

LOS ANGELES  
MEMORIAL  
COLISEUM



**L.A. MEMORIAL  
COLISEUM**  
PROMOTER GUIDE

## GREATEST STADIUM IN THE WORLD

The Los Angeles Memorial Coliseum, located in downtown Los Angeles and Exposition Park is the “Greatest Stadium in the World” with a history, legacy and connection like no other. The Coliseum is truly one of the most venerable sport monuments in America today with countless historic events and milestones taking place inside its walls during nine decades of celebrated history. Home to the USC football team since 1923, and a designated National Historic Landmark, the Coliseum has also hosted two Super Bowls (I and VII), a World Series (1959), and two Olympiads (X and XXIII) with a third Olympiad (XXXIV) coming in 2028.

Along with the adjacent Sports Arena, which closed its doors in 2016, the Coliseum is credited with helping to start the migration of professional sports teams to the West Coast. The complex provided a home for the Rams (1946-79 & 2016-2019), the Dodgers (1958-61), the Lakers (1960-67), and has also been home to a variety of Southern California teams, including: the Raiders (1982-94), UCLA Football (1933-81), Chargers (1960), Clippers (1984-99), USC Basketball (1959-2006), UCLA Basketball (1959-65), Cobras (1988, Arena Football), Ice Dogs (1995-96, IHL), Sharks (1972-74, WHA), Stars (1968-70, ABA), and Kings (1967, NHL).

The Coliseum has also welcomed a wide range of diverse and legendary events, such as entertainer Evel Knievel (1973), a Papal Mass by Pope John Paul II (1987), Nelson Mandela’s “Crusade against Apartheid” (1990), visits from several U.S. Presidents (FDR, JFK, and Reagan, to name a few), and endless sold-out concerts from such iconic artists as Pink Floyd, U2, The Who, Metallica, Bruce Springsteen, The Rolling Stones, U2, Pink Floyd, Van Halen, Bad Bunny, Drake, Los Bukis and many more.

In 2013 the University of Southern California signed a lease agreement with the City of Los Angeles to manage and operate the Coliseum for the term of 98 years. In 2019, USC completed a \$315 million dollar building renovation returning the Coliseum to its world-class venue status. Every seat is brand new and the seven-story Scholarship Club Tower rises majestically above the south rim of the seating bowl. The peristyle, crown of the Coliseum, has been lovingly restored along with other historic elements of this living memorial to all who served in the U.S. Armed Forces during World War I.

The entire \$315 million renovation of the Coliseum was funded entirely from capital gifts, sponsorship revenue and donor naming opportunities. The renovation of the Coliseum ensures the event experience provides all fans options to enjoy a first-class facility, a tremendous home field advantage and preserves the historical integrity of the Coliseum.





# ADDRESS AND CONTACTS

The Los Angeles Memorial Coliseum has a dedicated team that is here to deliver the best value and best experience.

Mailing Address: Los Angeles Memorial Coliseum  
 3911 South Figueroa St.  
 Los Angeles, CA 90037  
 (213) 747-7111  
 lacoliseum.com

		<u>Phone</u>	<u>E-mail</u>
General Manager:	Joe Furin	(213) 765-6342	furin@usc.edu
Assistant to the General Manager, Publicity & Special Projects:	Marina Fote	(213) 765-6317	fote@usc.edu
Director of Finance:	Anjeanette Arakawa	(213) 765-6777	arakawa@usc.edu
Director of Box Office:	Sherry Caldwell	(213) 765-6343	sherry.caldwell@usc.edu
Vice President of Booking:	Teresa Guy	(213) 765-6319	tguy@usc.edu
Director, Sales & Marketing:	Sacha Tani	(213) 765-6313	sachatani@usc.edu
Assistant General Manager:	Kevin Daly	(213) 765-6368	kevind@usc.edu
Assistant Director, Events:	Anthony Carmona	(213) 765-6357	anthony.carmona@usc.edu
Assistant Director, Facility and Event Operations:	Matthew Buswell	(213) 765-6396	buswell@usc.edu
Assistant Director, Coliseum Technical Operations:	Gabe Ochoa	(213) 765-6358	gochoa@usc.edu
Director of Sports Turf:	Scott Lupold	(213) 765-6535	lupold@usc.edu



Joe Furin



Marina Fote



Anjeanette Arakawa



Sherry Caldwell



Teresa Guy



Sacha Tani



Kevin Daly



Anthony Carmona



Matthew Buswell



Gabe Ochoa



Scott Lupold

## BOOKING PROCEDURES

All event booking inquiries are evaluated on a number of criteria. Among the considerations are the feasibility of the event in question and the availability of the date(s) requested. An event inquiry does not guarantee an award of the date(s) requested. All event arrangements should be considered tentative until a contract has been issued and executed, and a deposit submitted.

For information regarding booking ticketed events, filming and photography location requests or partnership opportunities, please contact **Teresa Guy** at **213-765-6317** or **tguy@usc.edu**

For private corporate and social event opportunities, please contact **Sacha Tani** at **213-765-6313** or **sachatani@usc.edu**.

An event inquiry form can be found on-line at [www.lacoliseum.com/contact-us-form/](http://www.lacoliseum.com/contact-us-form/)

### Rental Structure

Rent rates are calculated based on the size and scale of the event accompanied by an estimate of operational expenses. Factors that affect operational expenses include the type of event, anticipated attendance, building configuration, event hours and size and scope of activation areas. Typical event related expenses include but are not limited to building staff, cleaning, security, ushers, box office staff, utilities, EMTs, LAPD, LAFD, insurance, permit fees, technology services, catering and event rentals.

The Coliseum offers a wide range of event footprints from small corporate and private events to full bowl concerts and sporting events. With the addition of the Scholarship Club Tower, the Coliseum can host premiere events on our stunning 1923 Club rooftop deck, the interior Lou Galen Club, our spacious President's Suite or any combination of suites and lounge spaces. Floor plans of event spaces and seating charts are provided later in this publication.

### Holding Dates

Date availability is on a first come, first serve basis. Under no circumstance does inquiring about a specific date or time period constitute a date held. This must be explicitly requested by the event producer and approved by the Coliseum. Once an estimate has been presented and terms agreed upon, a contract will be issued. Only once the contract has been fully executed and a non-refundable deposit received is an event considered confirmed.

### Challenge Policy

Inquiries and date hold requests are regularly received for prospective events at the Coliseum. Hold status is given in the order with which inquiries are received. If a prospective client is not first hold but seeking to confirm a date, the following protocol is used:

The promoter seeking to confirm behind the first hold must present an official request in writing to challenge the hold and present a non-refundable deposit. The first hold will be given 24-hours to confirm their hold, otherwise the date will be given to the challenging promoter.

Should the first hold promoter elect to contract, the challenging promoter's deposit will be returned or applied to an alternate date.

### Insurance

Promoters must also furnish a certificate of insurance, written by an insurance company licensed to do business in the State of California, with a minimum of an "A" rating in Best's Insurance Guide, with minimum limits for Bodily Injury Coverage of at least two million dollars (\$2,000,000) for each occurrence and Property Damage Coverage of at least two million dollars (\$2,000,000) for each occurrence; naming the "University of Southern California" as additionally insured for the event.



## Financial Settlement

All outstanding facility expenses will be settled at the conclusion of the event.

## EXPENSES

The Coliseum has several exclusive service contracts and will arrange reasonable and necessary personnel and services in connection with any event booked into the Coliseum, including but not limited to:

- Box Office
- Building Operations
- Set Up / Event Preparation (Change-Over)
- Housekeeping/Janitorial (ABM)
- Law Enforcement (LAPD and LAFD)
- Medical Service
- Parking
- Security and Crowd Management (Contemporary Services Corporation)
- Stagehands (see below)
- Event Staff, Ushers & Ticket Takers (Contemporary Services Corporation)
- Technicians and other personnel necessary to conduct the event properly.

## Stagehands

The Los Angeles Memorial Coliseum is considered an ‘open’ facility regarding stagehand labor for production. Show producers have the option to utilize either a union, or non-union crew for their move-in, show, and load-out needs:

Union –  
 IATSE Local 33      Theatrical Resources  
 Contact: John Bradley  
 Phone: (818) 943-5447  
 E-mail: stgsuper@  
 theatricalresources.org

Non Union –  
 Bigger Hammer  
 Production Services

Bigger Hammer Production  
 Services  
 Contact: Jahn “Boxer” Hardison  
 Phone: (562) 997-4177  
 E-mail: boxer@biggerhammer.org

Our policy mandates that any production rigging and electrical tie-in to building services, must be performed by one of the authorized providers listed above.

## Los Angeles City Services

For larger events, additional City of Los Angeles or State of California services may be required related to permit enforcement, street cleaning, sanitation and law enforcement outside of the venue which utilize LADOT, LAPD, LAFD or CHP resources.

Additional permits may be required by Los Angeles County Department of Public Health (LACDPH), Los Angeles City Department of Building Safety (LADBS) and Los Angeles Fire Department Public Assembly (LAFD) and are the responsibility of the Licensee.

## BOX OFFICE AND TICKET SALES OPERATIONS

The Los Angeles Memorial Coliseum provides full Box Office services and will act as treasurer for all event revenue.

Following the close of each day's event or the last performance on a single day, at the request of the Licensee, the Box Office Treasurer will furnish Licensee with a box office statement with all unsold admission rights, and pay over to Licensee all sums collected by the Box Office Treasurer on behalf of Licensee, less the license fee, advance (if any) and other sums then due and owing to Licensor.

As Licensee, you will be responsible for all expenditures incurred in connection with the sale and distribution of tickets for the event, including but not limited to: ticket sellers, cashiers, telephone service, cash management services, ticket printing, mailing charges, and ticket outlet commissions. Management will be responsible for providing an itemized list of expenditures relating to your event.

### Box Office

The Coliseum Box Office is located at 3911 South Figueroa St. (enter at W. 39th St and S. Figueroa St. to Exposition Park Dr.). Complimentary parking is designated outside Gate 29 (green curb, 15-minute zone).

Advance tickets are also available through Ticketmaster - online at [www.ticketmaster.com](http://www.ticketmaster.com) or by phone at **800-653-8000**.

Accessible tickets may be purchased online directly from [www.ticketmaster.com](http://www.ticketmaster.com) or for additional assistance with accessible tickets, dial **800-877-7575 (TTY)**.

### Ticketmaster

The Coliseum is an exclusive Ticketmaster venue. Ticketmaster, or its approved subsidiary, must be used for all ticket sales. Ticketmaster is the world's largest ticket marketplace which includes websites, apps and Fan Support centers across 29 countries. Ticketmaster is committed to being the safest, most reliable ticket marketplace in the world.

Ticketmaster's Interactive Seat Map (ISM) allows fans to select specific seats for your event. Each ISM can be unique to the event layout and site plan. Please allow up to seven days in order to create a new ISM.

### Turnstiles

The Coliseum now features SKIDATA's access readers and turnstiles for secure and rapid access controls that ensures visitors pass through the entry area smoothly and in the shortest time possible.

### Complimentary Tickets

Both management and the licensee or promoter of the event may grant admission rights without charge, not to exceed a mutually agreed upon number. This number will not include the licensee's operating personnel and staff and members of the working news media. In addition, the licensee will provide the University of Southern California, without charge, 200 admissions for full stadium events to be distributed in conformity with management policy for all events for which an admission charge is required.

### Facility Fee

A five dollar (\$5.00) building service charge is added to the price of each sold ticket which shall be retained by the Licensor. It is the Licensee's responsibility to collect this service charge on all consignment tickets.

### Consignment and Ticket Printing

Up to twenty percent (20%) of the available tickets from the Event manifest may be released on a consignment basis for sale at remote outlets only; the sale of consignment tickets on a web-based, computerized ticketing system other than Ticketmaster is prohibited. Consignment fees apply.

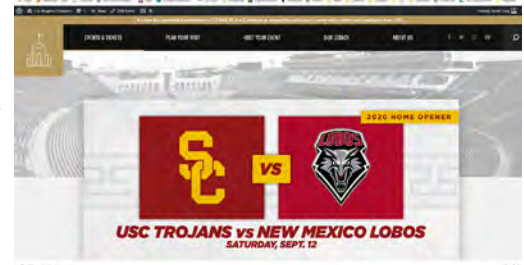


# MARKETING AND PUBLIC RELATIONS

As part of the University of Southern California, the Los Angeles Memorial Coliseum has the ability to make your event reach a truly diverse audience in the heart of Los Angeles.

## lacoliseum.com

The Coliseum website prominently features your event with a dedicated event page, and direct links to purchase tickets and parking.



