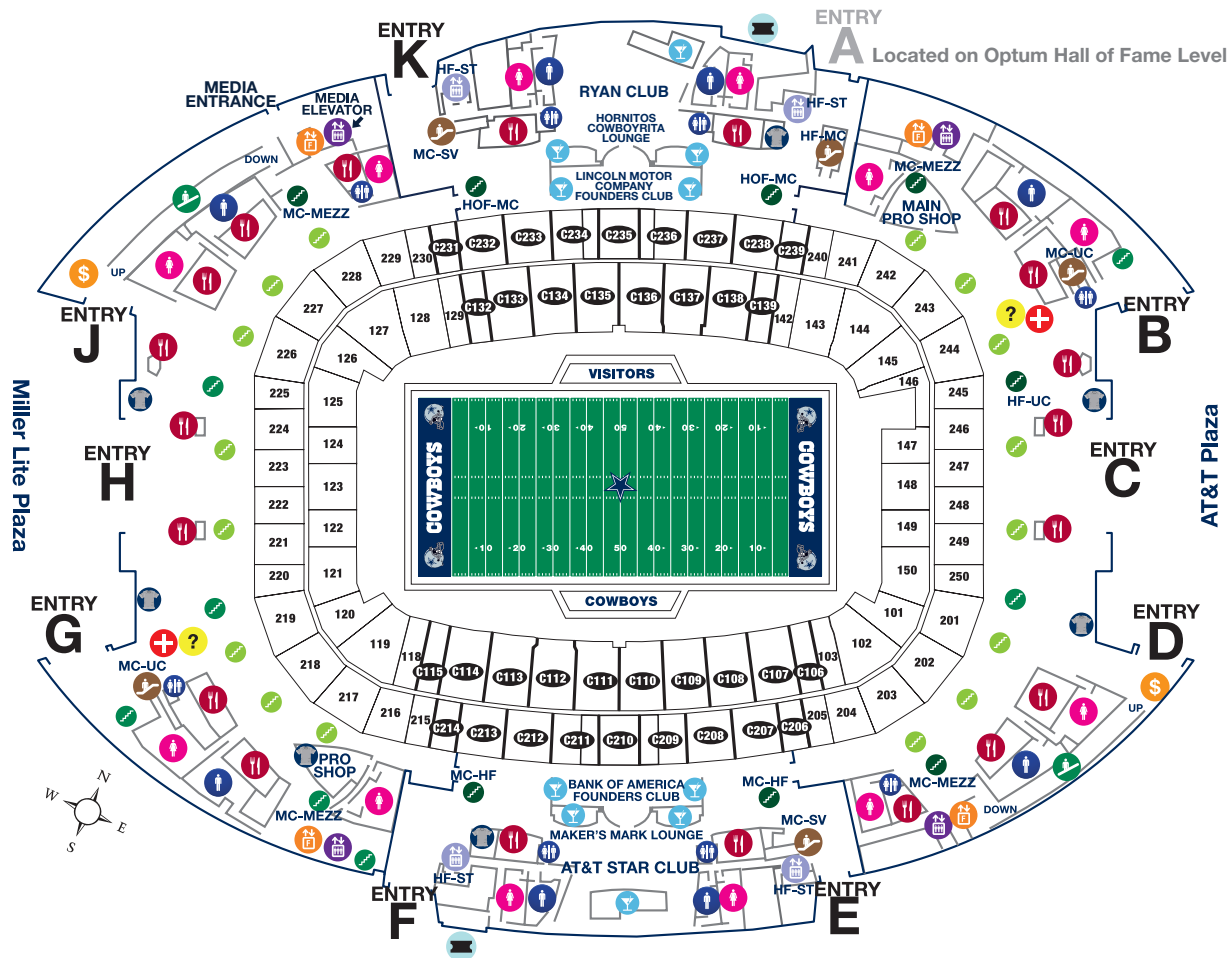
## FIELD & TOUCHDOWN SUITES







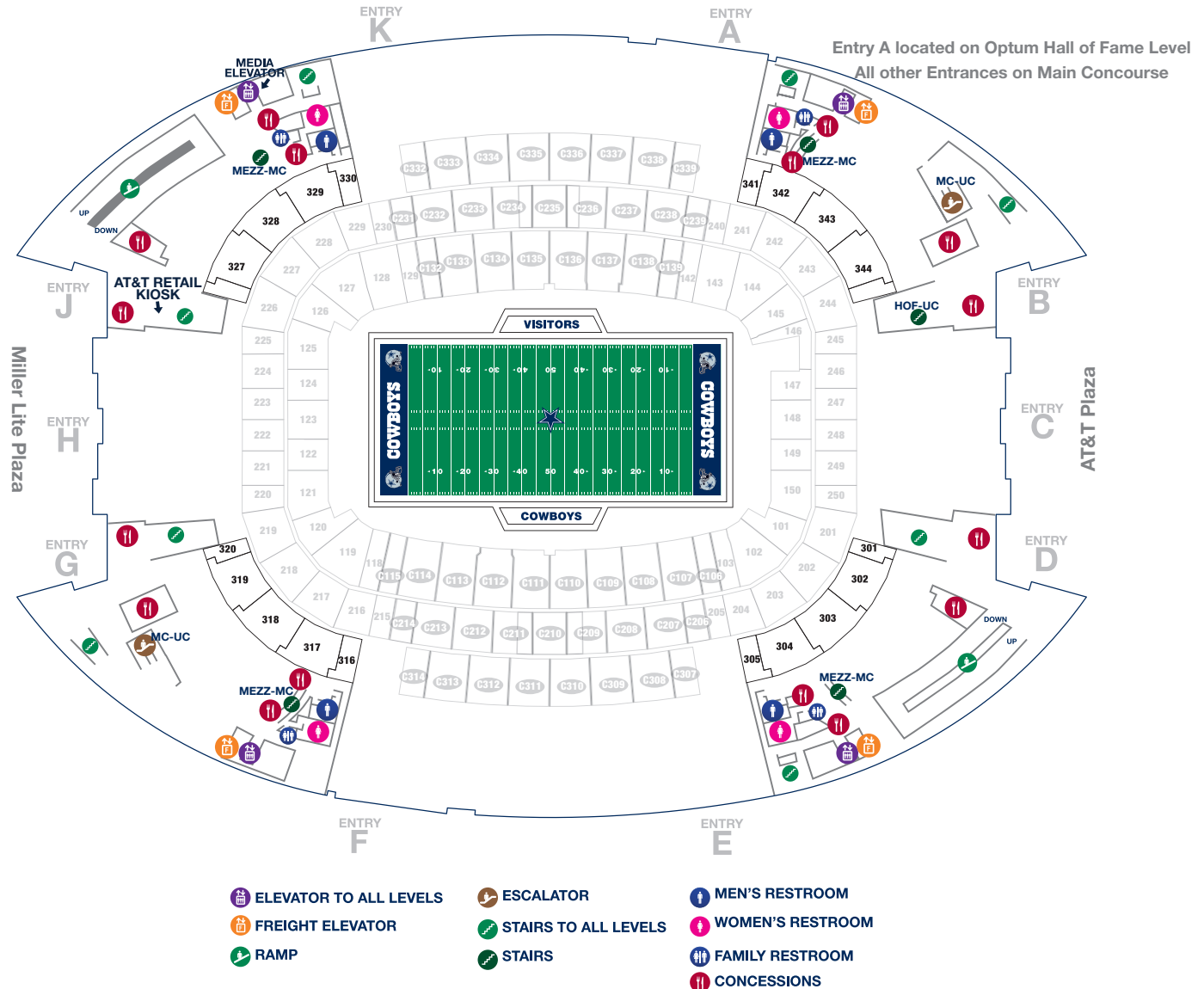




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|------------------------|----------------------|---------------------|-------------------|
| ELEVATOR TO ALL LEVELS | STAIRS TO ALL LEVELS | BANK OF AMERICA ATM | FAMILY RESTROOM   |
| CLUB & SUITE ELEVATOR  | STAIRS               | GUEST SERVICES      | CONCESSIONS       |
| FREIGHT ELEVATOR       | STAIRS TO 100 LEVEL  | MEN'S RESTROOM      | BAR               |
| RAMP                   | FIRST AID            | WOMEN'S RESTROOM    | TICKETS/WILL CALL |
| ESCALATOR              |                      |                     | MERCHANDISE STAND |

