

## The Ladder

The Point Priority System and the Integrated Loyalty Ladder, simply known as the "Ladder" will again be the fundamental method used to reseat Lane Stadium. It seeks to integrate athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are selected; and will be applicable to Hokie Club members and all season ticket holders. Parking will be selected by qualifying members based upon their Hokie Club point priority ranking.

Each person will be assigned an appointment time per their Ladder ranking and all seats will be selected using the following order:

1. **Pioneers** (continuous season ticket purchaser since 1966) will maintain current seat location or they may go to Step #3 in selecting their seats. You will need to indicate if you wish to select at Step #3 when ordering your tickets.
2. **Benefactors, Century Champions, Golden Champions, Diamond & Platinum Hokies**
3. **45 – 42 years continuous season ticket purchasers; donor and non-donor** (since 1967 – 1970)
4. **Golden Hokies**
5. **41 – 37 years continuous season ticket purchasers; donor and non-donor** (1971 – 1975)
6. **Silver Hokies**
7. **36 – 32 years continuous season ticket purchasers; donor and non-donor** (1976 – 1980)
8. **Faculty & Staff**
9. **Bronze Hokies**
10. **31 – 27 years continuous season ticket purchasers; donor and non-donor** (1981 – 1985)
11. **Orange & Maroon Hokies**
12. **26 – 19 years continuous season ticket purchasers; donor and non-donor** (1986 – 1993)
13. **Hokie Club with less than 19 years continuous season ticket purchases** (since 1994)
14. **Non-Donor with less than 19 years continuous season ticket purchases** (since 1994)
15. **Tickets in excess of priority limits and according to rank order on the Ladder**

# LANE STADIUM RESEATING

## Selection of Seats

- All regular season and club seats will be resealed.
- Your selection time will be based upon your Ladder ranking as of December 31, 2011.
- The same in-priority limits and selection process will apply to each type of seat you possess based upon your position within the Ladder.
- If you are a Platinum Hokie or higher with no more than six regular season tickets and/or six tickets in any club section, then you would select all of your tickets in each section at your appointed priority selection time using the online selection process.
- Regular season and club tickets exceeding priority limits will be selected apart from in-priority seat locations after all other seats are chosen within the Ladder (Step #15).

## Selection of Parking

- The priority limit for parking is one parking pass per membership.
- The selection time for qualifying Hokie Club members will be based upon your point priority ranking as of December 31, 2011.
- For Hokie Club members whose seat selection time is improved by the loyalty component of the Ladder, seat selection time and parking selection time will likely be different.
- Parking will continue to be selected annually based on your ranking as of December 31 of the previous year. Therefore your parking is subject to change in subsequent years following your 2012 location.

## Americans with Disabilities Act (ADA) Seating & Parking

- All ADA customers can select up to four seats together in an ADA location, and seats may not be added to any order after the March 2 order deadline.
- Patrons occupying ADA locations must show the appropriate documentation annually in order to retain these seats. Customers not meeting this requirement will have their seats moved from the ADA location to the best available seats based upon their Hokie Club point priority ranking.
- All qualifying ADA customers can only select one parking space.
- ADA wheelchair accessible customers who identified a need for ADA seating and/or parking, and provided the appropriate documentation with their ticket order, will have their account noted and receive a time to be called by the Athletics Ticket Office for assistance in selecting seats and/or parking per their individual needs.
- Non-wheelchair customers qualifying for ADA seating will have the ability to select available ADA seats within Lane Stadium. If the patron qualifies by point priority for a better seat than available ADA seats, then they may select that location.
- There are a limited number of ADA parking spaces within Hokie Club lots adjacent to Lane Stadium for ADA customers requesting and qualifying for parking. If the patron qualifies by point priority for a space closer than available ADA spaces, then they may select that location.
- There will be a lottery for those ADA patrons who did not qualify for parking by their point priority in a lot adjacent to the stadium. Those patrons selected through the lottery process will have the opportunity to be assigned ADA parking in a remaining space surrounding Lane Stadium.
- Once all ADA spaces within Hokie Club lots have been selected, patrons can then utilize ADA parking off Price's Fork Road adjacent to the Parking Garage. Anyone not eligible to select a parking space or winning the ADA lottery will be refunded for their parking pass.

