

KANSAS FOOTBALL

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2012 FAN GUIDE

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JAYHAWK FOOTBALL



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JAYHAWK NOTES

RETURNING STATISTICAL LEADERS

Category	Top Returnees	Key Losses
Rushing	James Sims (182-727) Tony Pierson (71-396) Brandon Bourbon (28-190)	Darian Miller (136-559)
Passing	None	Jordan Webb (179-281, 1,884) Quinn Mecham (11-18, 113) Tim Biere (27-322)
Receiving	#Daymond Patterson (60-487) DJ Beshears (40-437) Kale Pick (34-344) JaCorey Shepherd (15-252)	
Tackles	Bradley McDougald (90) Darius Willis (81) Tunde Bakare (51)	Steven Johnson (124) Keeston Terry (66) Isiah Barfield (35)
Interceptions	Bradley McDougald (2) Greg Brown (2) Tyler Patmon (1)	Steven Johnson (1) Keeston Terry (1) Anthony Davis (1)
Punting	Ron Doherty (64-2,738)	None
Field Goals	Ron Doherty (3-4, long 37) Alex Mueller (3-8, long 36)	None
Punt Returns	D.J. Beshears (10-72)	None
Kickoff Returns	D.J. Beshears (49-1,014) Brandon Bourbon (14-273)	None

COACHING STAFF



Head Coach: Charlie Weis (Notre Dame, 1978)

Record at KU: 0-0 (First Year)

Overall: 35-27 (Five Years)

Staff

Jeff Blasko (Robert Morris, 2005)	Asst. Special Teams Coord./Tight Ends
Clint Bowen (Kansas, 1994)	Special Teams Coord./Defensive Backs
Dave Campo (Central Connecticut State, 1973)	Defensive Coord./Defensive Backs
Demontie Cross (Missouri, 1997)	Linebackers
Tim Grunhard (Notre Dame, 1984)	Offensive Line
Rob Lanello (Catholic University, 1987)	Recruiting Coord./Wide Receivers
Reggie Mitchell (Central Michigan, 1981)	Running Backs
Ron Powlus (Notre Dame, 1997)	Quarterbacks
Buddy Wyatt (TCU, 1990)	Defensive Line

Pittcraft Printing AD



KANSAS FOOTBALL

2012 Kansas Football **ALL FOR SATURDAY**

2012 JAYHAWK FOOTBALL SCHEDULE

	South Dakota State September 1 Lawrence, Kan.
	Rice September 8 (Band Day) Lawrence, Kan.
	TCU September 15 Lawrence, Kan.
	at Northern Illinois September 22 DeKalb, Ill.
	at Kansas State October 6 Manhattan, Kan.
	Oklahoma State October 13 Lawrence, Kan.
	at Oklahoma October 20 Norman, Okla.
	Texas October 27 (Family Day, Homecoming and K-Club Weekend) Lawrence, Kan.
	at Baylor November 3 Waco, Texas
	at Texas Tech November 10 Lubbock, Texas
	Iowa State November 17 Lawrence, Kan.
	at West Virginia December 1 Morgantown, W.Va.

WWW.KUATHLETICS.COM



SEASON TICKETS

Tier 1 Seats	\$300
Tier 2 Seats	\$250
Tier 3 Seats	\$199
Family Zone*	\$350

*All game ticket packages are \$125!***

Rock Package – South Dakota State, TCU, Oklahoma State

Chalk Package – Rice, Texas, Iowa State

Conference 2-Pack – Oklahoma State & Texas

800-34-HAWKS

- All Season Tickets are reserved except family zone.
- Football Single Game Tickets will be available on August 1, 2012.

**Includes two adult and two youth general admission tickets located in sections 12-16.*

***Includes a \$15 order charge per order.*



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ON THE ROAD

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Scott Walstrom, NIU Media Services



AT NORTHERN ILLINOIS — SEPT. 22

Huskie Stadium

DeKalb, Ill.

Stadium Capacity: 30,076

www.niuhuskies.com



AT KANSAS STATE — OCT. 6

Bill Snyder Family Stadium

Manhattan, Kan.

Stadium Capacity: 52,200

www.k-statesports.com



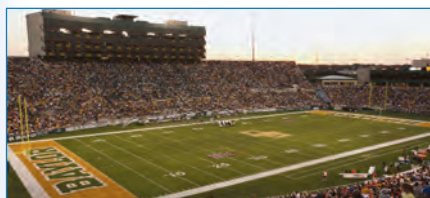
AT OKLAHOMA — OCT. 20

Gaylord Family Oklahoma Memorial Stadium

Norman, Okla.

Stadium Capacity: 82,112

www.soonersports.com



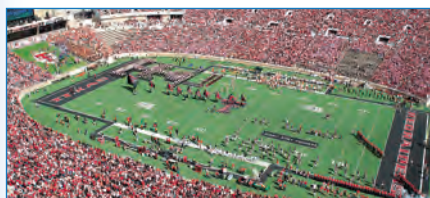
AT BAYLOR — NOV. 3

Floyd Casey Stadium

Waco, Texas

Stadium Capacity: 50,000

www.cyclones.com



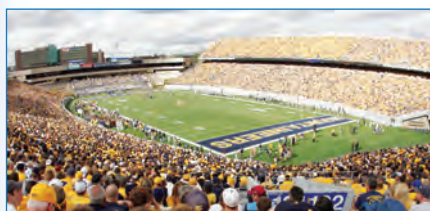
AT TEXAS TECH — NOV. 10

Jones AT&T Stadium

Lubbock, Texas

Stadium Capacity: 60,454

www.texas-tech.com



AT WEST VIRGINIA — DEC. 1

Milan Puskar Stadium

Morgantown, W.Va.

Stadium Capacity: 60,000

www.msnsportsnet.com





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all feel as Jayhawks.”

.....
Lori Anderson Piening
Austin, Texas
Life Member
.....

