



# LAMBEAU FIELD POLICIES AND PROCEDURES

**Teamwork. Integrity. Excellence.**

*These values define the winning culture of the Green Bay Packers.  
We are delighted that you have decided to become a part of the tradition of Lambeau Field.*



## ACCESS TO EVENT SPACES

If your event is held on the Associated Bank Club Level/4th floor, your attendees will be asked to access this area via the escalators. The Club Level is a secured floor that is not open to the general public. By utilizing the escalator to access your event, the Green Bay Packers Guest Services staff are able to assist with ensuring that access is limited to your guests/attendees only. Should you have a guest/attendee with mobility concerns, elevator access is available to the 2nd floor. Exit the elevator on the 2nd floor and ask Guest Services for assistance to the 4th floor.

If your event takes place on the Associated Bank Club Level / 4th floor, you and your guests will enter through the American Family Insurance Gate. If your event takes place in the North End, you and your guests will enter through the Bellin Health Gate and access is all via elevator. If your event takes place in the South End, you and your guests will enter through the South Gate and access is all via elevator.

## ANIMALS

For the safety and comfort of all our visitors, animals are not permitted in Lambeau Field. Guide, signal or service dogs (as defined by law) are allowed in Lambeau Field. All sanitary needs for animals are the responsibility of the guest.

## ATRIUM ACCESS

The Lambeau Field Atrium is open to the general public daily, beginning at 8:00 a.m. on weekdays, 9:00 a.m. on Saturdays and 10:00 a.m. on Sundays, with the exception of gamedays. Should your event be scheduled to begin prior to 8:00 a.m., the Atrium doors will be opened 15 minutes prior to the start of your first scheduled function. Special arrangements for admittance can be arranged for set-up time. Please coordinate this with your Event Coordinator.

## CONFERENCE MATERIALS/USE OF CARTS

Materials brought into Lambeau Field requiring the use of a cart will be directed to the Lambeau Field loading dock, visiting team bus bay, or other designated entrance. This includes entertainment, conference materials, wedding cakes, centerpieces, etc. The loading dock is staffed from 7:00 a.m. to 3:30 p.m. Monday – Friday. Weekend deliveries are by appointment only, please discuss arrangements with your Event Coordinator. For security reasons, please provide the name of the vendor/person along with company name, time of arrival, as well as a description of the delivery to your Event Coordinator for admittance. The loading dock and visiting team bus bay are secured areas and you will need to be escorted by a member of the Events Department. Failure to provide this information in a timely manner may cause a delay upon arrival. When arriving at Lambeau Field, please check in at the Security Building located at the South End of the stadium (enter Parking Lot 1 off of Oneida Street). The entrance to the building is the glass door facing East. The lobby will be open Monday through Friday 8 a.m. to 5 p.m. Outside these hours, an intercom is available outside the exterior door to call the security office. Security will verify you are cleared to enter the stadium and provide instructions on where to enter.

If you have several persons/exhibitors that need to utilize the loading dock, visiting team bus bay, or other designated entrance, we recommend that you stagger arrival times in 10-15 minute increments. Based on the items that you need to bring in and the number of loads, we encourage you and your exhibitors to provide your own cart/carts to expedite the process.

The use of carts is prohibited on the public passenger elevators. Our freight elevator is accessible through the loading dock and prior arrangements must be made with your Event Coordinator. Under no circumstances can carts be brought in through the following Lambeau Field entrances: Miller Lite, American Family Insurance, or Oneida Nation Gates.



## **CONTRACT/CONFIRMATION**

When you have selected the date for your event at Lambeau Field, a contract will be sent to you to confirm the date. Your signature is required on the contract, which should be returned by the date specified, accompanied with a deposit. The deposit due is 50% of the room rental fee. The deposit, when received, is non-refundable. If you need to reschedule your date, your deposit will be applied to the new date if booked within a specified time period. If you need to reschedule the date more than once, your deposit may be forfeited.

There are no events held at Lambeau Field on home gamedays or the day after a home game.

## **DECORATING**

Due to the structure of the building, helium balloons are not allowed. Balloons used to decorate, other than helium-filled, are acceptable. The use of glitter and/or confetti to decorate banquet tables is not allowed. Additional clean up fees will be assessed if glitter or confetti is utilized. The use of fog or vapor machines is prohibited.

No staples, tacks or adhesives are allowed on any walls or doors within Lambeau Field. Limited size banners are acceptable and will be hung by the Green Bay Packers staff. Banners should be delivered to the Events Department prior to the event date. Banners, signs, and pictures may only be placed in the areas that have been reserved for the event. Banners cannot be hung in the main Atrium to be viewed by the general public unless they have been pre-approved.