# MEZZANINE

# 300 RESERVED LEVEL

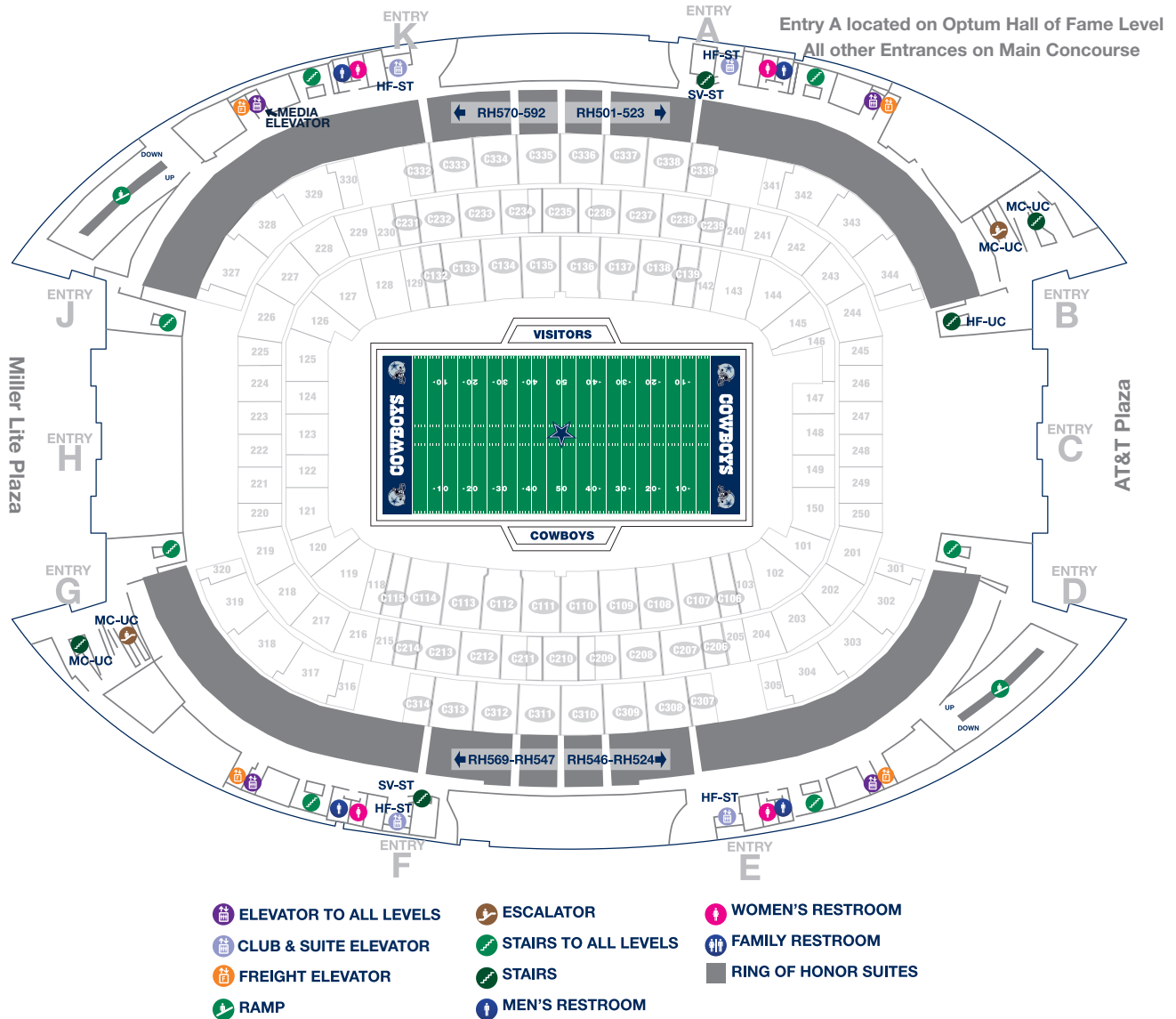


## 300 CLUB LEVEL



# RING OF HONOR

# SUITE LEVEL



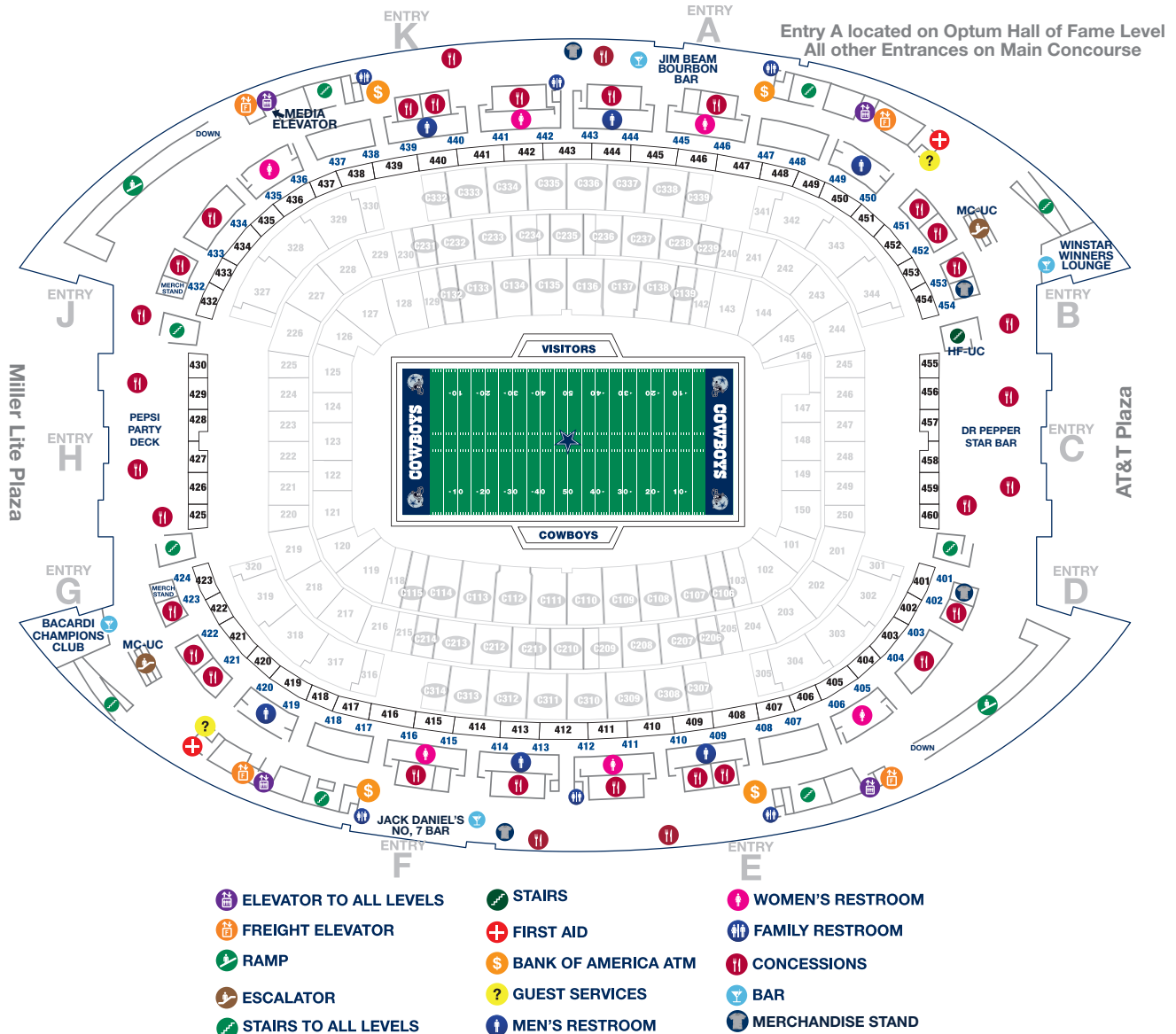


## SUITE LEVEL



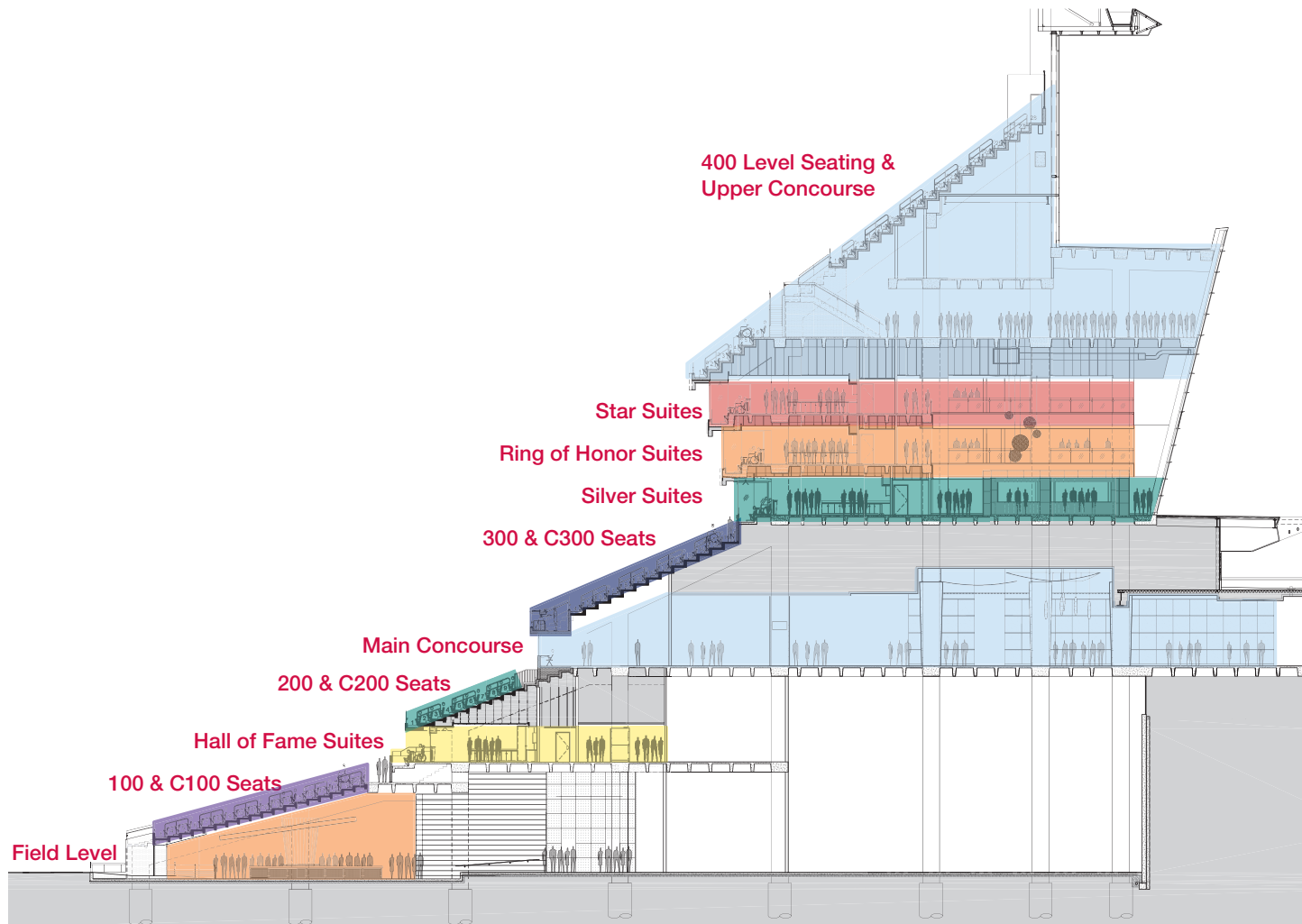