## Harbor Freeway Sign

Our iconic Harbor Freeway sign, located at I-110 and W. 39th St., showcases your event to over 300,000 motorists per day. The Coliseum recently completed a \$1.8 million upgrade to the sign, with four new high-impact LED digital panels (2 on each side, facing north and south)



### Weekly 18+ Impressions per screen:

- North Face Top: 432,010
- North Face Bottom: 480,790
- South Face Top: 595,599
- South Face Bottom: 657,20

### LED Dimensions:

- Top Overall Size: 14'8" h x 374.2" w
- Bottom Overall Size: 11' 11.5" h x 429.3" w

## Social Media

We can also offer you exposure on our social media platforms including Facebook, Twitter, Instagram, and YouTube; a full range of public relations for the event, including media contacts, targeted email newsletters, press conferences, and event press releases. Let us add to the conversation about your great event.

Total Impressions  
(6/2019 - 6/2020)  
Highest Performing Post  
YTD 2020

	Instagram	Twitter	Facebook
Total Impressions (6/2019 - 6/2020)	1,721,404	2,676,079	50,035,019
Highest Performing Post YTD 2020	<p>Reach: 15,035</p>	<p>Potential Reach: 1,593,922</p>	<p>Reach: 407,213</p>

## United Airlines Field at the Los Angeles Memorial Coliseum

In 2019 United Airlines and the University of Southern California announced a 10-year rights agreement to help sustain and renovate the Los Angeles Memorial Coliseum, naming the Coliseum field the United Airlines Field at the Los Angeles Memorial Coliseum. All events held on the field should help support this agreement. In addition, supporting building signage with United Airlines may not be removed or covered.

In your marketing materials, please always reference the venue as **United Airlines Field at the Los Angeles Memorial Coliseum**. Our official tagline is **“The Greatest Stadium in the World.”**



**UNITED**  **AIRLINES FIELD**  
LOS ANGELES MEMORIAL COLISEUM



## TECHNOLOGY

By collaborating with a host of enterprise level technology vendors to design and build the essential technology foundation, the Los Angeles Memorial Coliseum has captured the ability to better service our increasingly tech-savvy fan base while creating new streams of revenue for the venue, sponsors and partners - giving the venue a technology makeover that keeps it in a class of the best and most innovative facilities in the world.

### WiFi

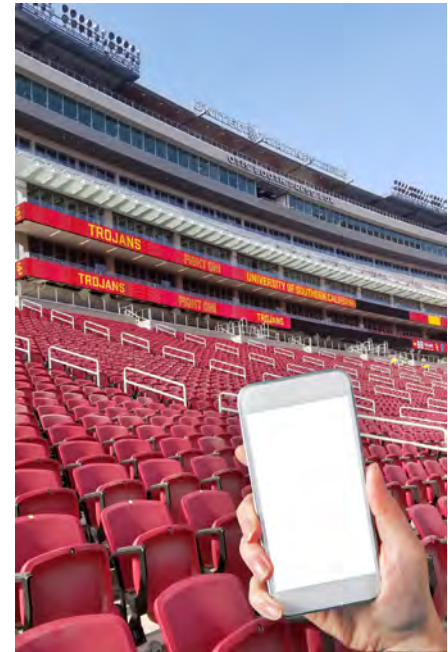
The Coliseum features **1,400 Wi-Fi access points backed by redundant 40-gigabit optical internet connections**, and has the available bandwidth for every mobile device within the 78,000-seat stadium.

#### Infrastructure bare bones:

- 86 switches
- 1400 AP's
- 150 VOIP phones
- 227 miles of fiber
- 2600 Ethernet ports
- 650 IPTV's
- 92 Turnstiles

### Distributed Antenna System (DAS)

USC and the Coliseum have partnered with Crown Castle to pave the way for **next-generation networks, such as 5G, using small cell technology**. Los Angeles demands fast, reliable wireless connectivity keeping people connected and helping ensure that your business flourishes. Our DAS network is here to deliver.



### In-Suite Audio / Video Capabilities

In-suite audio and video capabilities are at the touch of your fingertips. Each suite has a **dedicated Crestron control unit** able to manage channel selection or audio for either of the two flat screen monitors within the room. In addition, patrons can also tap into audio or HDMI wall jacks to play their personal music feeds from a tablet, phone, or connect a gaming console.

### Turnstiles

Our Flex Gate Access Turnstile system **allows 44,000 patrons per hour to enter the stadium via our 92 turnstiles** at six public entry points. With the added ability to track real time attendance flows, provide secondary scanning for private club or VIP locations as well as the ability to offer personalize branding for your event on every turnstile LED screen, the system allows for **seamless and efficient access to the venue** using NFC technology turning mobile devices into tickets for a completely touch-free solution.

### IPTV System

Our complete video upgrade includes the installation of an **IPTV driven broadcast system** consisting of DirecTV channels, house-fed game day content, and customized "L-Bar" sponsorship opportunities which wrap the live game feed with sponsor content. This system is displayed on multiple displays placed throughout the stadium including the Scholarship Club Tower, concourse, concession stands, and back-office areas.

### Tower Video Walls

Our **two massive video walls** within the Lou Galen Club on Level 4 of the Scholarship Club Tower offers a unique and vivid viewing experience. Each double-sided video wall allows either full-screen content or split-screen with sponsorship and live game/event content.

## Upper Concourse Pendant Displays

Never leave the action. Large pendant clusters of six widescreen monitors continue through the upper concourse of the venue ensuring **your fans are never far from live updates or sponsor messaging.**

## IPTV Displays and Revel

Our displays are Samsung commercial series with 24/7 or 16/7 capability and System on a Chip (SoC) technology. This allows the screens to act not only as the display but also as the decoder for the IPTV headend. With Crestron control processing, all displays in the stadium can be turned on/off simply by a phone or tablet app. These can be grouped in multiple ways to allow for maximum flexibility for displays.

Our Revel application will allow for sponsorship to be sold when the displays are in “screen saver” mode. The application can be configured to show a sponsor video once a channel is selected. This video can be rotated out easily and the duration and quantity of videos are shown to fans, along with the frequency can be customized by the sponsorship team to maximize sponsor engagement.

## Conference Room Technology

Room/Area	Capabilities
Founders Suites (Levels 2 &3)	HDMI, Bluetooth & 1/8" Aux Audio Jack input, Crestron AV Remote
Presidents Suite (Level 2)	HDMI, Bluetooth & 1/8" Aux Audio Jack input, Crestron AV Remote, XLR plug in with 2 wireless mics built in
Conference Room #234 (Level 2)	HDMI, Crestron AV Remote with Conference phone built in. speakers surround sound
Lou Galen Club (Level 4)	(2) HDMI Plug ins, (2) XLR plug ins, (2) Wireless mics built in, speakers surround sound, Crestron AV Remote
Conference Room #500 (Level 5)	HDMI, Crestron AV Remote with Conference phone built in. speakers surround sound, Conference Room Camera USB plug in
Suites (Level 5)	Bluetooth and 1/8" Aux Audio Jack plug in. Crestron AV remote.
1923 Club (Level 7)	(2) HDMI Plug ins, (2) XLR plug ins, (2) Wireless mics built in, speakers surround sound, Crestron AV Remote
Music, Game audio feeds, or type of audio can be sent to any floor or all floors as requested	





## FOOD AND BEVERAGE

Legends Hospitality is the exclusive food & beverage partner for all Los Angeles Memorial Coliseum events. Inspired by the people and processes that have built the most iconic brands in sports and entertainment, Legends has created a legacy of success, delivery, and results for our partners and their consumers driven by a passion for delivering remarkable experiences to our guests at every occasion.

For more information on how Legends Hospitality can serve your needs for concessions or catering, please contact:

Kyle O'Brien, General Manager  
Bus Phone: 213-765-8542  
Cell Phone: 412-337-7638  
Email: kobrien01@legends.net



Legends Hospitality will be responsible for the staffing and sales of all concessions during an event and will retain all of the proceeds. Guests at the Coliseum are served through a combination of permanent and portable concession stands.

## VOICE OF THE FAN

81% of fans rate their experience as the same, better or far better than their last visit to the Coliseum. 46% of fans have expressed concessions are better than other sports venues in the area; and 52% of premium guests feel the service is better or much better than other venues.

**“Everything here is amazing, the staff is super nice!”**

**“The vibe here is amazing, more than at Staples Center.”**



## MERCHANDISE

The Licensee retains the novelty privileges (e.g. merchandise, programs, and souvenirs) and shall pay to Licensor twenty percent (20%) of gross sales or other mutually agreed upon amount. Licensor has the right to approve all novelty items sold at the event. Please see Prohibited Items for a list of items not allowed in the venue.

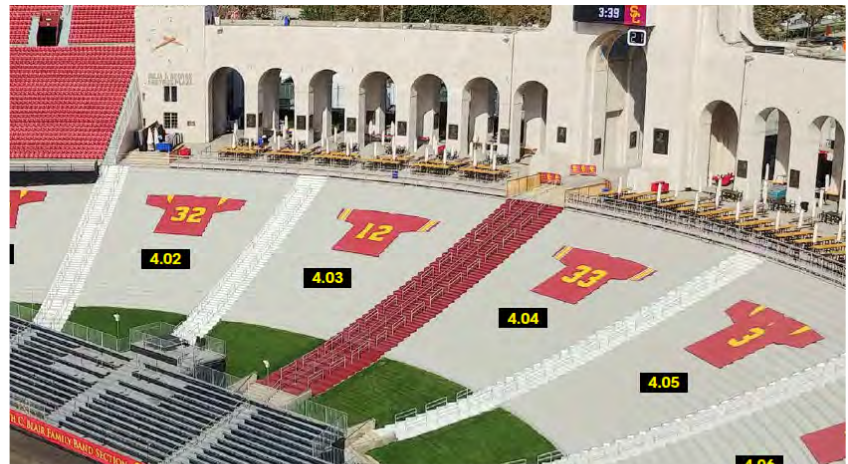
All temporary novelty stands used during an event must meet City of Los Angeles Building and Safety Department standard. Your event manager will help determine locations based on the event footprint.



# TEMPORARY EVENT BANNERS AND SIGNAGE

The Coliseum partners with AAA Flag & Banner to produce stunning graphics transforming simple concrete walls and metal fencelines into opportunities to showcase your brand and enhance your event experience.

Your Event Manager can provide a robust installation deck referencing easily identifiable codes to reference for quick quotes and faster ordering of common signage areas.



Please note: AAA Flag & Banner is a preferred vendor with years of experience working with this National Historic Landmark. Your production is not required to contract with AAA, but there may be limitations to installation at the venue with outside contractors. All scope for installation with an outside contractor must be reviewed and approved by Coliseum Management in advance of the event. Temporary event signage must be fully removed within 72 hours after the event or as conditions may require. Your production is responsible for any damages that may be caused from adhesives or other structural mounting. Please let us know if you have any questions before proceeding.



## THE COLISEUM CAULDRON

Highlight your event with the lighting of the the “Torch!” This feature is available to use as a signature part of your Coliseum experience. Ask your event manager for rates and more details on how to incorporate this historic element into your event.





## PERISTYLE EVENTS

The Coliseum Cauldron and illuminated 'Los Angeles Memorial Coliseum' marquee in the center archway of the peristyle is an iconic and world renowned City of Los Angeles backdrop.





# EXPOSITION PARK

Exposition Park is a collection of world-class museums, educational and sport facilities and entertainment venues. Within the 160-acre campus, you can experience the fun of science, math and technology at the **California Science Center**, learn about the diverse cultural experience at the **California African American Museum**, explore natural and cultural worlds at the **Natural History Museum of Los Angeles County**, or simply relax in the splendor of the City of Los Angeles **Rose Garden**. Opening in 2022, Exposition Park will be home to the **Lucas Museum of Narrative Art** which will celebrate and explore the extraordinary power of visual storytelling. Founded by philanthropist and filmmaker George Lucas and his wife, Mellody Hobson and designed by renowned architect Ma Yansong the museum will feature new public green space, state-of-the-art cinematic theaters, numerous spaces for onsite education, restaurants and retail spaces.

**EXPOSITION**  
**PARK**  
**CALIFORNIA**

Our landmark venue is at the center of the exciting entertainment district that offers world-class competition in association with the **Los Angeles Football Club (MLS)** and **Banc of California Stadium**.