## Important Notes and Reminders for the 2012 Lane Stadium Reseating Plan

This new online process puts the selection of season tickets and parking locations directly in the hands of Hokie Club members and season ticket holders. To expedite your selection, please note these important notes and reminders:

- During your priority selection time you will only be able to select seats that fall within the Ladder "in-priority" limits. This includes both regular season and premium seating tickets that you purchase. The "in-priority" ticket limit for Benefactors, Century Champion, Golden Champion, Diamond and Platinum Hokies is six season tickets. The "in-priority" ticket limit for all other patrons is four season tickets.
- Pioneers will retain their locations as well as keep their same number of seats and may not add seats unless they opt to choose their seats from Step #3 on the Ladder.
- All patrons on Steps #2 - #4 of the Ladder will receive a letter notifying them of their selection time when they will have an opportunity to select their seats either (1) through the new online selection process, (2) via the phone with a Hokie Club/Athletics Ticket Office representative or (3) in person at Lane Stadium.
- All other patrons on Steps #5 - #14 of the Ladder will receive a letter notifying them of their selection time when they will have an opportunity to select their seats either (1) through the new online selection process or (2) via the phone with a Hokie Club/Athletics Ticket Office representative.
- Season tickets exceeding priority limits will be selected apart from in-priority seat locations after all other seats are chosen within the Ladder (Step #15) as detailed in your selection letter.
- All donors at the Benefactors, Century Champion, Golden Champion, Diamond, Platinum and Golden Hokies levels will receive a letter notifying them of their selection time when they will have an opportunity to select their parking either (1) through the new online selection process, (2) via the phone with a Hokie Club/Athletics Ticket Office representative or (3) in person at Lane Stadium.
- All other donors from the Silver Hokies level and below (qualifying for parking) will receive a letter notifying them of their selection time where they will have an opportunity to select their parking either (1) through the new online selection process or (2) via the phone with a Hokie Club/ Athletics Ticket Office representative.
- Customers wishing to sit and/or park with others need to coordinate his or her selection with the appointment time of the lowest ranked person within your group; and, at that time, each group member can log into the online system and choose your seats and/or parking together. **NOTE:** since all seats and parking will be selected online, each person in the group will need access to a separate computer when coordinating the location of your seats and/or parking location to simultaneously make your selections.
- Seats and/or parking spaces cannot be held in the system to wait for a lower ranked customer to log in and select their tickets and/or parking space. Therefore, the higher ranked members of a group will need to hold off on selecting seats and/or parking until the selection time of the lowest member of the group.
- Each group member can log in at their assigned time and check the availability of seats and/or parking; and has the opportunity to make their selections at that point should they then wish to forgo their group seating and/or parking based on the lowest ranked person's selection time within the group.
- Customers will not be allowed to choose a seat location that strands a single seat. For example, if a block of three seats remains in a row you will not be able to select two of them thereby stranding a single seat. This maximizes seating capacity in Lane Stadium and limits the number of unsellable single tickets.
- The Athletics Ticket Office reserves the right to move your seats one to the left or right to avoid stranding single tickets or odd numbers of seats in a row. However, this will not be utilized to move seats off an aisle or if it disturbs a block of seats "stacked" back-to-back on two rows.
- A patron who misses their appointment time by more than 30 minutes and/or fails to complete their order will be contacted by a reseating representative. If the representative is unable to make contact with the customer within one hour, the reseating representative will choose the best available seats and/or parking nearest to last year's location as possible to help protect your priority. This excludes those customers that have indicated on the 2012 football renewal/order form they wish to group seat and/or park with others during the process.
- A customer who logs into the system at their appointment time and is unsatisfied with the available regular season seat selection may opt to "upgrade" their seats to a premium seating area, such as the Outdoor Club, Zone Club, etc., based on availability. Those areas carry an additional "per seat premium" above and beyond the cost of each season ticket. Customers qualifying for this "upgrade" will be billed for the per seat premium by the Hokie Club.
- Hokie Club members will retain their seats in subsequent years by maintaining an active Hokie Club membership and not allowing their giving level to decrease based on your Ladder position at the time your seats were selected. Should your membership become inactive or downgraded your seats will be moved to a different location the following year.
- Hokie Club members and season ticket holders can request ticket location changes and/or order additional tickets in subsequent years. Any such honored requests will be determined by your Ladder ranking and availability of seats at the time they are made.