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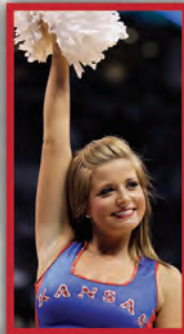
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ASSOCIATION**
The University of Kansas

**www.kualumni.org
800-584-2957**



BIG 12 FOOTBALL SCHEDULES

Team Date										
Sept. 1	SMU (Sept. 2)	Tulsa	South Dakota State	Missouri State	at UTEP	Savannah State	Wyoming	OPEN	Northwestern State	Marshall
Sept. 8	OPEN	at Iowa	Rice	Miami (FL)	Florida A&M	at Arizona	New Mexico	Grambling State	at Texas State	OPEN
Sept. 15	Sam Houston State	Western Illinois	TCU	North Texas	OPEN	Louisiana- Lafayette	at Ole Miss	at Kansas	New Mexico	vs. James Madison
Sept. 22	at Louisiana- Monroe (Sept. 21)	OPEN	at Northern Illinois	at Oklahoma	Kansas State	OPEN	OPEN	Virginia	OPEN	Maryland
Sept. 29	at West Virginia	Texas Tech	OPEN	OPEN	OPEN	Texas	at Oklahoma State	at SMU	at Iowa State	Baylor
Oct. 6	OPEN	at TCU	at Kansas State	Kansas	at Texas Tech	OPEN	West Virginia	Iowa State	Oklahoma	at Texas
Oct. 13	TCU	Kansas State	Oklahoma State	at Iowa State	vs. Texas	at Kansas	vs. Oklahoma	at Baylor	West Virginia	at Texas Tech
Oct. 20	at Texas	at Oklahoma State	at Oklahoma	at West Virginia	Kansas	Iowa State	Baylor	Texas Tech	at TCU	Kansas State
Oct. 27	at Iowa State	Baylor	Texas	Texas Tech	Notre Dame	TCU	at Kansas	at Oklahoma State	at Kansas State	OPEN
Nov. 3	Kansas	Oklahoma	at Baylor	Oklahoma State	at Iowa State	at Kansas State	at Texas Tech	at West Virginia	Texas	TCU
Nov. 10	at Oklahoma	at Texas	at Texas Tech	at TCU	Baylor	West Virginia	Iowa State	Kansas State	Kansas	at Oklahoma State
Nov. 17	Kansas State	at Kansas	Iowa State	at Baylor	at West Virginia	Texas Tech	OPEN	OPEN	at Oklahoma State	Oklahoma
Nov. 24	vs. Texas Tech	West Virginia	OPEN	OPEN	Oklahoma State	at Oklahoma	TCU	at Texas	vs. Baylor	at Iowa State
Dec. 1	Oklahoma State	OPEN	at West Virginia	Texas	at TCU	at Baylor	at Kansas State	Oklahoma	OPEN	Kansas



Jayhawk IMG Sports Marketing



The exclusive multimedia rightsholder for Kansas Athletics, Jayhawk IMG Sports Marketing, is regarded as the country's foremost collegiate sports marketing company and brings a national presence to the overall marketing and promotion of Kansas Athletics.

IMG produces and markets a variety of Kansas assets, including live radio play-by-play coverage of football and basketball games, weekly Kansas television shows with coaches Bill Self, Bonnie Henrickson and Charlie Weis, advertising in various athletics publications, all signage at university sporting events and corporate partnership programs.

IMG also is the rightsholder for more than 80 college athletics programs, conferences, bowl games & venues.

For more information on how you can be closely involved with Kansas Athletics as a corporate partner, contact Jayhawk IMG Sports Marketing at (785) 312-7555.

RADIO AFFILIATES FOR KANSAS BASKETBALL

Abilene/Salina	KSAJ-FM	98.5
Chanute	KKOY-AM	1460
Coffeyville/Independence/Fredonia	KGGF-FM	104.1
Concordia	KNCK-FM	94.9
Dodge City	KZRD-FM	93.9
Emporia	KVOE-AM	1400
Fort Scott	KMDO-AM	1600
Fort Scott	KOMB-FM	103.9
Garden City/Leoti	KWKR-FM	99.9
Glen Elder/Cawker City	KZDY-FM	96.3
Goodland/Colby	KWGB-FM	97.9
Great Bend/Larned	KBGL-FM	106.9
Hays	KAYS-AM	1400
Hutchinson	KSKU-FM	94.7
Iola	KIOL-AM	1370
Kansas City	KCSP-AM	610
Lawrence	KLWN-AM	1320
Lawrence	KKSW-FM	105.9
Liberal	KSCB-AM	1270
Marysville	KNDY-FM	95.5
Parsons	KLKC-AM	1540
Parsons	KLKC-FM	93.5
Phillipsburg	KKAN-AM	1490
Phillipsburg	KQMA-FM	92.5
Pittsburg/Girard	KSEK-FM	99.1
Russell	KRSL-FM	95.9
Topeka	WIBW-AM	580
Wellington	KWME-FM	93.5
Wichita	KFH-FM	98.7
Wichita	KFH-AM	1240
Winfield	KKLE-AM	1550

■ 31 stations in 26 markets



IMG



KIVISTO FIELD AT MEMORIAL STADIUM



Kansas will initiate its 92nd season of football at Memorial Stadium this fall with an overall home record of 244-224-16. The first stadium built on a college campus west of the Mississippi River, historic Memorial Stadium is the seventh-oldest collegiate stadium in the nation.

Located at the north base of Mt. Oread at 11th and Maine streets in Lawrence, it has a capacity of 50,071. In recent years the stadium complex has been the focus of major renovations, with more than \$30 million in improvements completed. Memorial Stadium is dedicated to the University of Kansas students who fought and died in World War I.

The playing field was named in 2006 to honor KU alumnus Tom Kivisto, Julie Kivisto and their family for their generosity to Kansas Athletics in general and to KU football in particular.

KU IN MEMORIAL STADIUM

Seasons: 92

Record: 244-224-16 (38 winning seasons)

Most Consecutive Winning Seasons: 6 (1943-48)

Most Games, Season: 7 (1981, '85, '86, 2001, '03, '06, '07, '08)

Most Wins, Season: 7 (2007)

Most Losses, Season: 5 (1954, '72, '78, '87, '88, 2001, '11)

Most Consecutive Wins: 13 (Oct. 28, 2006 – Oct. 11, 2008)

Undefeated Seasons: 8 (1921, '23, '45, '47, '51, '73, 2005, '07)

Most Points By KU: 86 vs. South Dakota State (Oct. 11, 1947)





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FACILITIES

ANDERSON FAMILY FOOTBALL COMPLEX

The Anderson Family Football Complex, completed in the Summer of 2008, is adjacent to Memorial Stadium next to the southwest corner of the stadium. The building includes offices, academic areas, a weight room, locker rooms, an audio-visual room, meeting rooms, a cardio room, a hydro-therapy room, a nutrition area and a display area.