Candles may be used on tables if securely supported on substantial noncombustible bases in locations to avoid danger of ignition. The candle flames must be protected.

## **ENTERTAINMENT**

Should you have entertainment at your function, please provide the name and phone number of your entertainment company/entertainer to your Event Coordinator. On the day of your event, your entertainment provider will be required to load-in/load-out per the directions provided by your Event Coordinator.

Due to the layout of the facility, entertainment is not allowed on the North Balcony unless special arrangements are made and will depend on other functions occurring on the same date.

Custom price quotes for live entertainment/setup requirements (stage, power, greenroom, etc.) will be provided.

## **EXPOSITION SERVICES**

Lambeau Field does not provide drayage services, but we can recommend local companies/contractors or you can utilize a company of your choice. There is an electrical charge for all booths and table top exhibits that request power. Please coordinate these requests with your Event Coordinator.

## **FOOD AND BEVERAGE SERVICE**

All federal, state, and local laws with regard to food and beverage purchase and consumption will be strictly enforced. Lambeau Field will not dispense alcoholic beverages to anyone under legal drinking age or to any parties considered under the influence of alcohol. It is therefore policy that no liquor, beer, or wine may be brought in from outside sources. The Green Bay Packers desire that all guests have a memorable experience at Lambeau Field. For this reason, we adhere to a maximum of two (2) alcoholic beverages per person for each transaction.

Last call is 11:30 p.m. or prior for all events.

All food and beverage consumed on the premises must be purchased through our caterer, Delaware North. Any remaining food shall not be taken from the premises.

Lambeau Field has transitioned to entirely cashless payment systems. All "cash basis" bar sales will need to be settled with credit/debit card payment methods.

## **GUEST SERVICES**

The Guest Services desk is located inside the Atrium. Information regarding Lambeau Field can be obtained from a representative 8:00 a.m. - 5:00 p.m. Monday - Friday, 9:00 a.m. - 5:00 p.m. Saturday and 10:00 a.m. - 5:00 p.m. Sunday.

## **INSURANCE REQUIREMENTS**

Client shall, upon request, provide and keep in force during the event, from insurance companies authorized to do business in Wisconsin and with a minimum rating of A- or better (as determined by A.M. Best Company), commercial general liability insurance as follows:



(I) Minimum commercial general liability insurance containing coverage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate including coverage for personal injury and contractual liability.

(II) The Green Bay Packers, Inc. (the "Packers"), the City of Green Bay (the "City"), Green Bay/Brown County Professional Football Stadium District (the "District"), the Lambeau Field Atrium, Inc. ("LFA") and Caterer (together the "Additional Insured(s)"), each of whom shall be named as additional insured parties on ALL Client's liability insurance policies. Such policies shall contain a clause providing in substance that it will not be cancelled or any material provisions thereof amended adversely to the Additional Insured(s). Said coverage will (i) be primary insurance and the insurer shall be liable for the full amount of any loss up to the total limit of liability required without the right of contribution of any other insurance coverage held by the Additional Insured(s) and (ii) also include waivers of subrogation in favor of the Additional Insured(s).

(III) As a precondition to exercising its rights hereunder and in conformity with the above, Client shall provide evidence of such coverage thirty (30) days prior to the event via an Accord certificate of insurance;

(IV) Client shall be responsible for insuring all property of which it/they own or maintain that is brought on the premises;

(V) Client shall maintain, at its own cost and expense, workers compensation insurance in respect of all employees and any borrowed, leased or other person to whom such compensation may be payable by Client.

## **MEAL GUARANTEES**

Guarantees are required for the number of persons attending your event by 11:00 a.m. seven (7) business days prior to the event date. This number will be considered a guaranteed number for attendance, not subject to reduction. If no guarantee is received, the estimated number of guests on the Event Order will be considered the guarantee. If attendance falls below the guarantee, the licensee is responsible for the number guaranteed.

## **PARKING**

Parking is provided on a complimentary basis.

Events taking place inside the Atrium should park in Lot 3 off of Lombardi Avenue and enter the stadium at the American Family Insurance Gate. Events taking place in the North End should park and enter the stadium at the Bellin Health Gate. Events taking place in the South End should park at the Fleet Farm Gate and enter the stadium at the South Gate. There are a limited number of parking space available at the South Gate entrance.