# 2012 LANE STADIUM RESEATING PLAN

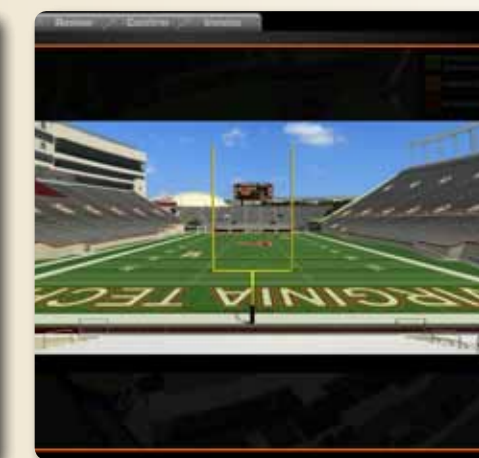


## THE 'HOW-TO' GUIDE FOR SEATING & PARKING SELECTIONS ONLINE

### Detailed Steps That Will Help You Make Your Selections



View available seating in Lane Stadium



See panoramic views from any section



Make selections by clicking on available seats

Visit [www.LaneStadiumReseating.com](http://www.LaneStadiumReseating.com)

# The Online Selection Process: Step-by-Step

Carefully read the guidelines in this brochure and the 2012 Lane Stadium Reseating Plan brochure regarding the reseating process. Knowing how the system works will help make your seat and parking selection easier. If you have misplaced the previous brochure, you can find a copy online at [www.hokiesports.com/reseat](http://www.hokiesports.com/reseat).

Familiarize yourself with these easy steps to choose your own seating and parking for Hokie football.

## 1: Start Here!

Go to [www.LaneStadiumReseating.com](http://www.LaneStadiumReseating.com).

## 2: Log In.

Log in to the system using your Virginia Tech customer number and reseating PIN number. This information was in the letter accompanying this guide. You will be directed to the "My Account" page after logging in.

## 3: Watch the Instructional Video.

Take a minute to watch the instructional video explaining the online selection process. This video will show how to monitor the selection process and make your selections quickly when your appointment time arrives.

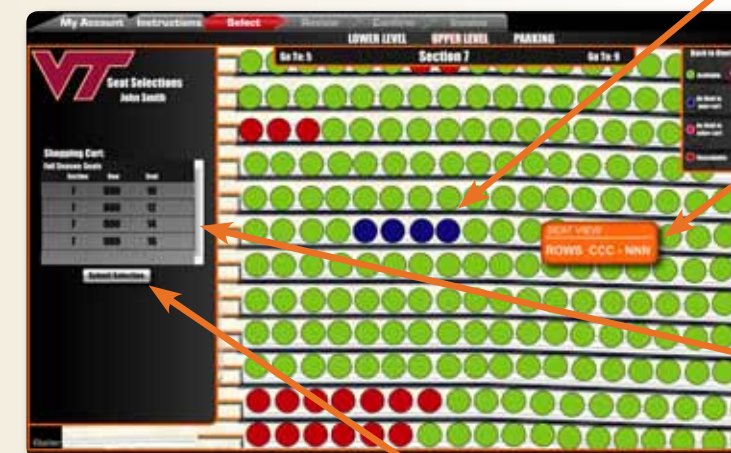
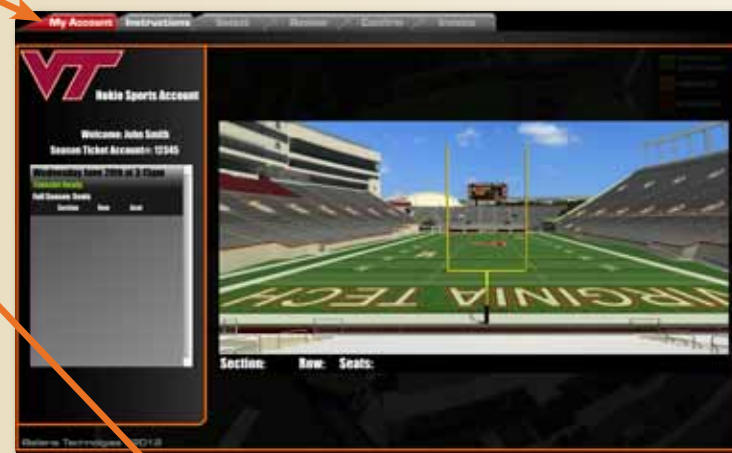
## 4: Find Your Cart.