The 80,000 square-foot football facility is the state-of-the-art centerpiece of a \$31 million football complex project, which also includes two new practice fields and additional parking.

Funding for this project was provided largely through the generosity of two University of Kansas alumni families — the Kivistos (former basketball team captain Tom Kivisto and Julie Kivisto), and the Andersons (Dana, Sue, Justin and Jean) — as well as several other families, including Charles and Sharon Lynch Kimbell (Hutchinson, Kan.), Frank Sabatini and family (Topeka, Kan.), and Ken Wagnon (Wichita, Kan.).

The entire Kansas Athletics family is indebted to these families for their generosity, and to all those who donated to this project. This facility better positions KU Football to compete with national powers in the Big 12 Conference and around the country.

MEMORIAL STADIUM

In 2010 we were pleased to share the newest addition to Memorial Stadium, the \$3.2 million video board. This new addition allowed Kansas fans the opportunity to enjoy an exciting new video and audio experience during gameday at Memorial Stadium. Funding for the video board is included in a five-year extension to Kansas Athletics' multi-media rights agreement with Jayhawk IMG Sports Marketing.

The board, which is a first-of-its-kind light-emitting-diode (LED) video display from Daktronics Inc., measures approximately 28 feet high by 85 feet wide. The technology and its control system will allow for complete flexibility in programming, operating as single giant display or divided into multiple zones (windows) to show a wide variety of statistics, information, graphics, animation, and live and recorded video.

The active area on the stadium's former video display, installed in 1999, was approximately 740 square feet. The display has an active video area three times that size — a total of approximately 2,380 square feet. Despite its size, the board fits within the structural footprint of the old unit in a conscious effort to preserve the tradition and integrity of the hill behind the scoreboard.





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STADIUM POLICIES

ALCOHOLIC BEVERAGE POLICY

No alcohol (including non-alcoholic beer and wine) may be brought into Memorial Stadium except in the Ward Family Scholarship Suites.

JAYHAWKS FAN CODE OF CONDUCT

Kansas fans pride themselves on a long tradition of good sportsmanship and conduct. In support of this tradition, Kansas Athletics' staff will proactively support a safe and fun experience for our guests. Kansas Athletics events will be free from the following behaviors:

- Foul, obscene, offensive or abusive language or actions
- Public intoxication or other signs of impairment related to alcohol consumption
- Possession or use of illegal drugs
- Smoking, except in designated areas
- Fighting and unruly or inconsiderate behavior
- Selling items, including tickets, on University grounds
- Interfering with the progress of the event, including throwing any object onto the field or going onto the playing surface
- Failing to follow rules/instructions of stadium personnel
- Sitting in a location other than the guest's ticketed seat
- Indecent or obscene clothing or signs
- Destroying property
- Conduct that endangers participants or spectators
- Criminal trespass

Those who choose not to follow Kansas Athletics' Fan Code of Conduct will be subject to ejection without refund. Ticket holders are responsible for their conduct and the conduct of their guests or persons occupying their seats. If you witness any patrons demonstrating the behaviors listed above during an event, please notify security (police officers, or usher in a red shirt/vest) or call (785) 864-2377.

SMOKING POLICY

Smoking is allowed only in designated areas on the east and west side ramps and outside the stadium. Smoking is not permitted in any outdoor seating area, scholarship suites, tunnels, press box, restrooms, lounges, or concession areas. Guests who fail to comply with this policy will be asked to cease smoking or to move to a designated smoking area. Those continuing to violate the ordinance will be removed from the stadium.



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STADIUM POLICIES

TROUBLE? TEXT US

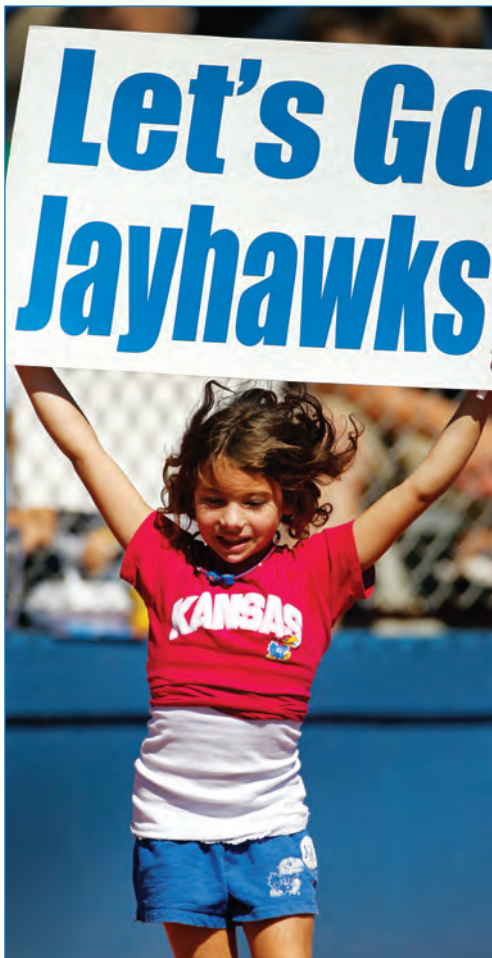
Fans at Memorial Stadium can use a text-messaging reporting system on game days to quickly summon KU event personnel. In case of an emergency, facility issue, or to report a disturbance in your area, send an SMS text message to 69050, keyword KUHELP. Then type in your issue and location. Standard SMS text messaging rates will apply. This is a two-way texting system that will allow KU event personnel to respond as needed.