**NATURAL HISTORY MUSEUM**  
LOS ANGELES COUNTY



**LUCAS MUSEUM**  
OF NARRATIVE ART



**California Science Center**



**CAAM** California African American Museum

## USC AUXILIARY SERVICES

Let us combine the powerful resources of USC Auxiliary Services for your event. The USC community has high expectations and we are no exception. That is why we provide the very best service every day. We benchmark our Pac-12 university colleagues, the top-ranked universities, and the best practices in all the industries we represent for service ideas and improvements. Whether it is destination management, hospitality or merchandise, we make sure that it is the best product for the right price. We offer premium brand name merchandise and popular food franchises, and we balance that portfolio with signature restaurant concepts and private label products that bring the best value from USC to you.

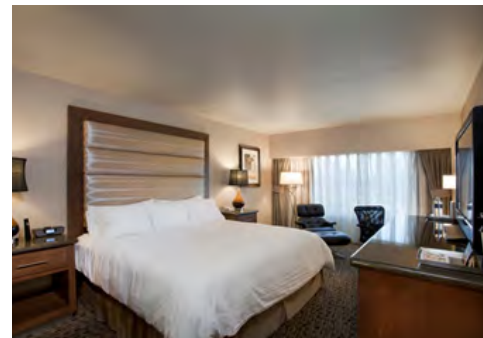
### USC Bookstore

The USC Bookstore, located on USC University Park Campus, carries official and exclusive USC Apparel and Trojan Apparel that includes everything from jerseys and hoodies to hats and shirts. Partner opportunities are available for co-branded merchandise to be sold via the USC Bookstore and the LA Coliseum.



### USC Hotel

Owned and operated by the University of Southern California, our hotel is conveniently located adjacent to the USC campus, next door to the Galen Center, and a three-minute walk to the Coliseum and Exposition Park. We're also within two miles of downtown LA. Available for your team, crew, and ancillary guests the USC Hotel will provide the perfect combination of location, facility and outstanding service that will make their stay both convenient and memorable.



#### Hotel Amenities

Two on-site restaurants including McKay's (open for breakfast, lunch and dinner) and Rosso Oro's pizzeria (open for lunch and dinner), The Lab Gastropub (open for lunch and dinner) located directly next to the USC Radisson.

- Outdoor pool
- Room Service available from 6:00 am - 10:00 pm
- Self-parking in the parking structure next to the hotel for \$25 per night overnight
- Complimentary Internet
- 24 Hour Fitness Center
- 24 Hour Business Center



#### Reservations

If you are interested in reserving the rooms, we would require a contract with the group contact. The contract would dictate cancellation and attrition policies, cut-off dates, and billing requirements.

#### USC Hotel Parking

Day self-parking at \$12.00 per car, per day  
 Overnight self-parking at \$25.00 per car, per night



## USC Student Housing

Conveniently located on the USC Campus, we have a variety of student housing options for you to choose from. Spacious dorm rooms with a variety of floor plans, facilities and dining can be made available to accommodate your needs.

Included in the price is Residential Dining. Home style menus as well as exhibition-style cooking, full salad & sandwich bar (all-you-care-to eat). Breakfast, lunch, and dinner are included in the campus housing rate, but also open for cash and credit card purchase.

The Student Housing Option is available to your guests at the rate of \$85 per person per day based on double occupancy.



## Cromwell Field at USC

850 W 37th Street  
Los Angeles, CA 90089

The track and field portion of the Loker Stadium is named after legendary USC coach Dean Cromwell. The main entrance to the facility is called “Louis Zamperini Plaza” and includes tributes to USC’s NCAA and Olympic champions. The facility includes track offices, locker rooms, an athlete lounge and meeting rooms.

Full Day rental: \$3,000 per day (8 hours); \$21,000 for the week  
Half Day rental: \$1,500 per day (4 hours); \$10,500 for the week



## Soni McAlister Field at USC

3000 S. Hoover Street  
Los Angeles, CA 90089

Soni McAlister Field is the home of USC women’s soccer and women’s lacrosse. The field served as the home of USC soccer for 14 years before lacrosse was added as USC’s 21st varsity sport in 2012. In 2000, a permanent scoreboard was installed in the southwest corner. In the summer of 2012, the field was moved east to accommodate construction of a new fire station, which put a new entrance at 30th and University Avenue.



# PARKING INFORMATION

The Coliseum is conveniently located at 3911 S. Figueroa Street, Los Angeles, CA 90037, just off I-110 and I-10 in Exposition Park and one block south of the University of Southern California, near a number of world-renowned attractions and dining options. The Coliseum has access to over 14,000 parking spaces between the campus of USC and Exposition Park. Additional parking can also be found in surrounding surface lots and street parking, all within walking distance of the venue.

## Production and Event Parking

Parking must be secured in advance through a permit process. The Coliseum has contracted rates for availability in Exposition Park, USC Campus and other community partners for off-site parking. Your event manager will work with your team on a comprehensive parking plan for production, event staff, and guests to support your event.

## Mobile Parking

In partnership with USC Transportation and Park Mobile, the Coliseum is excited to offer a mobile parking solution, providing a seamless and touchless experience for reserved advance parking.

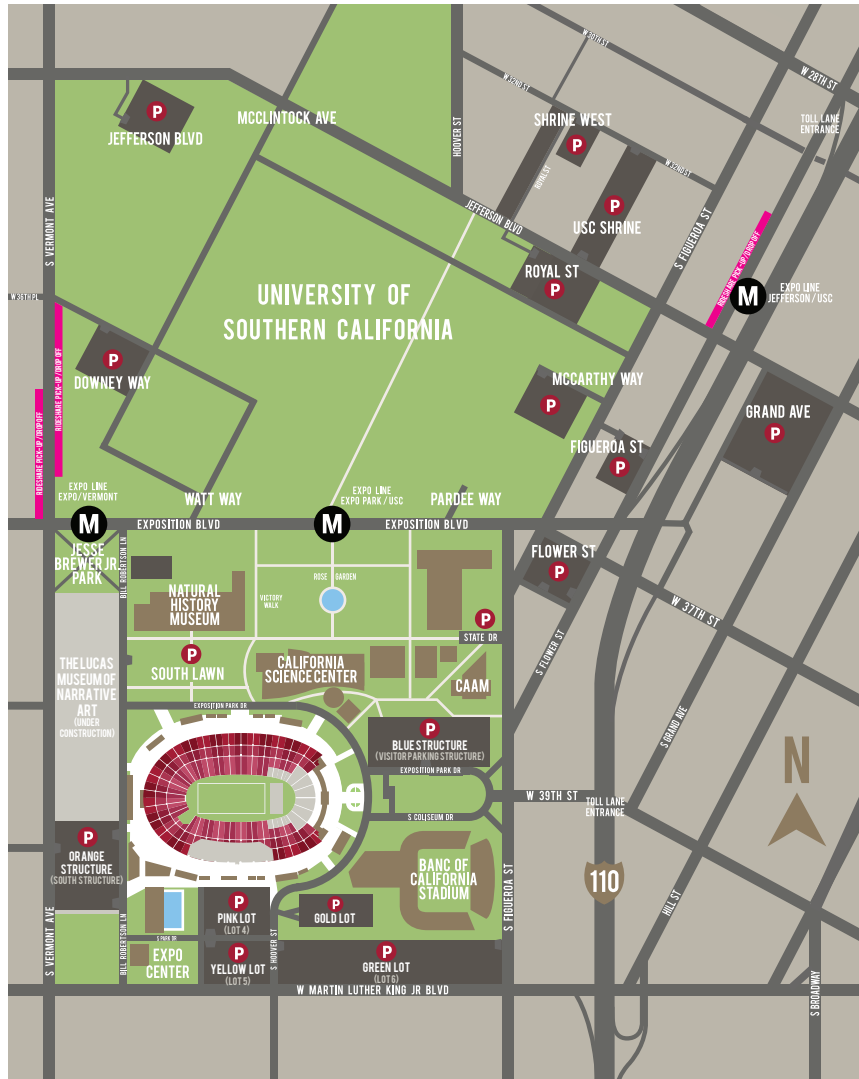
Link to <https://usc.parkmobile.io/los-angeles-memorial-coliseum> for event parking.

## Metro Expo Line and Public Transportation

The Coliseum is easily accessible using the Metro Expo Line connecting Santa Monica, Downtown LA, Pasadena, San Fernando Valley, South Bay, Long Beach and dozens of points in between to Exposition Park. The venue is serviced by two stations at Expo Park/USC or Expo/Vermont Stations, both within a 5 minute walk to our entrance gates. The Metro consistently averages 12,000 riders or more for major events at the Coliseum. Several other public transportation routes include Metro bus lines and service even connects to Union Station for Amtrak and Coaster service from other neighboring counties.

## Rideshare Services

We have identified strategic drop-off and pick-up areas around Exposition Park that are convenient and safe for drivers and passengers, and meet our goal of traffic management. During major events, other rideshare services and general pickup is prohibited from entering the Exposition Park area until one hour after the event is over.



LOS ANGELES MEMORIAL COLISEUM  
— EVENT PARKING OPTIONS —



# VENUE SAFETY

## Fan Code of Conduct

In order to ensure a safe and enjoyable environment, we ask that fans refrain from the following behavior at all events:

- Profanity or other offensive language or gestures, whether spoken, written or appearing on apparel
- Smoking (including vaporizers, e-cigarettes and smokeless tobacco)
- Intoxication or excessive alcohol consumption or signs of substance impairment that results in irresponsible behavior
- Bringing prohibited items into the venue
- Throwing of items or liquids
- Entering the playing field or court at any time
- Fighting or other threatening behavior, including verbal or physical harassment
- Failure to retain ticket and/or present it to event staff if requested to do so
- Resale of tickets at the venue
- Violation of state or local laws
- Failing to follow instruction of stadium personnel or stadium policies

Failure to comply may result in ejection or arrest. **For assistance, call or text 213-263-4007.** Message and data rates may apply.

During events, guests are encouraged to report inappropriate behavior to management personnel. Guests can text issues and concerns that will be dispatched and logged as part of our incident management system. We welcome your help in our efforts to provide an enjoyable experience for all guests.

## Prohibited Items

All persons and their belongings are subject to metal detector screening and bag inspection prior to entering the Coliseum. Guests are encouraged to arrive early to avoid delays. All prohibited items will not be allowed inside the Coliseum.

The following items are NOT ALLOWED in the Coliseum:

- Bags, backpacks or purses which do not meet Bag Policy guidelines, hard or soft coolers, baskets, packages or containers;
- Alcoholic beverages, bottles, or cans. (factory sealed bottles of water, 17 oz. or less, are allowed; limit 2 per person);
- Illegal drugs and weapons including firearms, knives, explosives, fireworks, flares, lighters, and laser pointers;
- Professional cameras (lenses longer than 3”) and camera equipment, selfie-sticks, tripods, and video or audio recording equipment;
- Banners, sticks, poles, inflatables, frisbees, balls, and unsliced fruits or vegetables;
- Umbrellas, balloons, strollers, skateboards, and folding or beach chairs;
- Musical instruments or noisemaking devices;
- Pets (service animals are allowed);
- The Coliseum is a smoke-free environment. Smoking is prohibited in any area of the Coliseum.

Please do not conceal items. Have all items clearly visible inside an approved bag. All bags must meet Bag Policy guidelines and are subject to inspection upon entry. For more information on the Coliseum Bag Policy, please visit <http://www.lacoliseum.com/building-bag-policies/>.

## Entrance Procedures

In order to ensure the safety of our staff and guests, Coliseum Management must retain the right to determine the search parameters of any event taking place in the Coliseum. All staff and guests are subject to security screening which may include metal detector screening and inspection of personal items before entering the Coliseum.



## Bag Policy

To provide a safer environment for the public and significantly expedite guest entry into the venue, the University of Southern California and the Los Angeles Memorial Coliseum have implemented a Clear Bag Policy that limits the size and type of bags that may be brought into the Coliseum for all events.

The Clear Bag Policy affects the type and size of the bags permitted into the stadium — not the items (keys, makeup, combs, phones, wallets, and credit cards) that you would normally bring to a game. Guests can still carry these items in their pockets. Guests will also be allowed to openly carry a blanket or jacket into the stadium, though they will be subject to search. For the fastest way to enter the stadium, we strongly encourage guests to not bring any type of bags, but if you must, outlined below are the specific types of bags that will be allowed inside the venue:

- One bag that is clear plastic, vinyl, or PVC and does not exceed 12” by 6” by 12” or
- A one-gallon clear plastic storage bag (Ziploc bag or similar).
- In addition to one of the clear bags noted above, guests may also carry in a small clutch bag or purse approximately the size of a hand, with or without a handle or strap.
- An exception will be made for medically necessary items after proper inspection.