# UPPER CONCOURSE

# 400 LEVEL

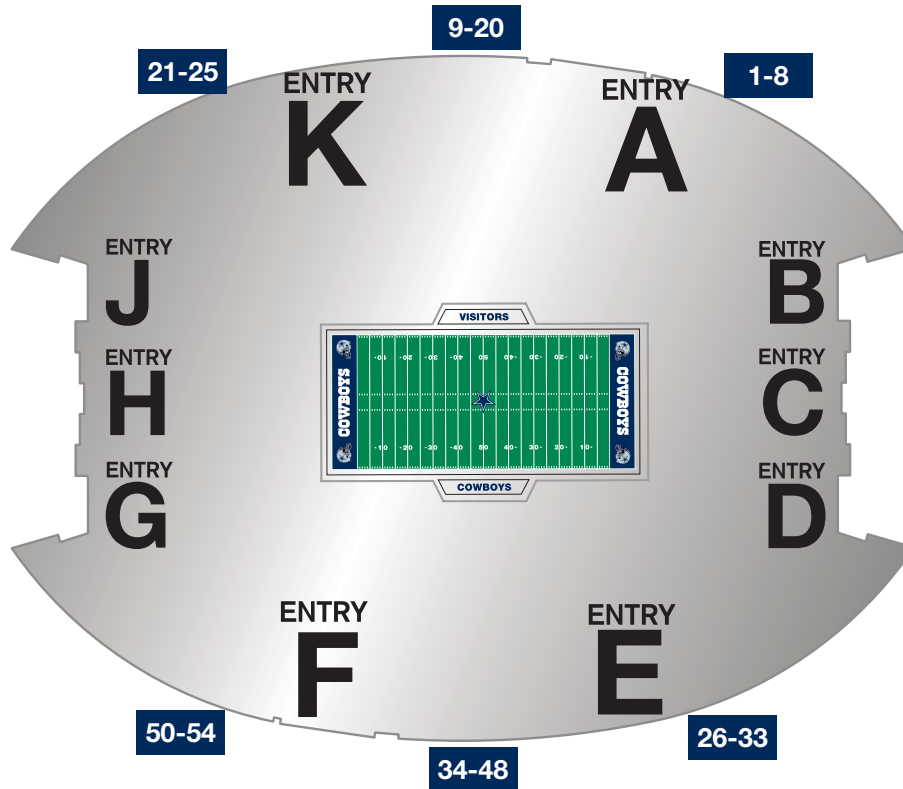








# AT&T STADIUM LEGACY WALK



# PAVER LOCATIONS

## ENTRY A

1. Charles Haley
2. Bill Bates
3. Daryl Johnston
4. Jay Novacek
5. Darren Woodson
6. Michael Irvin
7. Deion Sanders
8. Gene Jones
9. Troy Aikman
10. Emmitt Smith
11. Dat Nguyen