PROHIBITED ITEMS

For the protection of our fans, the following items are not permitted in Kansas Athletics facilities and cannot be stored by Kansas Athletics personnel:

- Containers, bottles, cans, liquid containers and coolers (except for guests with special medical or dietary needs).
- Backpacks, duffle bags, No bags can be larger than 13 in. x 8 in. x 6 in. (small purses, diaper bags accompanied with infant will be allowed)
- Food, Video Cameras
- Umbrellas, strollers, bikes
- All weapons of any type, including concealed firearms and fireworks
- Poles/sticks of any kind
- Objects that obstruct another patron's view of the playing surface
- Horns, whistles, boom boxes and/or other noisemakers
- Any object that can be used as a missile
- Animals (except assistive animals for guests with disabilities)
- Anything that creates a nuisance or disruption
- Patrons are subject to visual inspection of person, parcels, bags, and clothing capable of concealing prohibited items. Patrons may refuse inspections but management reserves the right to refuse entry.

The University prohibits individuals from possessing, carrying or using weapons on property owned by or under the control of the University. The State of Kansas also prohibits the carrying of concealed weapons on University property. Violators will be asked to leave University property, and if they refuse to do so, such refusal may constitute an unlawful trespass.



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STADIUM POLICIES

SPORTSMANSHIP

Kansas fans pride themselves on a long tradition of good sportsmanship and conduct in Memorial Stadium. We appreciate and expect your cooperation by supporting the players, coaches and officials in a positive manner. Profanity, racial or sexist comments or other intimidating actions will not be tolerated and are grounds for removal from the stadium. Any spectator who interferes with the game by coming onto the field or throwing objects onto the field will be ejected from the stadium.

SOLICITATION POLICY

Kansas Athletics strives to enforce the University's solicitation policy on campus. The solicitation policy forbids commercial sales on campus. The resale of athletics event tickets on the KU campus, regardless of price charged, is not a permitted exception to the University's solicitation policy. Kansas Athletics will work with the University Public Safety Office to ensure that solicitation for sales, including athletics event ticket sales, does not occur on campus property. The practice of selling tickets, regardless of price charged, is not permissible on University grounds. Violators who sell tickets may be charged with trespassing. Kansas Athletics will notify University Public Safety, which will pursue any enforcement remedies deemed necessary. The enforcement policy applies to all ticket solicitors, not just professional ticket scalpers.

BANNERS

Banners should be no more than three feet high and must not obstruct fans' view of the field or Memorial Stadium signage. Signs, banners and flags that contain obscene language or speech are prohibited. Such signs will be removed and/or the possessors of such signs may be removed from the stadium. Kansas Athletics has the right to remove any banner at any time for any reason. Kansas Athletics expects and encourages spectators to bring signs that promote good sportsmanship and respect the rights and dignity of others.



TICKETING INFORMATION



TICKETS

All ticket booths will open three hours prior to kickoff and remain open until halftime. Ticket offices are located on the west side at the entrance of the press box, in the North Bowl area and at the southeast corner of Memorial Stadium. All patrons, regardless of age, require a ticket for admission. Patrons using youth tickets must be 17 years old or younger. For ticket information during the week call 1-800-34-HAWKS, (785) 864-3141 or log onto www.kuathletics.com.

WILL CALL

General Public/Suite Will Call	West side (street level)
KU Player/Guest	Gate 10, Northwest corner
Recruits, High School Teams and Coaches	Southeast ticket booth
Student-Athletes	Southeast ticket booth
Visiting Team Player/Guest/Will Call	Southeast ticket booth

A photo ID is required for the pick-up of all tickets.





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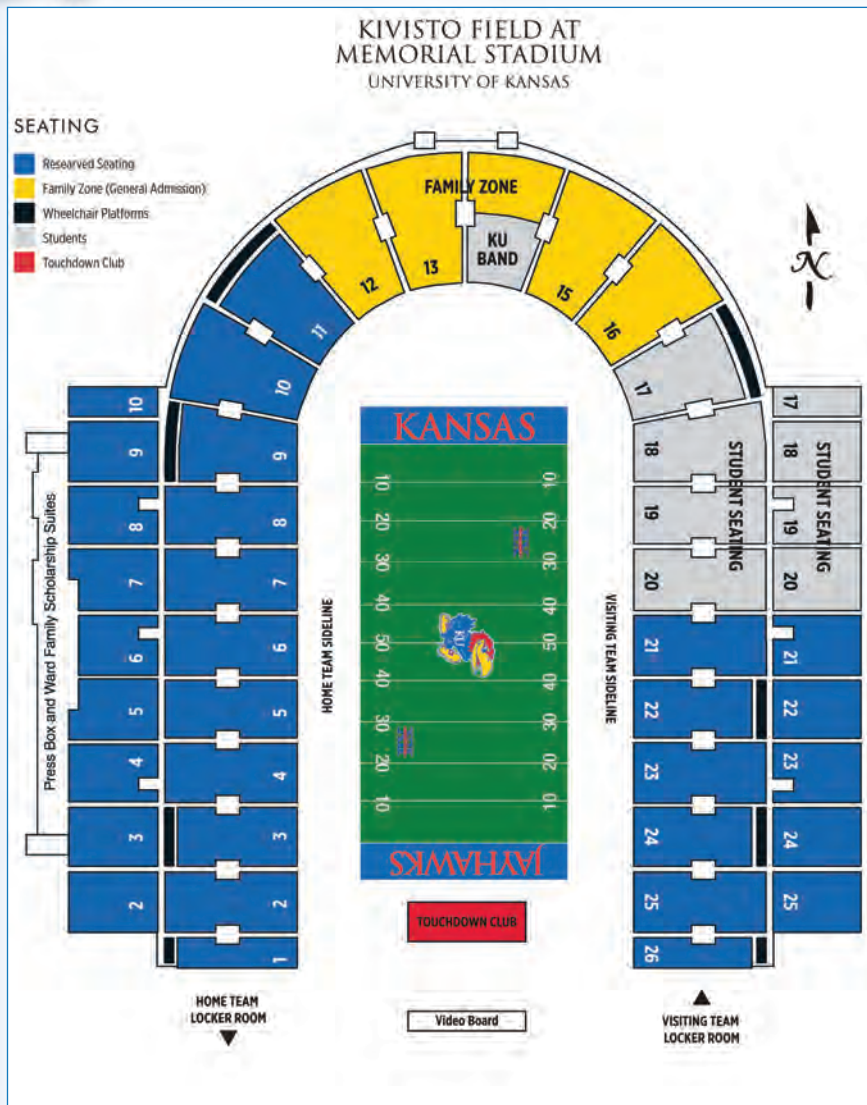