Prohibited bags include, but are not limited to: purses larger than a clutch bag, coolers, briefcases, backpacks, fanny packs, cinch bags, luggage of any kind, oversized seat cushions with pockets or metal structures, computer bags, and camera bags or any bag larger than the permissible size.

These measures are designed to promote public safety while encouraging guests to limit the items they bring into the venue to create a more efficient screening and entry process. We ask that all items are visible when entering the venue. The fewer items that are concealed, the quicker the process becomes.

## Exit and Re-Entry

For the safety and security of our guests, re-entry is not allowed at any event.

LOS ANGELES MEMORIAL COLISEUM

### CLEAR BAG POLICY

ONLY BAGS THAT ADHERE TO THE BELOW STANDARDS WILL BE PERMITTED INSIDE THE LOS ANGELES MEMORIAL COLISEUM

Diagram illustrating approved bag types and dimensions:

- CLEAR TOTE VINYL OR PVC:** 12" wide, 12" high, 6" deep.
- SMALL CLUTCH BAG:** 4.5" high, 6.5" wide.
- 1 GALLON ZIPLOC BAG:** 12" wide, 6" high.

**APPROVED BAGS:**

- Bags that are clear plastic, vinyl or PVC and do not exceed 12"W X 12"H X 6"D.
- One-gallon clear plastic freezer bag (Ziploc bag or similar).
- Small clutch bag approximately the size of a hand, with or without a handle or strap. This can be carried separately or within a plastic bag.

All other bags are prohibited when entering the Coliseum.

FOR MORE INFORMATION VISIT [WWW.LACOLISEUM.COM/BECLLEAR](http://WWW.LACOLISEUM.COM/BECLLEAR)

# FLOOR PLANS

Coliseum floor plans can be easily customized and scaled to meet your event needs for capacity or revenue. Here are a few examples of options.



100 LEVEL	28,460
200 LEVEL	20,325
300 LEVEL	25,065
FOUNDERS SUITES	636
CLUB SEATING	1,116
LOGE BOXES	98
SUITES	480
1923 CLUB	500
<b>TOTAL SEATING</b>	<b>76,680</b>



# Football



● Price Level 1	2,236
● Price Level 2	6,755
● Price Level 3	9,259
● Price Level 4	10,213
● Price Level 5	14,769
● Price Level 6	10,922
● Price Level 7	4,155
● Price Level 8	9,285
● Price Level 9	6,256
● Scholarship Club Tower	2,830
● Endzone Suites (12)	316
● Endzone Club	100
<b>Total</b>	<b>77,096</b>



Soccer



● VIP Field Seats	100
● Price Level 2	552
● Price Level 3	1,688
● Price Level 4	3,308
● Price Level 5	2,252
● Price Level 6	3,414
● Price Level 7	4,763
● Price Level 8	4,171
● Price Level 9	3,064
● Price Level 10	6,418
● Price Level 11	44,220
● Suites	1,616
● Loge Boxes	98
● Club Seats	1,116
● Kills	416
● Endzone Suites (12)	316
● Endzone Club	100
<b>Total</b>	<b>77,612</b>

### 3/4 House Concert (West Stage)

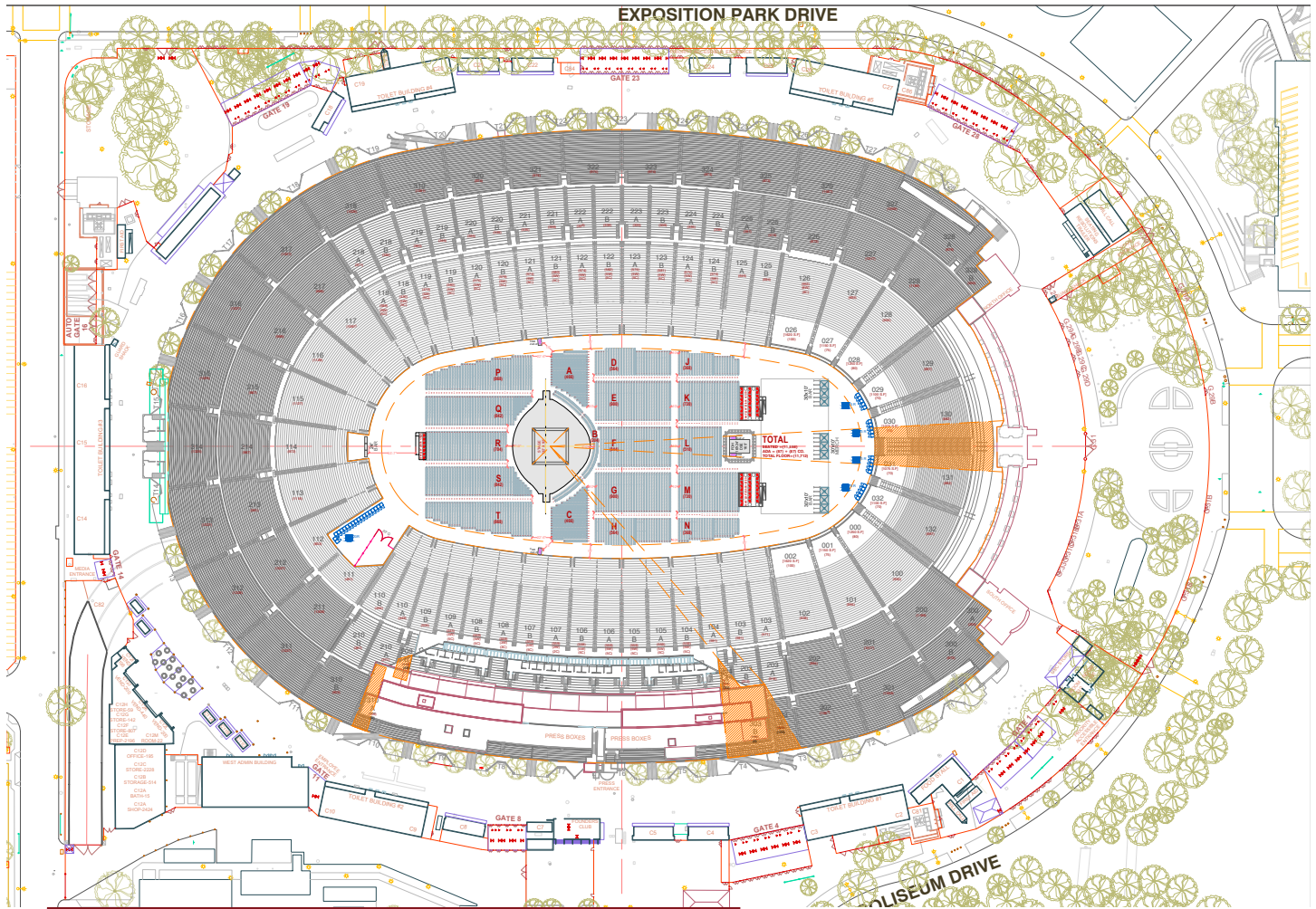


● Field	7,045
● Price Level 2	6,947
● Price Level 3	2,498
● Price Level 4	14,966
● Price Level 5	8,611
● Price Level 6	1,615
<b>Total</b>	<b>41,682</b>





### 360 Concert (In The Round)



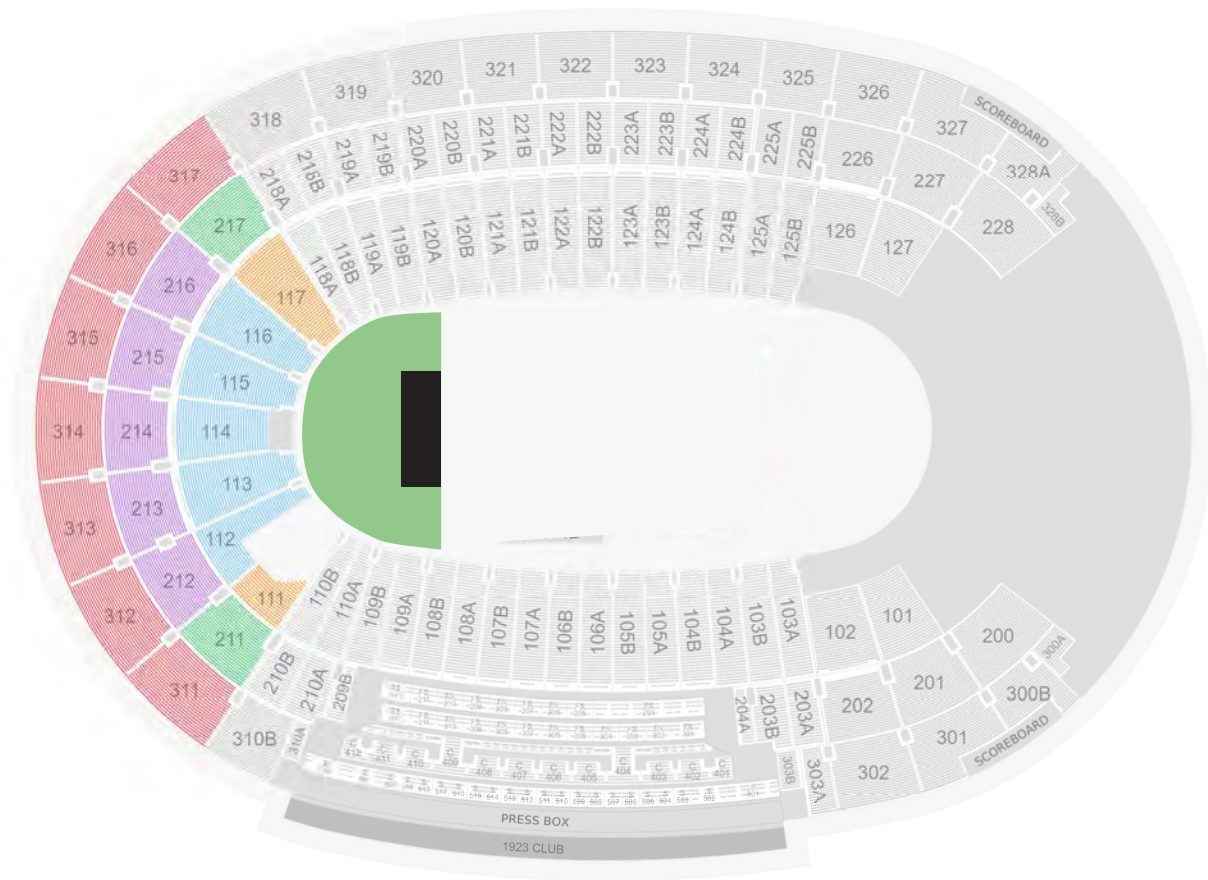
Field Seated	11,712
100 Level	28,460
100 Level Amphitheater	5,513
200 Level	20,325
300 Level	25,065
Founders Suites	636
Loge Boxes	98
Club Seating	1,116
Suites	480
1923 Club	500
<b>Total</b>	<b>93,905</b>