Your "Shopping Cart" for Seats and Parking will appear on each subsequent page. The cart will not be fully accurate until after April 1. For illustrative purposes, everyone's cart shows four tickets and one parking pass and an appointment time of April 24 at 9 a.m., (the start of the online reseating process). This allows you the opportunity to navigate the website and become familiar with the process prior to your individual selection. Your order information will be updated to reflect your cart and appointment after April 1. Actual appointments will run from 9 a.m., to 4 p.m., on weekdays beginning April 24 and ending in June.

## 5: Go to the Map.

When you have watched the video, checked out your "Shopping Cart", and reviewed the documentation, click the "View Available Seats & Parking" link to access an interactive map of Lane Stadium.

# LANE STADIUM RESEATING



## 6: Zoom in for Details.

From the interactive map, you can click on a seating area to narrow the map's presentation. You can also click on a specific section for a detailed map of that section. If you hold your cursor over a section, information on that section will appear in the Information Box.

The map used to select parking can be found by clicking the "PARKING" link at the top of the interactive map screen, which will show available parking lots on the 3D map of campus. By holding your cursor over a parking lot, information about that lot will appear in the Information Box. If you click on a reserved space lot, then a detailed map of that lot will be displayed allowing you to select an available reserved space. For general admission lots, no detail is available as all spaces are determined on a first come, first serve basis. Clicking on a general admission lot will assign your parking space in that lot.

## 7: Find Your Seats.

The section detail shows you all seats in a section. Green dots represent available seats. Red dots represent seats that have been selected by other members. When you select seats, the dots will turn blue.

## 8: Check Out the View.

You can see panoramic seat views by clicking on the "Seat View" icon in the appropriate areas. You can see adjoining sections by clicking on the "Go To" buttons at the top of the section image. You can return to the overhead view of the stadium by clicking on the "Back to Overhead" link at the top of the section image.

## 9. Make Your Selection for Seats & Parking.

Your "Shopping Cart" for Seats and Parking appears at the left side of the screen along with your appointment time. When your appointment time begins you will be prompted to begin selecting seats and parking. You can make your selections by clicking on any green-dot location. All completed selections will be added to your cart and the dots will turn blue. If you change your mind and want to change the location of your selection, you can unclick the original selection or click the red "X" next to the assignment in your cart.

**Note:** Regular season tickets can only be selected in regular seating areas, and club seats can only be selected in appropriate club seating areas.

**Note:** For parking, regular car passes can only be selected in car spaces and RV passes can only be selected in appropriate RV spaces.

## 10. Lock Your Selection.

Once your "Shopping Cart" is full, finalize your selection by clicking "Submit Selection." This will prompt you through a couple of confirmation screens. You will have an opportunity to print out your seat and parking selections at this time for your records. **NOTE: Once you click "Approve Selections" of an item, SELECTION IS FINAL.** Individuals that are group seating and/or parking should only submit a selection when they are ready to finalize that item. For example, if you are group seating with a lower ranked customer, then you want to finalize your parking pass during your priority selection time. Then at the lower ranked customer's priority selection time you would log back into the system and finalize your seat location by following the steps above and clicking "Submit Selection."

## 11. You're All Done.

After submitting your selections, you are all done. If you have tickets that are above the priority limit, you will be allowed to select those at the second time slot specified in your appointment notice.

**You are encouraged to become familiar and comfortable with this website!**

Hokie Club members and season ticket holders are encouraged to become familiar and comfortable with this website and its functions. All seat and parking selections will be chosen online and actual appointments will run from 9 a.m., to 4 p.m., on weekdays beginning April 24 and ending in June. Reviewing the steps and reminders in this brochure and website will make the online selection process more user friendly and a better overall experience for you.

Visit [www.LaneStadiumReseating.com](http://www.LaneStadiumReseating.com)