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MEMORIAL STADIUM SEATING MAP



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Order one (1) menu item and receive
1/2 price off second item of equal or
less value with the purchase
of two beverages

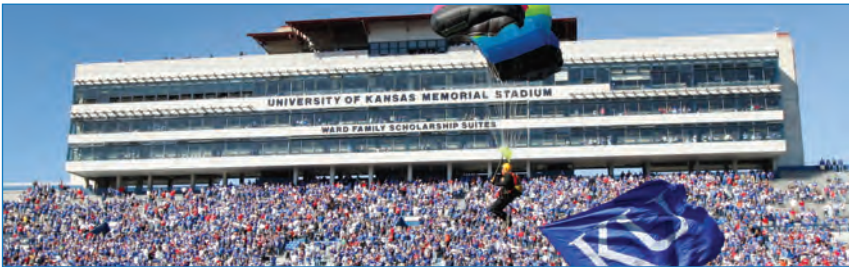
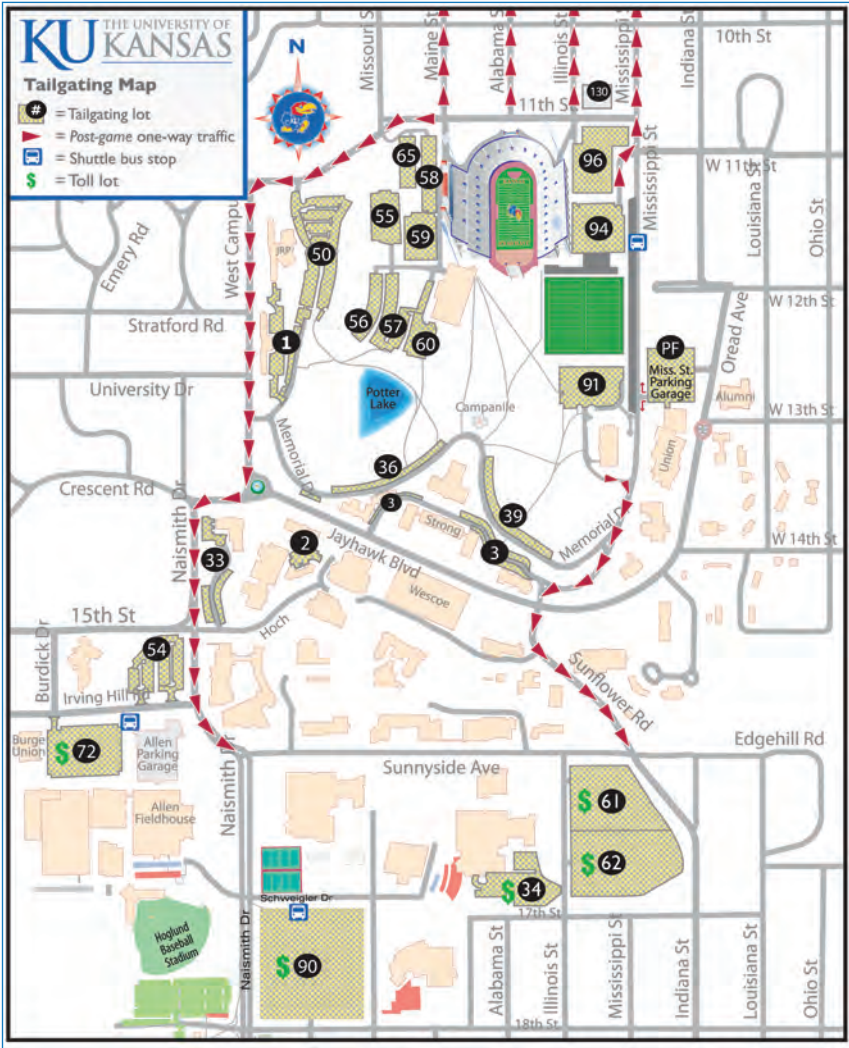


Barbeque

Sun-Thurs
11am-10pm

Fri-Sat
11am-11pm

MEMORIAL STADIUM PARKING AND TAILGATING MAP





PARKING INFORMATION

HANDICAPPED/LIMITED MOBILITY PARKING

Handicapped/Limited Mobility parking is available east of Memorial Stadium in Lot 94 and west of Memorial Stadium in Lot 59 on a first-come, first-served basis for \$20 per stall. Display your state-issued accessible license plate or hangtag and have your personal identification card with you. Enter at 11th and Maine St. or 11th and Mississippi St. and our parking personnel will direct you to the appropriate areas. If Lots 59 and 94 are full, an accessible Shuttle Bus is available from Lot 90 (east of Allen Fieldhouse) and Lot 72 (north of Allen Fieldhouse) for \$20 per stall. Enter Lot 90 at Naismith Drive and Schwegler Drive and Lot 72 from Irving Hill Road.

RESERVED PARKING

Because of limited parking space available at Memorial Stadium, it is important that you park in the lot assigned on your parking pass. There is a map on the back of your parking pass to assist you in finding the correct location. Violators will be ticketed and towed. There will be parking staff available to help you if you have any problems. Due to space limitations, we are unable to accommodate recreational vehicles in reserved parking areas. RV parking is available in Lot 90, for \$20 per stall used.

SHUTTLE BUS SERVICE/LIMITED MOBILITY BUS SERVICE

Shuttle bus services are available at Lot 72 on Irving Hill Road, and at the north side of Lot 90 south of Robinson Center across Naismith Drive from Allen Fieldhouse. Shuttle service runs from two hours prior to game time until kickoff and restarts at the end of the third quarter until 30 minutes after the game. Handicapped accessible shuttle buses are available from these lots as well.

Shuttle bus service is also available from downtown at the Lawrence Arts Center across the street from the New Hampshire Street Parking Garage and from the parking garage at 6th and New Hampshire. Fare is \$1 per person. Parking fees in the downtown garages are waived on game days.