Seating includes ADA

Amphitheatre seating number from DLR seat study, not from CAD

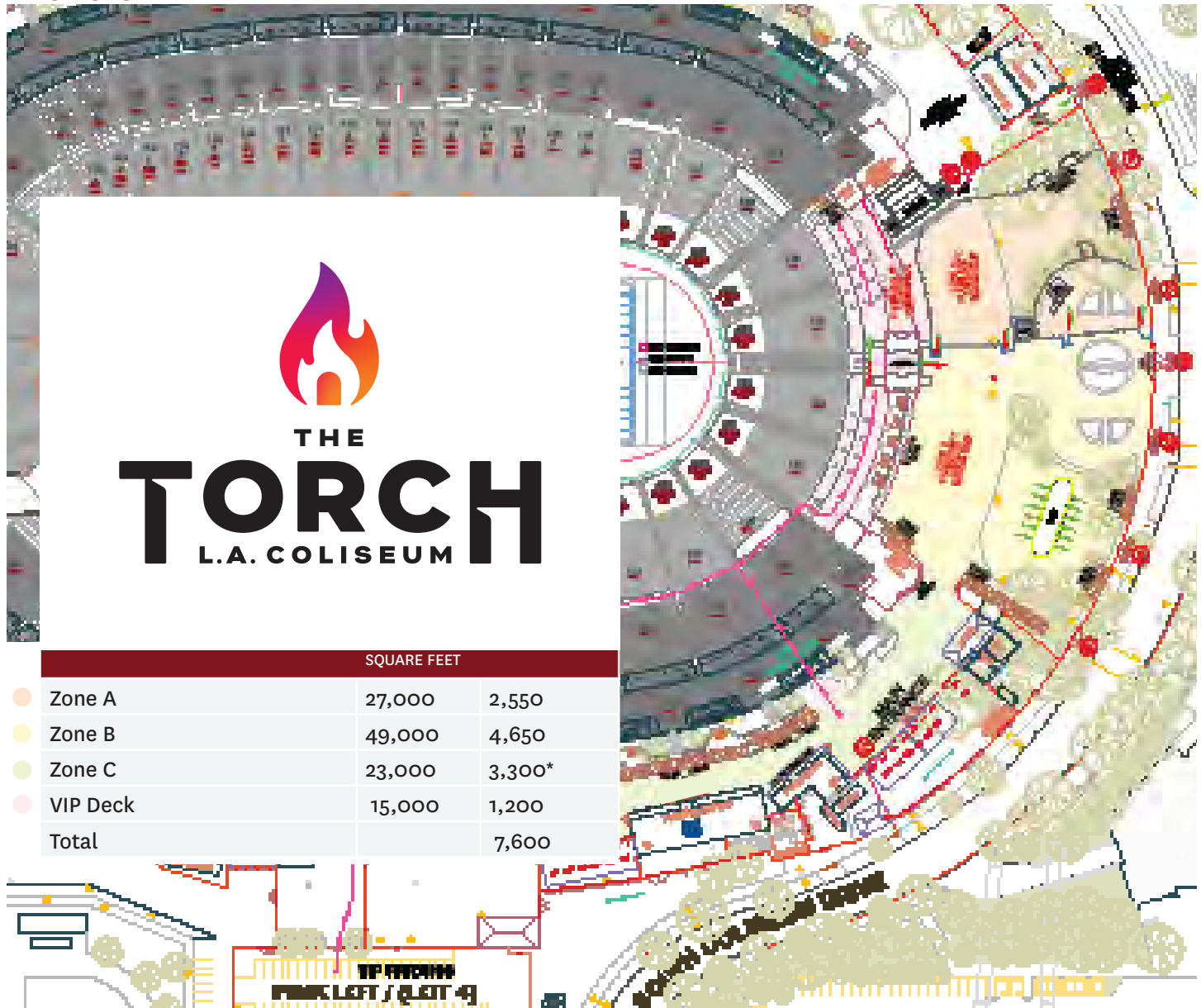


# Amphitheatre West



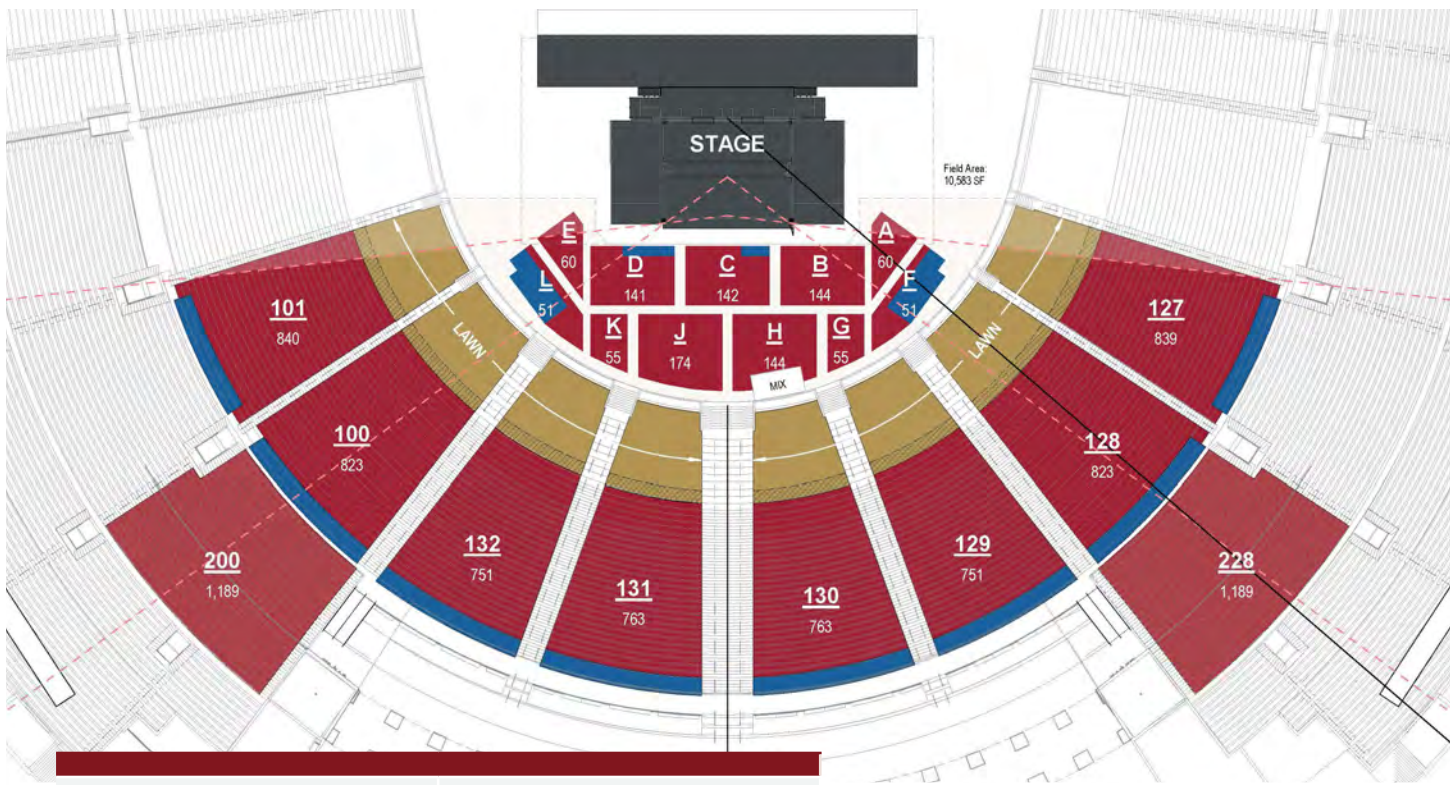
● Price Level 1	5,148
● Price Level 2	1,587
● Price Level 3	4,981
● Price Level 4	1,977
● Price Level 5	9,285
Field	800
<b>Total</b>	<b>23,778</b>

## The Torch

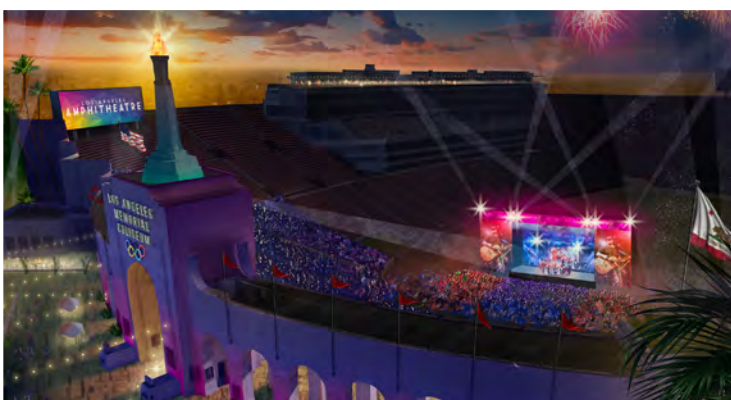
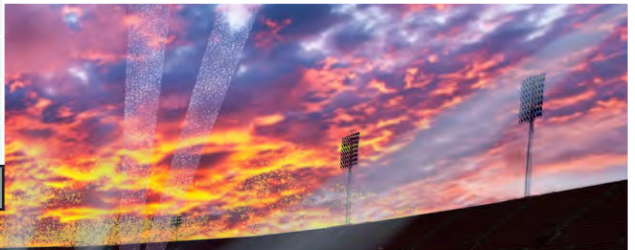