12. Nate Newton
13. Leon Lett

## ENTRY E

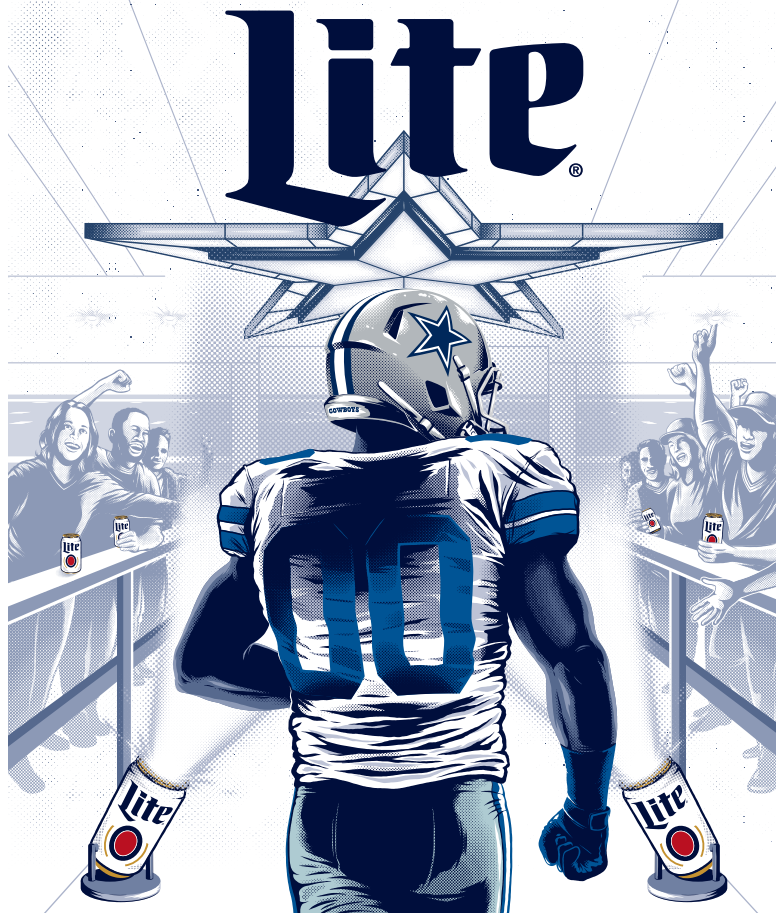
26. Dan Reeves
27. George Andrie
28. Walt Garrison
29. Chuck Howley
30. Lee Roy Jordan
31. Don Meredith
32. Don Perkins
33. Bob Lilly
34. Bob Hayes
35. Jethro Pugh
36. Eddie Lebaron
37. Lance Rentzel
38. Cornell Green
39. Craig Morton

## ENTRY K

14. Rafael Septien
15. Danny White
16. Tony Hill
17. Michael Downs
18. Everson Walls
19. Jim Jeffcoat
20. Tony Dorsett
21. Randy White
22. Herschel Walker
23. Drew Pearson
24. Preston Pearson
25. Kelvin Martin