OTHER PARKING

Parking is available in Lots 34, 61 and 62 (on Illinois Street, just south of Sunnyside), Lot 90 (Naismith Drive and Schwegler Drive across from Allen Fieldhouse), and in Lot 72 (on Irving Hill Road, north of Allen Fieldhouse), for \$20. There is a Shuttle Bus Stop at the north end of Lot 90. The bus stop for Lot 72 is on Irving Hill Rd. Recreational vehicles may park for \$20 per stall used in Lot 90 only. Shuttle service is not available from Lots 34, 61 and 62.

If you park on the streets around Memorial Stadium, please be sure to observe all parking signs and city ordinances to avoid a parking ticket.



CRIMSON & BLUE *Club*



JAYHAWK IMG SPORTS MARKETING

Jayhawk IMG Sports Marketing would like to thank its sponsors for their partnership and continued support of Kansas Athletics! The Crimson & Blue Club is a hospitality tent on the hill that is exclusive to Kansas Athletics corporate sponsors. This tent is a place to entertain guests, network & create business-to-business relationships while enjoying the atmosphere & experience of KU Football at Memorial Stadium.

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TAILGATING

Tailgating is permitted only in designated areas. Out of respect for other fans, please tailgate only in front of or behind your own parking space. Please keep traffic lanes open. Portable restroom facilities have been provided in parking areas surrounding Memorial Stadium for your convenience.

The tailgating guidelines are designed for Jayhawk fans of all ages so that all of our guests have a safe and enjoyable time at the game. We want everyone to enjoy the game day experience, including responsible tailgating before the game.

HOSPITALITY TAILGATE TENT

Kansas football fans can reserve a hospitality tailgate tent on Campanile Hill by contacting Kansas Athletics at 785-864-6220. Fans wishing to set up their own tent may do so on gameday only. Kansas Athletics reserves the right to remove any tent set up on Campanile Hill prior to gameday. Individual tailgate tents must be portable and should not require stakes longer than 12 inches. Vehicles will not be allowed on Campanile Hill to set up personal tailgate tents.



TAILGATING RULES

- The 24 parking lots adjacent to Memorial Stadium have been designated as the "Proud to be a Jayhawk," fund-raising activity tailgating area. Consistent with Board of Regents and University policies, alcohol may be consumed at university-sponsored fund raising events.
- Alcohol may be consumed only during a three-hour period before kickoff and during halftime in the designated tailgating area. Consumption of alcoholic beverages must end 30 minutes following the opening kickoff and 15 minutes following the second half kickoff. Alcoholic beverages must be transported off-campus following the end of the game.
- Designated tailgating areas are clearly marked by signage throughout campus. Consumption of alcoholic beverages is not permitted outside of the designated tailgating areas. Underage drinking, disorderly conduct or other unlawful conduct will not be tolerated.
- No kegs or other containers with a capacity greater than one gallon may be brought into the area. Fans are strongly encouraged not to use or bring glass containers into the tailgating areas.
- Alcohol may not be brought into Memorial Stadium.
- No alcohol will be sold in the tailgating areas, in Memorial Stadium or elsewhere on the KU campus.
- Individuals on foot will be allowed to bring their picnics into the designated tailgating areas.
- Guests should tailgate in front of or behind their own vehicle only and all fans are asked to be considerate of their tailgating neighbors. Vehicles may occupy **ONLY ONE** parking space and the saving of parking spaces is not allowed.
- Adults should be aware of their children's location at all times.
- Guests are asked to dispose of trash in proper receptacles and extinguish their flames and grills safely. There will be no flames or grills permitted in the Mississippi Street Garage (PF). Grills may be used outside of the garage on grassy areas.
- Parking lots and roadways should be kept clear of tailgating games, e.g., ball-tossing. Please use the grassy areas to play games. Fans are asked not to block or impede other vehicular traffic before, during or after the game.

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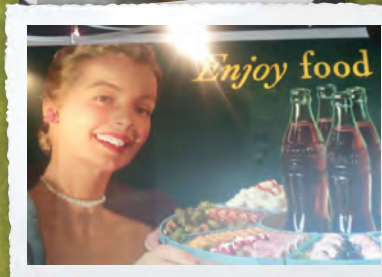
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DIRECTIONS

FROM THE EAST (KANSAS CITY INTERNATIONAL AIRPORT)

Kansas City International Airport is 60 miles to the northeast. As you exit the airport, turn right onto I-29 South. Continue on I-29 for about 4 miles; West on Rte. 152 for about 5 miles; South on I-435 to the junction of I-70 West. Take I-70 West to Lawrence. Exit I-70 at exit #202 (West Lawrence). Follow Iowa Street to 9th Street, turn left on 9th Street, to Mississippi Street, turn right on Mississippi Street, to W. 11th Street, leading to Memorial Stadium. Allow one hour driving time from KCI to Lawrence.

FROM THE WEST (FORBES FIELD)

Forbes Field is located in Topeka, Kansas, approximately 30 miles west of Lawrence. Travel on Highway 75 North to I-70 East to the West Lawrence Kansas Turnpike exit #202, which will lead to Iowa Street. Follow Iowa Street to 9th Street, turn left on 9th Street, to Mississippi Street, turn right on Mississippi Street, to W. 11th Street, turn right on W. 11th Street, leading to Memorial Stadium. Allow 45 minutes driving time from Topeka to Lawrence.

FROM THE SOUTHWEST (WICHITA MID-CONTINENT AIRPORT)

Wichita Mid-Continent Airport is located in Wichita, Kansas, approximately 165 miles west of Lawrence. As you exit the airport, merge onto Highway 54 East to I-35 North toward El Dorado/Kansas City. Continue on I-35 North to I-335 North. I-335 becomes I-470 East, which will become I-70. Travel on I-70 for 18 miles to the West Lawrence Kansas Turnpike exit #202, which will lead to Iowa Street. Follow Iowa Street to 9th Street, turn left on 9th Street, to Mississippi Street, turn right on Mississippi Street, to W. 11th Street, turn right on W. 11th Street, leading to Memorial Stadium. Allow two hours and 40 minutes driving time from Wichita to Lawrence.



COMPLIANCE CORNER: ASK BEFORE YOU ACT!

WHO IS A BOOSTER?