## Amphitheatre East

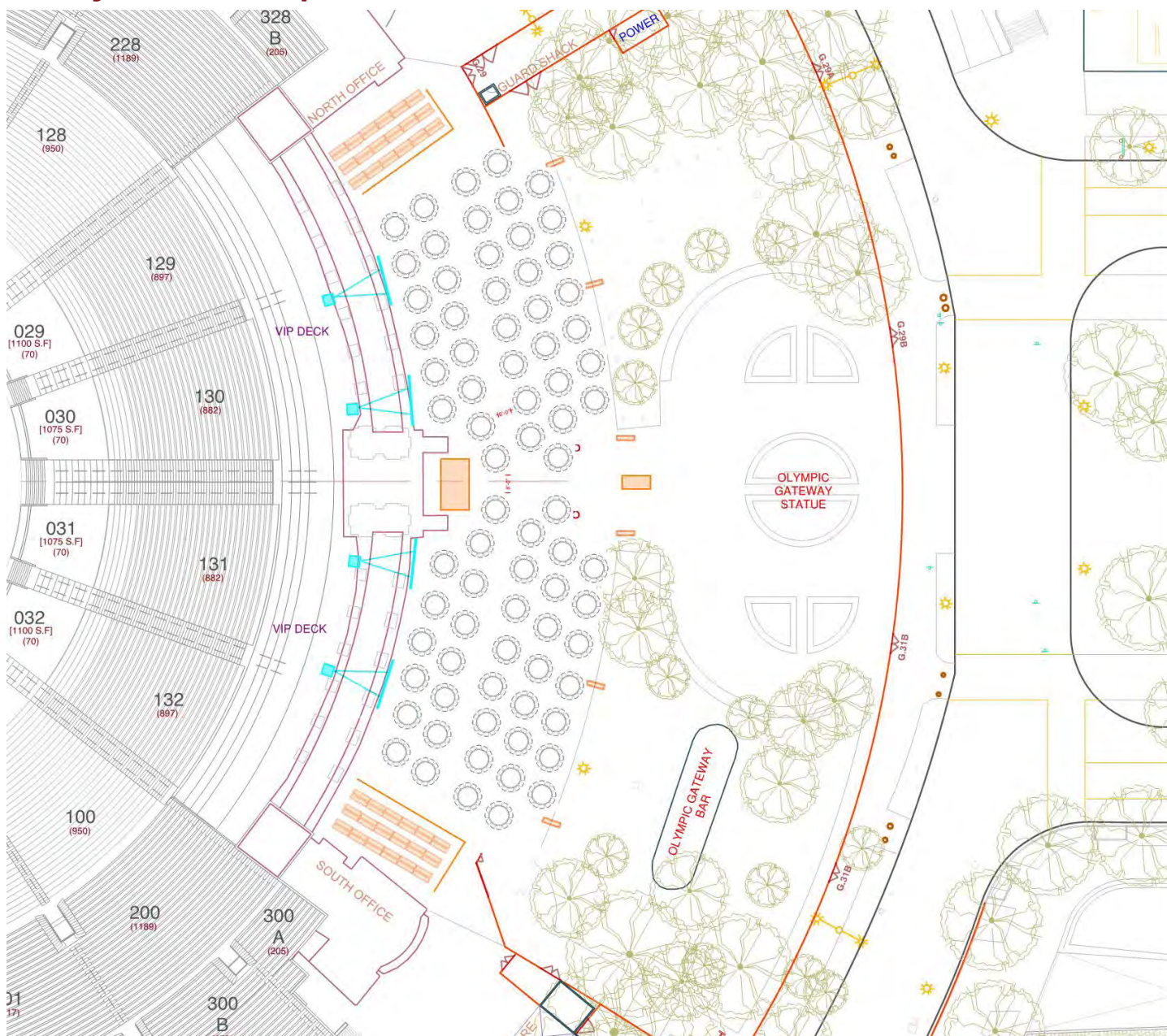


Field	1,077
Lawn	96
100 Level	4,674
200 Level	2,378
<b>Total</b>	<b>8,225</b>





## Peristyle Plaza Reception

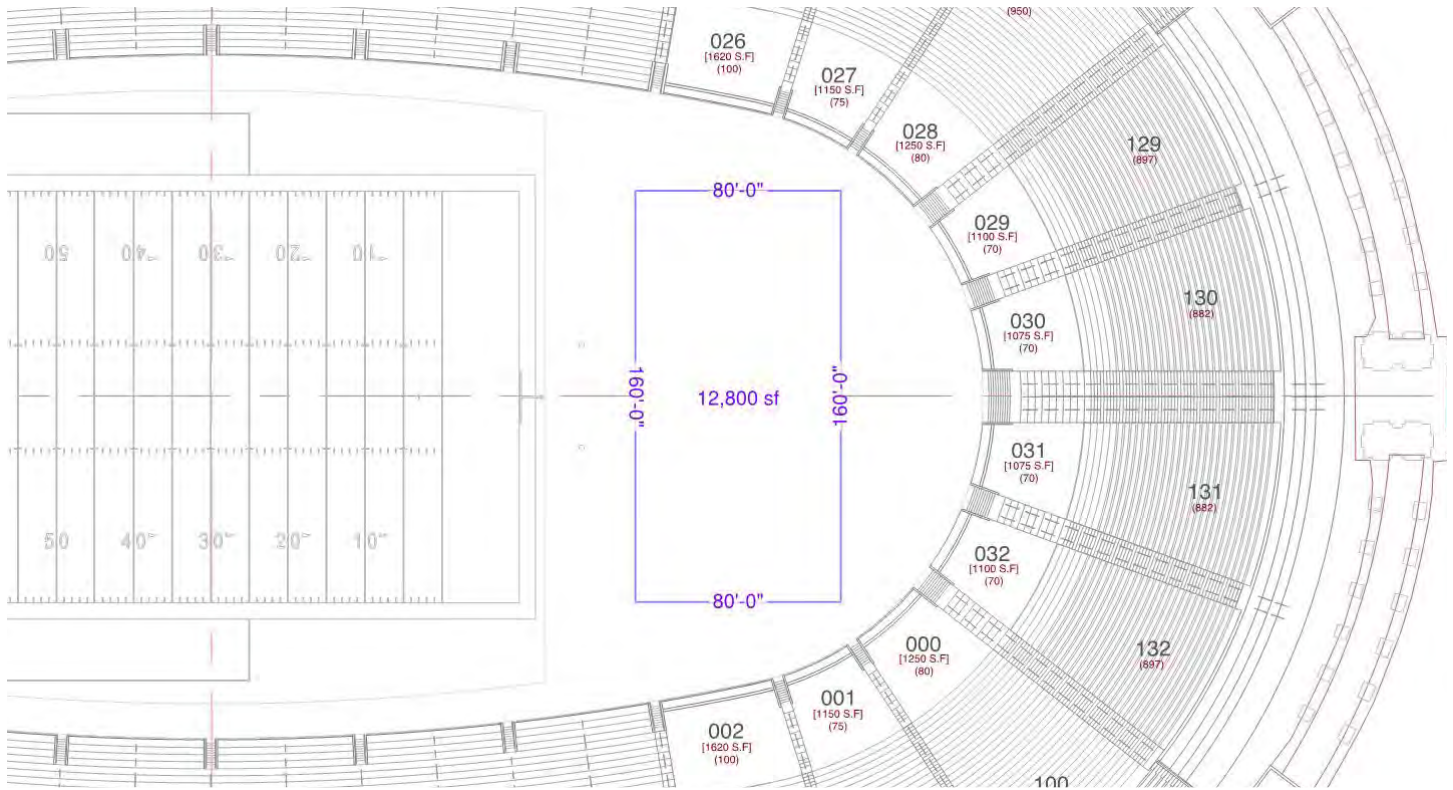


Total Seating	760-922 (76 Rounds)
---------------	---------------------



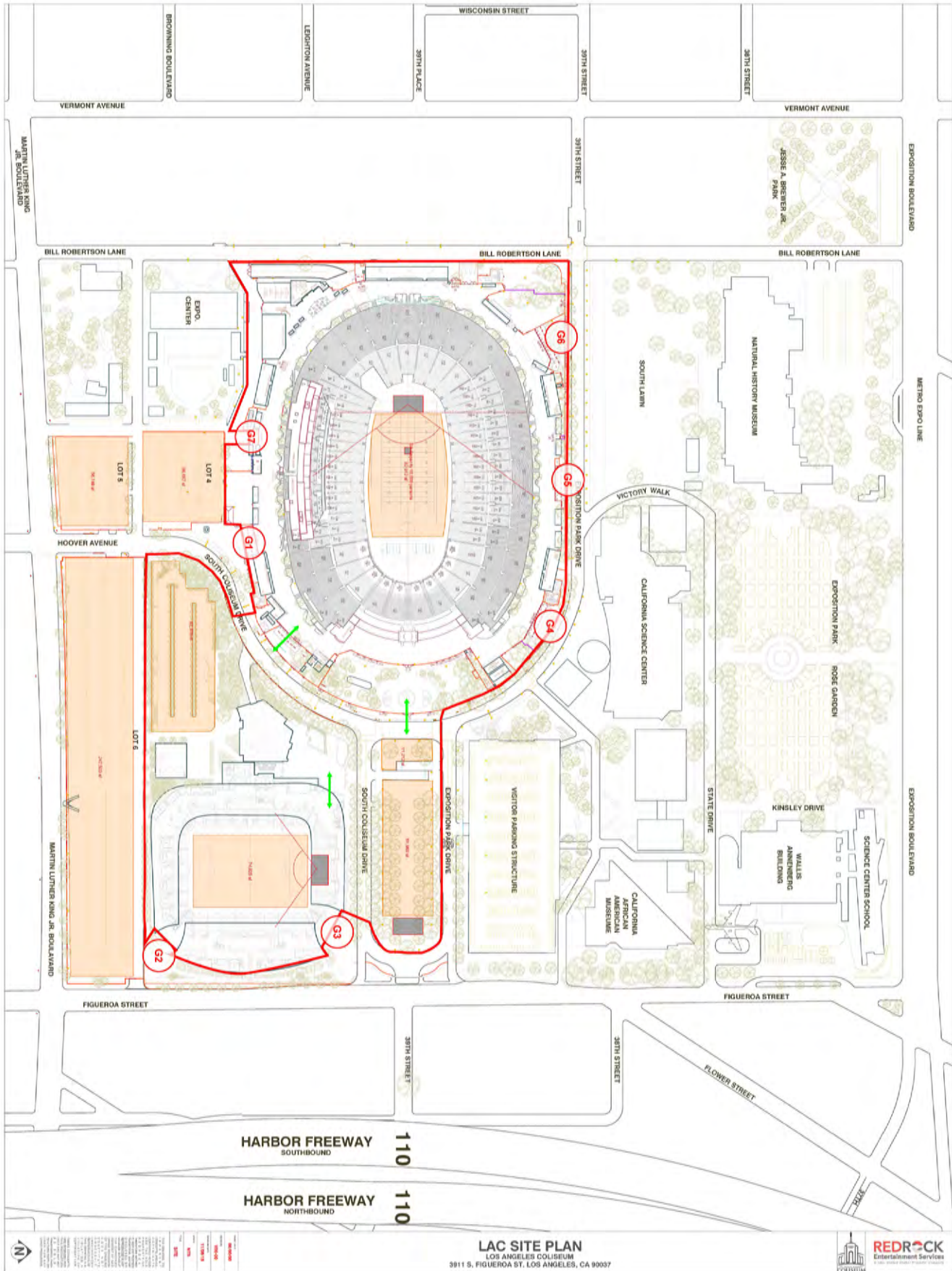