Buses are allowed to enter Lot 3 and drop off in front of the American Family Insurance Gate. The bus should then park in the northwest corner of the parking lot near the intersection of Ridge Road and Lombardi Avenue. If you are hosting an event in the North End or South End, please make bus drop off and parking arrangements with your Event Coordinator prior to your event date.

## **PAYMENT**

Payments can be made by credit card or a check made payable to the Lambeau Field Atrium. Payment for your event, including the estimated food and beverage charges, room rental, and any ancillary charges, is required at least seven (7) business days prior to your event date. A credit card on file is required to guarantee payment of any additional costs incurred the day of the event.

The following credit cards are accepted: Visa, MasterCard, Discover and American Express.

If you are tax exempt, please inform the Event Sales Department at the time of booking your event and also on your contract where indicated. A copy of your Wisconsin Certificate of Exemption Status will be required for our files. Estimated charges will include state tax if this document is not provided.

## **PHOTOS**

The licensee grants to the NFL, the Packers, and their designees the irrevocable permission to use his or her voice or likeness in any media now or hereafter existing in connection with all or any part of said event, for any purpose whatsoever, including the commercial purposes of the NFL, the Packers, and their sponsors, licensees, advertisers, or broadcasters.

## **ROOM SET-UP CHANGES**

There will be an additional charge for "Changing the Room Set-up" on the day of the function once the room has been set up as per your original order. For groups up to 30 (\$50), groups up to 50 (\$75), groups up to 100 (\$125), and groups above 100 (\$150).



**SET-UP/AUDIO VISUAL SERVICES**

Your room rental fee provides for basic set-up of your function space to include: tables, chairs, staging, standard table linens and linen napkins, dinnerware, security, and basic audio visual. A list of audio visual services is available upon request. You are allowed to bring in your own equipment or utilize an outside contractor of your choosing. If choosing an outside contractor, please notify the Event Sales Department or your Event Coordinator.

**SHIPPING**

Customers or exhibitors shipping material and/or equipment to Lambeau Field prior to the event must receive permission and acknowledgement from the Events Department. Packages will not be accepted earlier than three (3) working days prior to the event date. Delivery hours are Monday-Friday, 7:00 a.m. to 3:30 p.m. Weekend deliveries are by appointment only, please discuss arrangements with your Event Coordinator. Please mark clearly and label as follows:

*Hold for: Name of Guest, Name of Conference, Date(s) of Conference*

**Lambeau Field Events Department  
ATTN: Coordinator Name  
1265 Lombardi Avenue  
Green Bay, WI 54304**

Receiving, handling, and shipping charges may apply. Material Handling Forms will be provided by Lambeau Field should fees apply. Payment is required prior to the date of the event. No COD packages will be accepted. Availability of storage space is limited. If you are shipping large amounts of materials, this must be approved through the Events Department.

**STADIUM AND HALL OF FAME TOURS**

If you would like to add a Lambeau Field Stadium Tour or self-guided tour of the Green Bay Packers Hall of Fame to your event, this can be arranged through your Event Coordinator prior to your event date.

**USE OF LOGOS**

Due to license restrictions, the Packers "G" as well as the Lambeau Field logo cannot be utilized or reproduced and should not be used to advertise the event on invitations, posters, banners, or media advertisements. Use of any images and/or trademarks must be approved in writing by the Green Bay Packers' Sales and Business Department.

**UTILITIES**

For safety reasons, installation of all utility services involving electrical, water, Internet (hard wire), and telephone connections must be performed by a Lambeau Field staff member. All electrical connections must be in accordance with the Electrical Code. Not all outlets in the building are live and must be programmed a minimum of seven (7) business days in advance. All electrical cords, sound cables, or other trip hazards must be safeguarded. All extinguishers, hydrants, and fire department connections must be unobstructed at all times.

**WEDDINGS**

Please have your vendors check in at the Security Building located on the South End of the stadium to be directed to the correct event location for drop off & load-in. Please advise your Event Coordinator of the name of all of the person(s) making any delivery, as well as, the anticipated time of arrival and phone number. Wedding cakes from a licensed bakery are not to be delivered more than three (3) hours prior to the start of your event.

All decorations must be removed at the conclusion of the event. Please make sure that any decorations used, other than flowers, are pre-approved. Your entertainment/entertainer should set up prior to the start of your event. Please instruct them to contact your Event Coordinator for load-in information.

Lambeau Field and the Green Bay Packers are not responsible for any items left on the premises before, during, or after the event.

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**ON BEHALF OF THE GREEN BAY PACKERS AND THE LAMBEAU FIELD EVENTS TEAM,  
THANK YOU FOR YOUR BUSINESS!**