Anyone who has, in any way, promoted the athletics program at the University of Kansas:

- Members of the Williams Education Fund (WEF);
- Season Ticket Holders;
- Members of sports' booster clubs;
- Made a financial donation to Kansas Athletics; or
- Provided any type of benefit to a current student-athlete.

Once an individual has been identified as a booster, he/she retain this identity indefinitely.

Under NCAA rules, Kansas Athletics is responsible for all actions of its boosters. Boosters found in violation of NCAA rules are subject to losing benefits and privileges, including season tickets. In addition, the NCAA Committee on Infractions may require the institution to disassociate boosters who have violated NCAA rules and regulations.

RECRUITING ACTIVITIES

Any contact by a booster, alumnus or other representative of Kansas Athletics' interests for the purpose of recruitment is strictly and clearly prohibited (this restriction includes contact via Twitter or Facebook). Only NCAA-certified coaches and Kansas Athletics department staff members can be involved in the recruiting process.

It is not permissible to contact a student-athlete at another institution for the purpose of soliciting his/her enrollment to Kansas.

If you know of a high school student-athlete who may be interested in attending KU, we encourage you to call the appropriate KU coach. Contacting a KU coach is the only permissible recruiting activity in which boosters may participate.

TICKETS

NCAA rules allow KU to provide complimentary tickets to contests in which our student-athletes participate. You should never contact one of our current student-athletes requesting use of his/her complimentary tickets to an athletics contest.

If you are a season ticket holder to one of our sports, you should not use your tickets for

recruiting purposes (e.g., providing them to high school athletes or their relatives).

EMPLOYMENT

Once a prospect has signed a National Letter of Intent (NLI), it is permissible for an athletics representative to contact a prospect regarding summer employment. The compensation for such employment must be commensurate with the going rate for similar services in the area (same benefit to all employees) and he/she may only be paid for the work actually performed. Prior to arranging summer employment for a prospect, please contact the Compliance Office.

It is permissible to employ our current student-athletes, either during the academic year or the summer. Compensation may be paid only for the work actually performed and at a rate commensurate with the going rate in that locality for similar services.

AUTOGRAPHED ITEMS/REQUESTS

Permissible:

- Individuals can seek a student-athlete's autograph for personal use.
- A non-profit or charitable organization (excluding high school groups) can request an autographed item.

All requests should go to the Kansas Athletics Marketing Office at 785-864-4962.

Impermissible:

- Sell, trade, or barter an autographed item for personal gain (e.g. E-bay, Craigslist).
- Use the name, picture or likeness of a student-athlete to promote the sale of a product for personal or commercial financial gain.

Help us ensure the continued success of Kansas Athletics by contacting the Compliance Office if you know about or have information pertaining to a violation of NCAA rules.

Please contact:

Kansas Athletics Compliance Office
1651 Naismith Drive
Lawrence, Kansas 66045-4069
Phone: 785-864-4200; Fax: 785-864-5289
E-mail: compliance@ku.edu

You can follow us on Twitter (@jayhawkcomply) and Facebook (KUCompliance)



STADIUM INFORMATION



ASSISTANCE

For assistance please contact event personnel (red shirt/vest) in your area or call (785) 864-2377.

ATM

For your convenience an ATM is located on the lower level concourse, west side, at section 6.

CONCESSIONS

General concessions will be available in all areas when the gates open. Concessions are located throughout the ground level concourse and the east and west side of the third level concourse.

STADIUM INFORMATION



FAN INFORMATION

Fan Information is located on the lower concourse at Section 10. Lost and found is located in the Fan Information Center. If you discover a missing item after you leave the stadium you may call 785-864-4210 Monday through Friday 8 a.m.-5 p.m.

GATES

Gates open one and a half hours before kickoff. Everyone, regardless of age, must have a ticket or credential to enter. Fans are allowed to leave and re-enter at halftime after receiving a re-entry stamp at most gates.

HANDICAPPED/LIMITED-MOBILITY DROP-OFF ZONE

Handicapped accessible and limited-mobility shuttle buses will pick up patrons on Irving Hill Road for Lot 72, and at the north side of Lot 90 on Schwegler Drive. The shuttle bus will drop off on the southeast corner of Memorial Stadium or on the west side by the ticket booth (whichever side the patrons request). Should an alternate pick-up and drop-off point be required, limited-mobility patrons can go to the same locations that the regular shuttle bus goes to; those drivers will contact the limited-mobility/handicapped bus to pick them up. To drop off a limited-mobility or handicapped individual, the driver may enter at 11th and Maine St. to drop off the person by the main ticket booth and exit via the entrance.

LOST CHILDREN

Every child should be told to contact the nearest event staff personnel (red shirt/vest) should he/she become lost. Lost children will be taken to Fan Information on the lower concourse at Section 10. Parents looking for a lost child should go to Fan Information.



STADIUM INFORMATION

RESTROOMS

Men's and women's restrooms are located throughout the lower level east and west concourses and on the third level of Memorial Stadium. Two family restrooms are located on the lower-level east concourse and two on the lower-level west concourse. All family restrooms are equipped with diaper-changing stations. All third-level restrooms on the east and west concourses of Memorial Stadium are equipped with diaper-changing stations. Handicapped accessible restrooms are located on the lower levels and may be accessed by elevators on the east and the west side of the stadium.

STUDENT ENTRANCE

The student entrance is located on the northeast side of Memorial Stadium. All student ticket holders must enter at this location. The student entrance gates will open two hours prior to kickoff.

MERCHANDISE

KUStore.com stands are located throughout the lower level concourse of Memorial Stadium for your merchandise and souvenir needs. Only Kansas Athletics can authorize the sales or distribution of promotional or merchandise items to fans near Memorial Stadium.

PROGRAMS

Programs are available on the lower level east and west concourses, and at Fan Information at Section 10.

SUITES

The Ward Family Scholarship Suites are restricted to those individuals with suite tickets or guest passes, and those individuals with proper credentials for working in the press box area. Suites will be open two hours prior to kickoff. Suites will close one hour after the conclusion of the game.

TOUCHDOWN CLUB

The Touchdown Club is restricted to those individuals with Touchdown Club tickets. The Touchdown Club will be open one hour prior to kickoff. The Touchdown Club will close immediately after the conclusion of the game.