### East Endzone Field Court

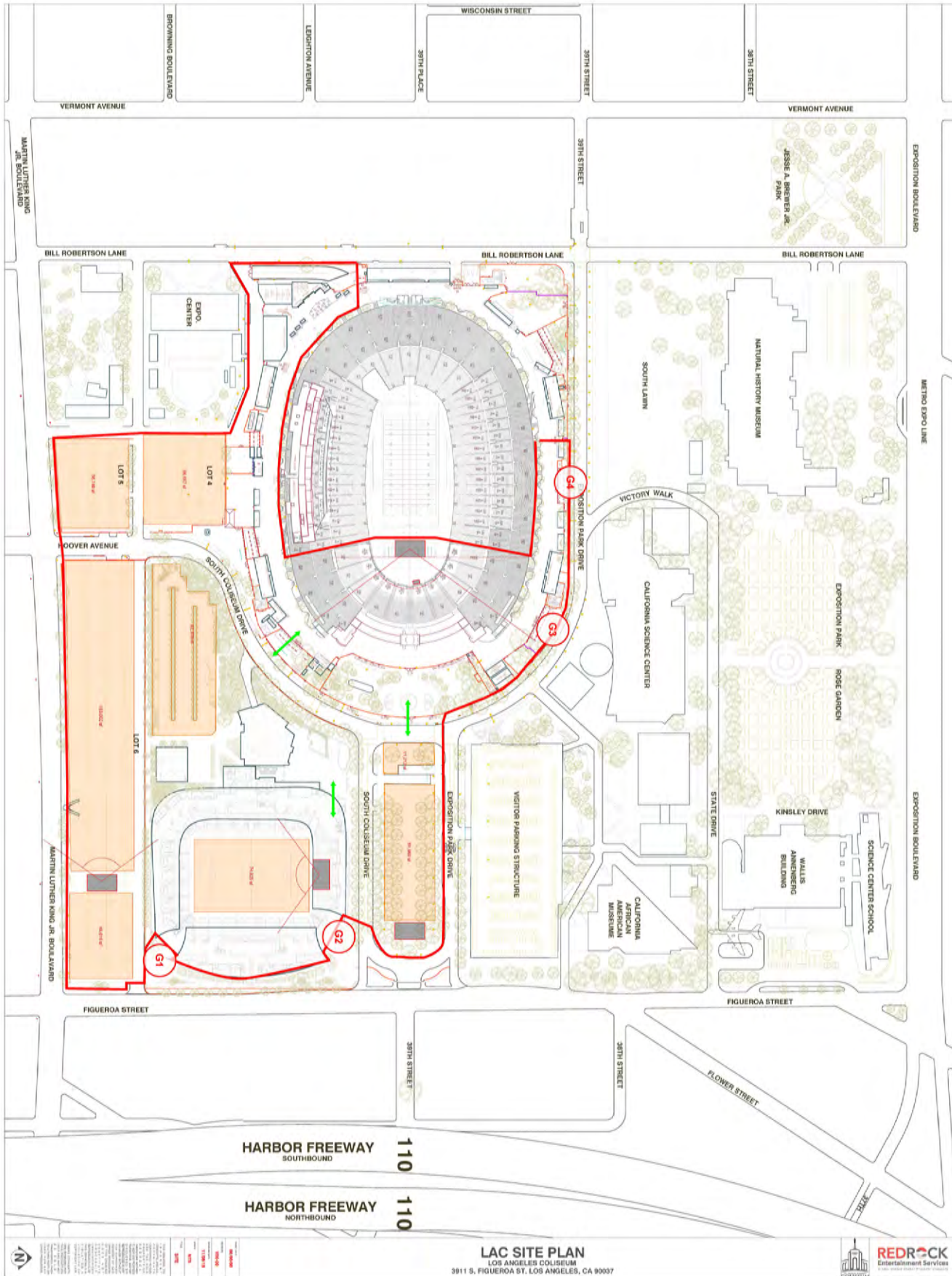




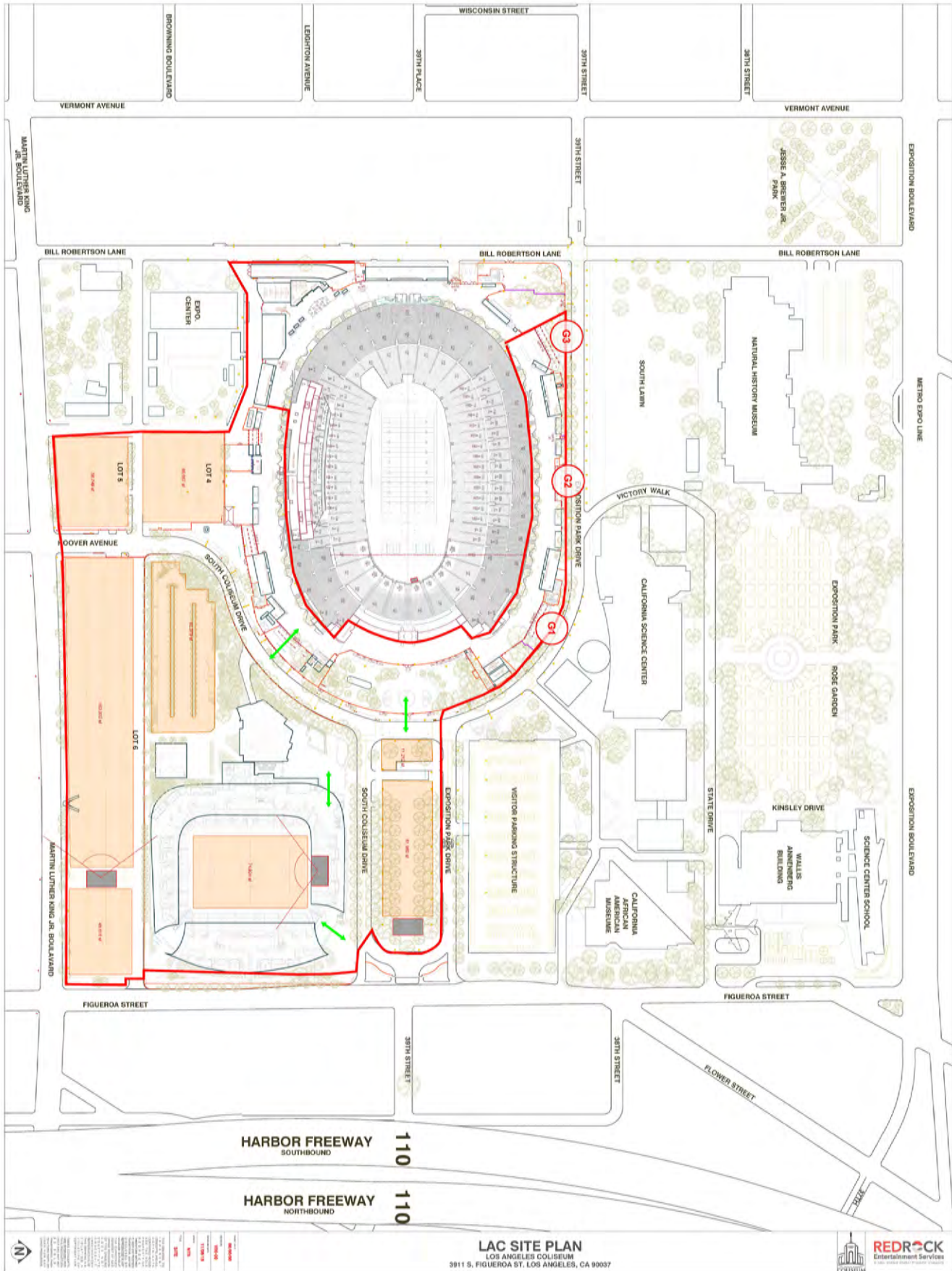
# Festival Models







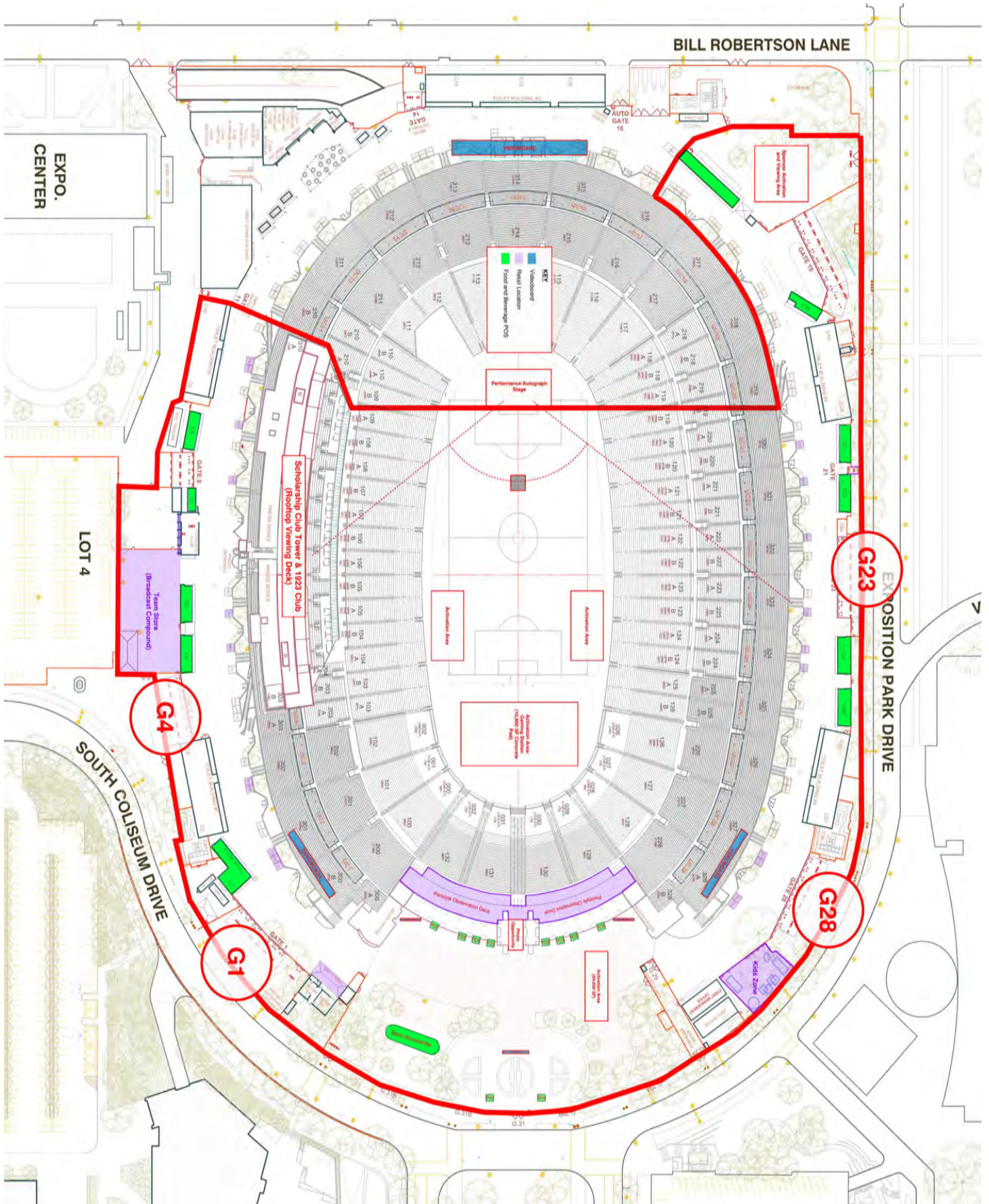




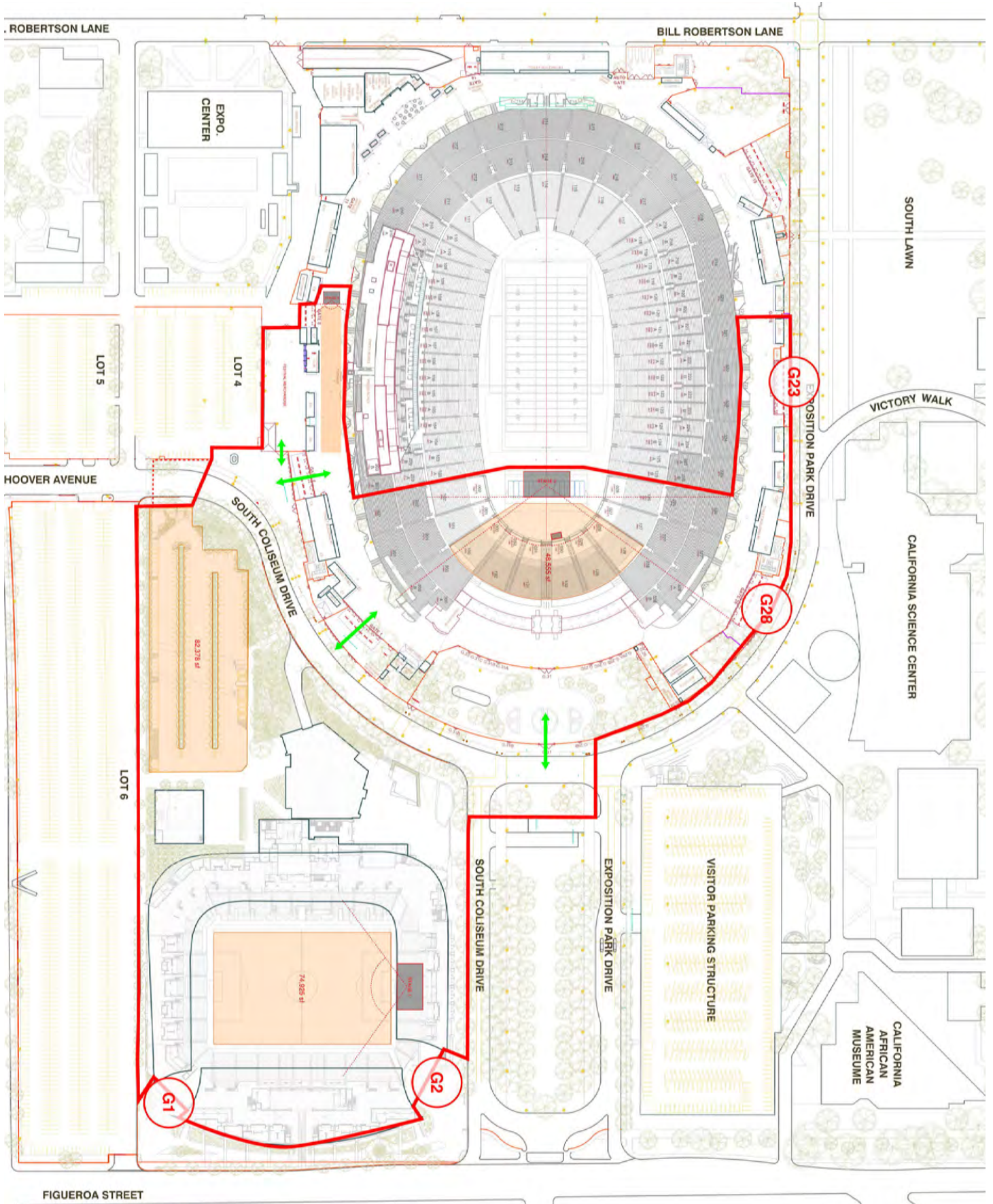
LAC SITE PLAN  
LOS ANGELES COLISEUM  
3811 S. FIGUEROA ST. LOS ANGELES, CA 90037