## ENTRY F

40. Larry Cole
41. D.D. Lewis
42. Rayfield Wright
43. Cliff Harris
44. Calvin Hill
45. Robert Newhouse
46. Billy Joe Dupree
47. Charlie Waters
48. Harvey Martin
50. Ed Jones
51. Mel Renfro
52. Butch Johnson
53. Roger Staubach
54. Tom Landry



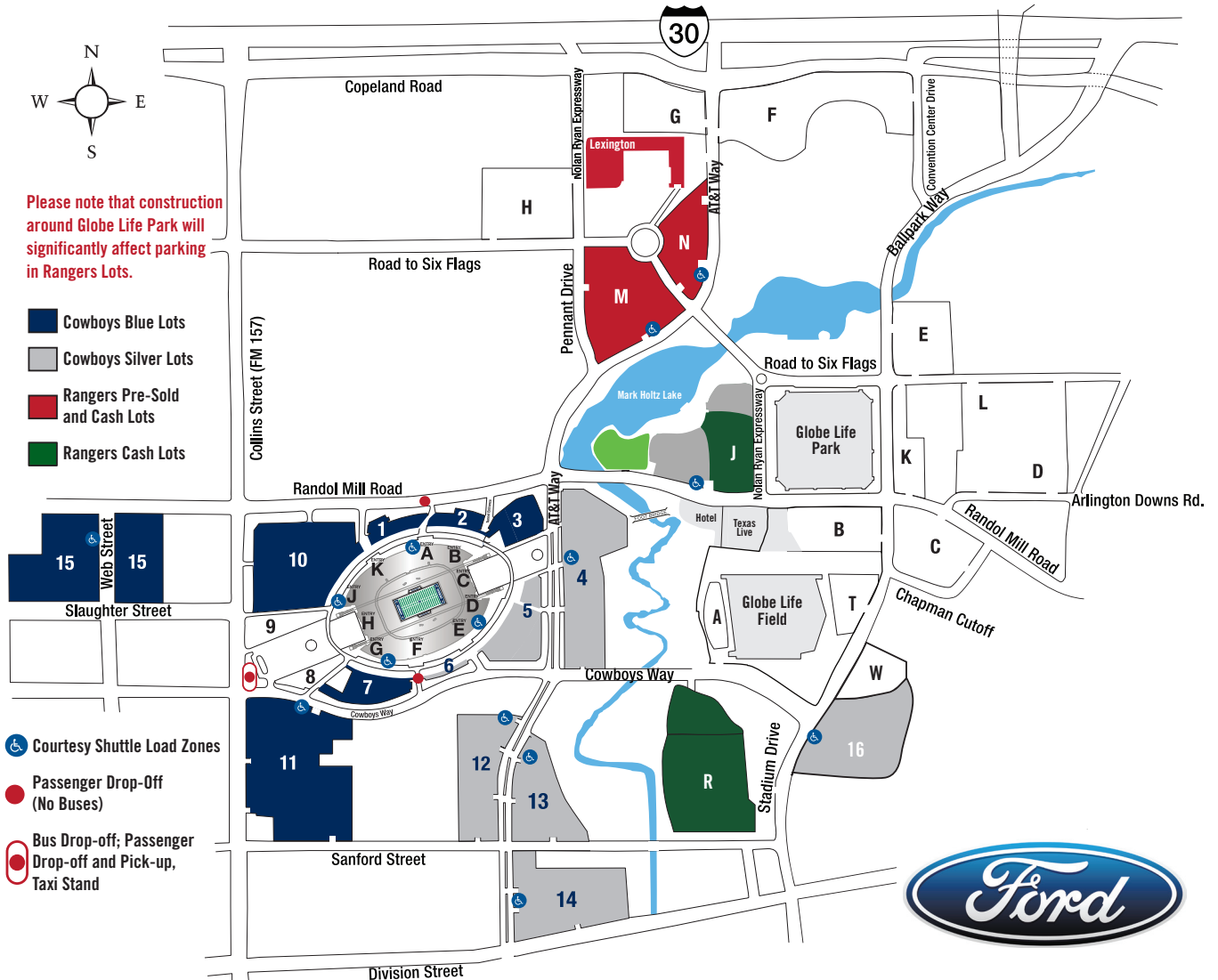
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