ROCK CHALK COMMUNITY PARTNERS



The Rock Chalk Community Partners Program is a valuable way for companies to become associated with Kansas Athletics. In collaborating with Kansas Athletics, Rock Chalk Community Partners receive benefits that allow opportunities to reward key employees, solidify client relationships, network with other area businesses, and gain exposure. Furthermore, as a Rock Chalk Community Partner, your organization will profit and gain credibility from a relationship with one of the best intercollegiate athletics programs in the country!



JAYHAWK IMG SPORTS MARKETING WOULD LIKE TO THANK...



Ritzman Lawn Care, Inc.
Leander Health Technologies
Lawrence Chamber of Commerce
Eccentricity Too
Petroleum Electric
KC BioMedix
Holiday Inn – Lawrence
Mission Electronics, Inc.

L&J Building Maintenance
Advanced Homecare LLC
Owen's Flower Shop
Hair Experts Salon & Spa
Campus Apartments
GTM Sportswear
KMD Enterprises

For questions or to join Rock Chalk Community Partners, call Amy Farrow at Jayhawk IMG Sports Marketing at 785-312-7555 ext. 117 or by email at amyfarrow@imgworld.com



STADIUM INFORMATION

WHEELCHAIR SEATING

Wheelchair seating is located in the black shaded areas on the seating map. Space is available for one person and one attendant with two additional companion seats if space is available. Wheelchair seating is accessible by elevators on the east and west sides of Memorial Stadium. Persons with limited mobility or others needing special assistance to reach their seats should contact the Athletic Ticket Office at 785-864-3141. There are three elevators located on the west side of the stadium at street level and there is one elevator located on the east side of the stadium.

EMERGENCY SERVICES

AMBULANCE: Located in South end zone and at the Lawrence Memorial Hospital Medical Aid Station in Section 23, East side lower concourse.

MEDICAL AID: The Lawrence Memorial Hospital Medical Aid Station is located on the lower level concourse, east side, at Section 23. Open one and a half hours prior to kickoff and closed 30 minutes after the game.

POLICE COMMAND CENTER: Located in the lower level concourse, east side, at Section 24.

In case of an emergency call 785-864-4808 or dial 911

The University of Kansas and Kansas Athletics prohibit discrimination on the basis of race, color, ethnicity, religion, sex, national origin, age, ancestry, disability, status as a veteran, sexual orientation, marital status, parental status, gender identity, gender expression and genetic information in the University's programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Director of the Office of Institutional Opportunity and Access, IOA@ku.edu, 1246 W. Campus Road, Room 153A, Lawrence, KS, 66045, (785)864-6414, 711 TTY.

NUMBERS TO NOTE

Compliance Office.....	864-4200
Facilities Office	864-4210
Football Offices.....	864-3392
KU Parking & Transit.....	864-PARK (7275)
KU Police	864-5900
KUStore	864-1119
Lost & Found.....	864-4210
Media Relations.....	864-3417
Ticket Office	864-3141
	(800.34.HAWKS)
Williams Education Fund.....	864-3946

Area Code (785)
Memorial Stadium
1101 Mississippi Street
Lawrence, KS 66045





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To sign up, visit

<http://j.mp/jrjay>



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This Fall, come cheer on the
football team and celebrate your
birthday on the hill! A birthday on
the hill is only \$299 and includes:
20 game tickets, food and drinks,
a Jayhawk cake, access to the
Birthday tent and Hy Vee Hawk
Zone, a birthday mention on the
video board, and more!

To book your party call us at

785-864-7988



KUTICKETS.COM

800-34-HAWKS

KUATHLETICS.COM



JAYHAWK TRADITIONS



KU FIGHT SONG — I'M A JAYHAWK

Talk about the Sooners, Cowboys and the Bears,
Aggies and the Tiger and his tail.
Talk about the Wildcats, and the Cyclone boys,
But I'm the bird to make 'em weep and wail.
Chorus:

'Cause I'm a Jay, Jay, Jay, Jay, Jayhawk,
Up at Lawrence on the Kaw—
'Cause I'm a Jay, Jay, Jay, Jay, Jayhawk,
With a sis-boom, hip hoorah,
Got a bill that's big enough
To twist a Tiger's tail,
Rope some 'Horns and listen
To the Red Raiders wail—
'Cause I'm a Jay, Jay, Jay, Jay, Jayhawk,
Riding on a Kansas gale.

KU ALMA MATER — CRIMSON AND THE BLUE

Far above the golden valley
Glorious to view,
Stands our noble Alma Mater,
Towering towards the blue.
Lift the chorus ever onward,
Crimson and the Blue
Hail to thee our Alma Mater
Hail to old KU.
Far above the distant humming
of the busy town,
Reared against the dome of heaven
Looks she proudly down
Greet we then our foster mother,
Noble friend so true,
We will ever sing her praises
Hail to old KU

ROCK CHALK CHANT

The Rock Chalk Chant has been the battle cry of KU fans for over 100 years.
Rock-chalk-Jay-Hawk, K-U-U-U
Rock-chalk-Jay-Hawk, K-U-U-U
Rock-chalk-Jay-Hawk-K-U, Rock-chalk-Jay-Hawk-K-U, Rock-chalk-Jay-Hawk, K-U!



HISTORY OF THE JAYHAWK

Mascots are believed to bring good luck, especially to athletic teams. Just about every college claims a mascot. The University of Kansas is home of the Jayhawk, a mythical bird with a fascinating history. Its origin is rooted in the historic struggles of Kansas settlers. The term "Jayhawk" was probably coined about 1848. Accounts of its use appeared from Illinois to Texas. The name combines two birds — the blue jay, a noisy, quarrelsome thing known to rob other nests, and the sparrow hawk, a stealthy hunter. The message here: Don't turn your back on this bird. Rock Chalk, Jayhawk!



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Illinois



OCT. 06
@ Kansas St.*



OCT. 13
OKLAHOMA ST.*



OCT. 20
@ Oklahoma*



OCT. 27
TEXAS*



NOV. 03
@ Baylor*



NOV. 10
@ Texas
Tech*



NOV. 17
IOWA ST.*



DEC. 01
@ West Virginia

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