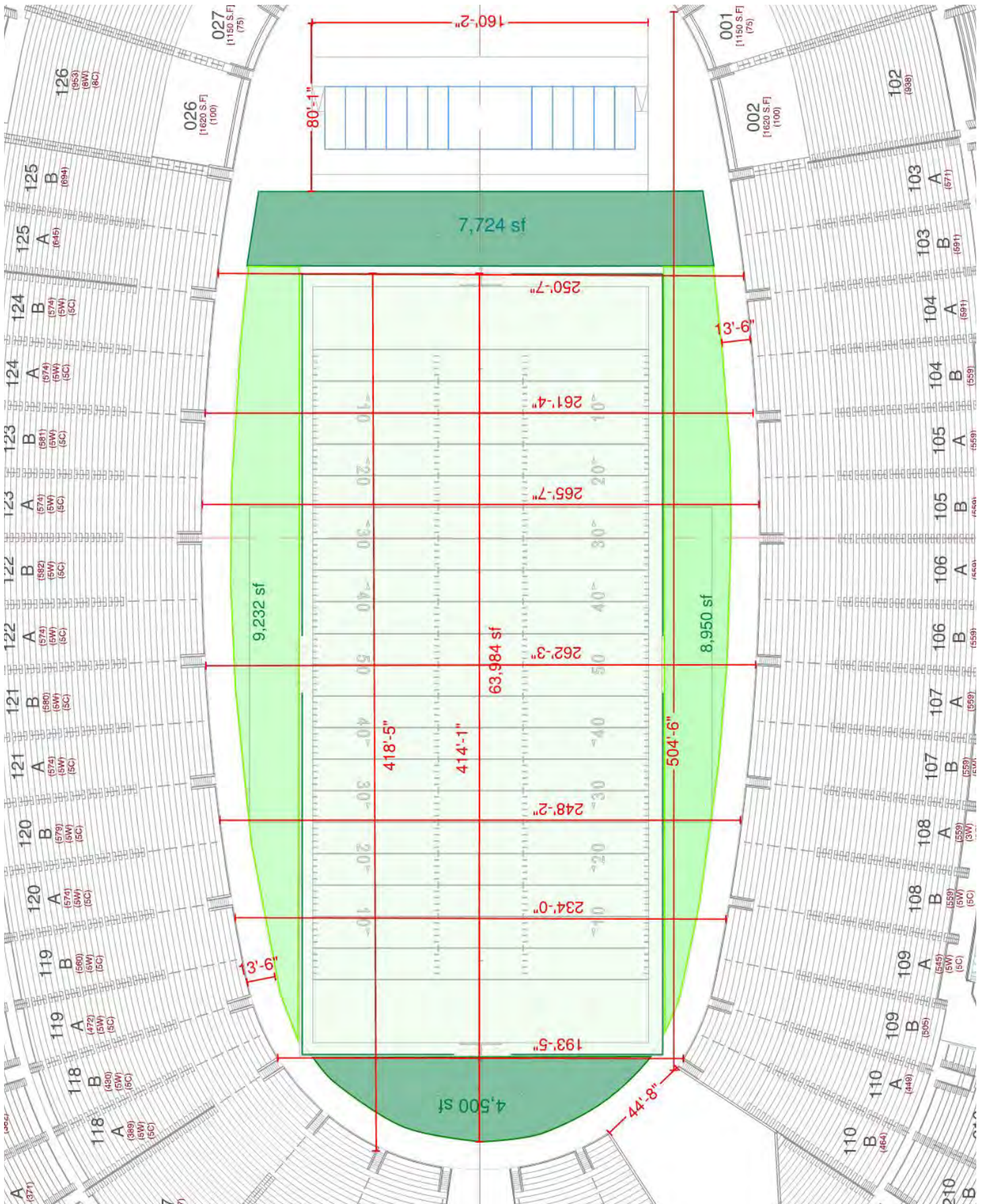








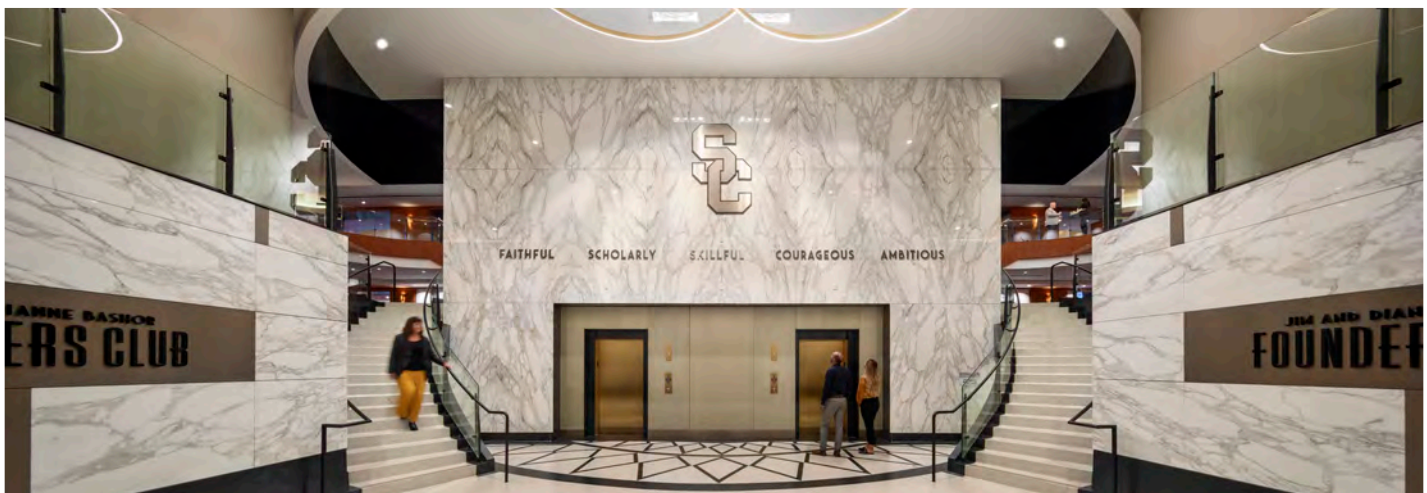
## Playing Field Dimensions (Tech Guide)





# SCHOLARSHIP CLUB TOWER

In the summer of 2019, USC completed the \$315 million dollar renovation project, funded entirely through private donations, which included the new seven-story Scholarship Club Tower including premium amenities such as luxury suites, loge boxes, club suites, and the stunning 1923 Club with 360° views of Los Angeles.

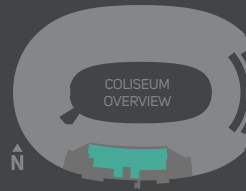




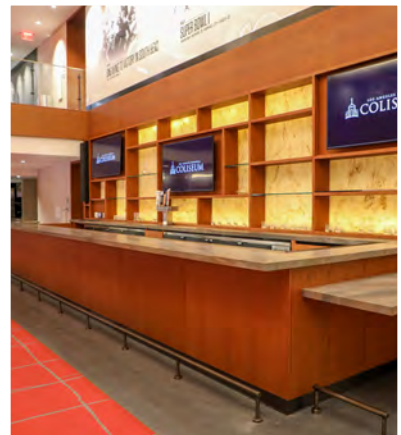
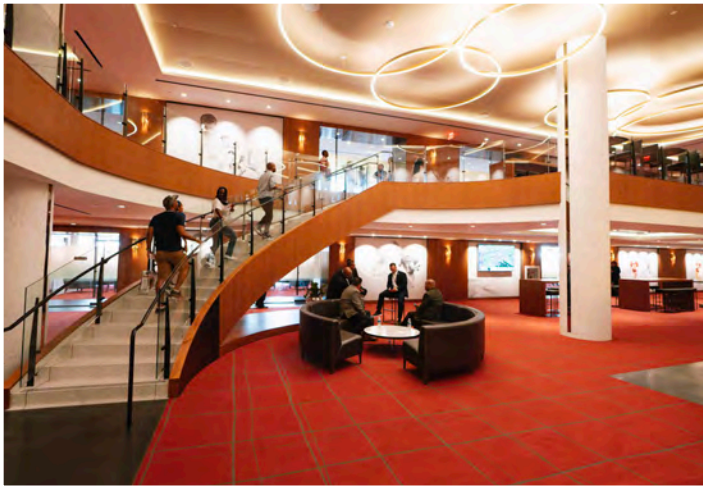
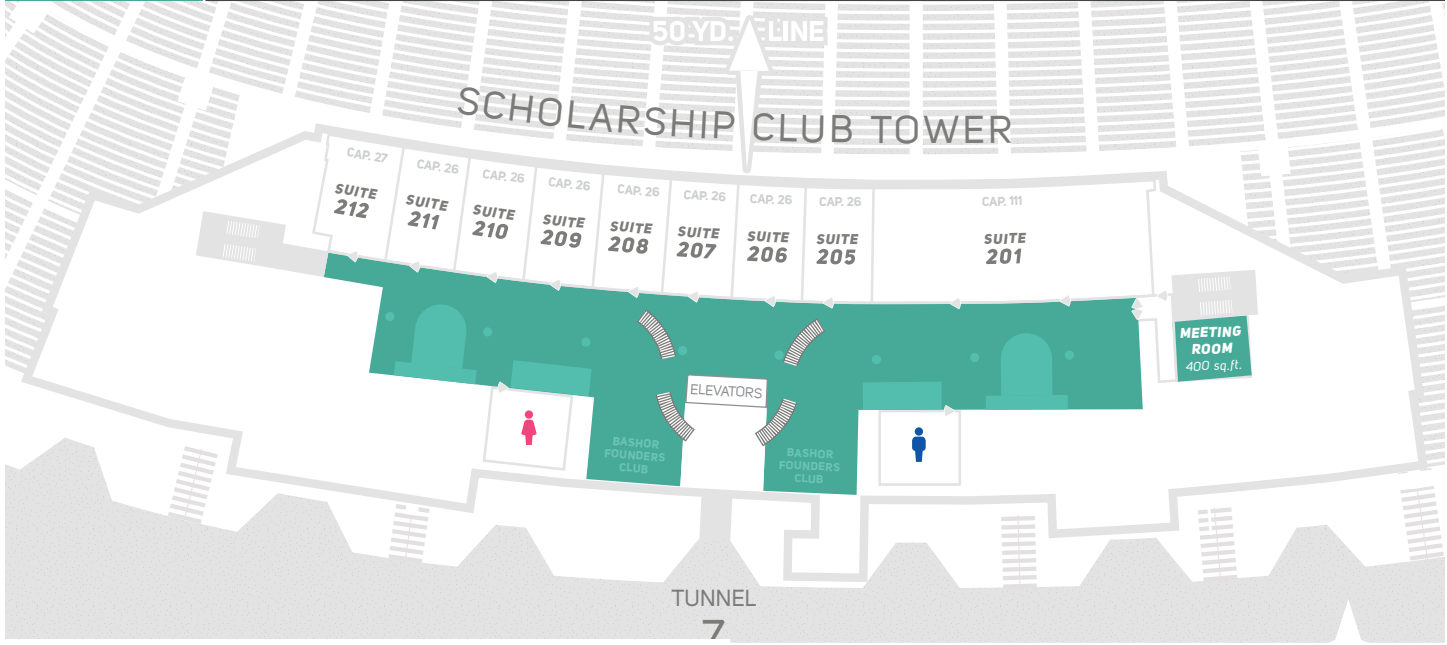
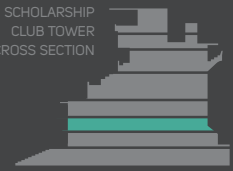


SCHOLARSHIP CLUB TOWER  
**FOUNDERS SUITES**  
LEVEL 2

AREA SIZE : 11,000 sq. ft.  
TOTAL SEATS : 320



SCHOLARSHIP CLUB TOWER CROSS SECTION

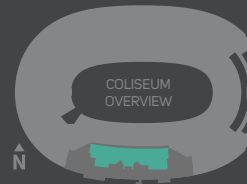




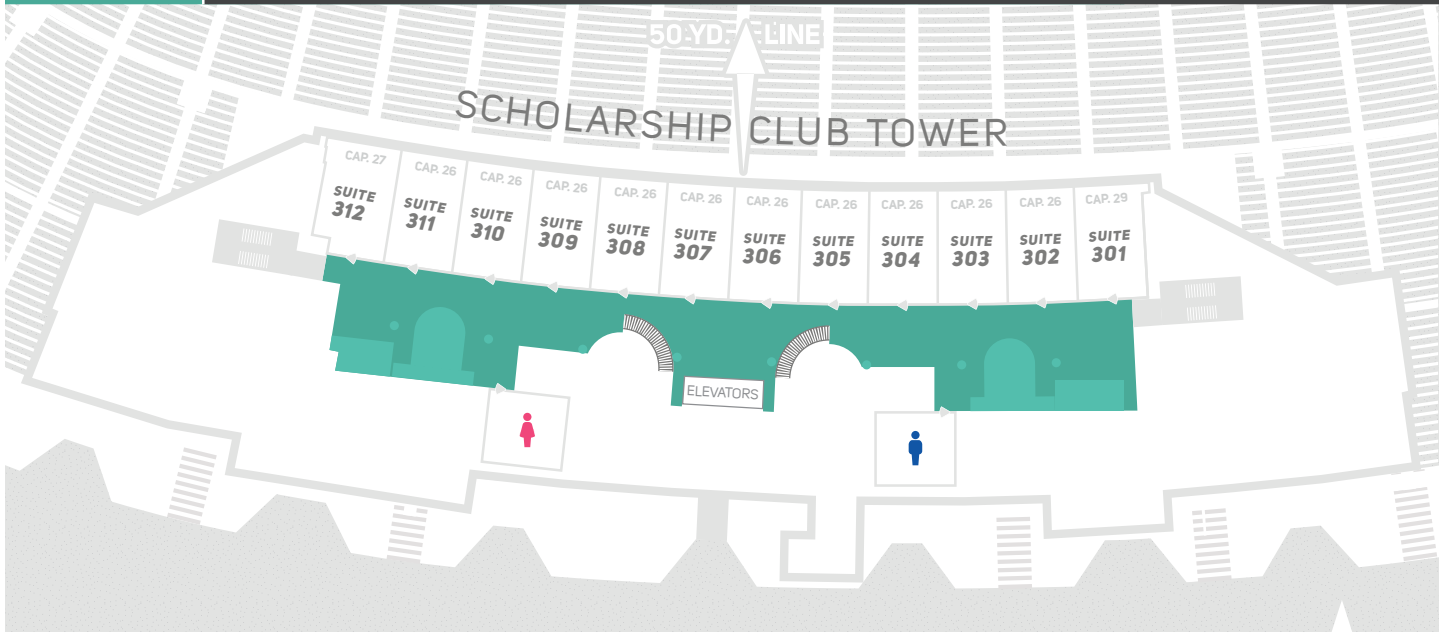
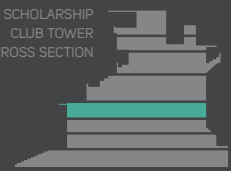


SCHOLARSHIP CLUB TOWER  
**FOUNDERS SUITES**  
LEVEL 3

AREA SIZE : 7,628 sq. ft.  
TOTAL SEATS : 316



SCHOLARSHIP CLUB TOWER CROSS SECTION



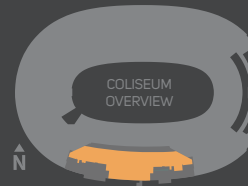




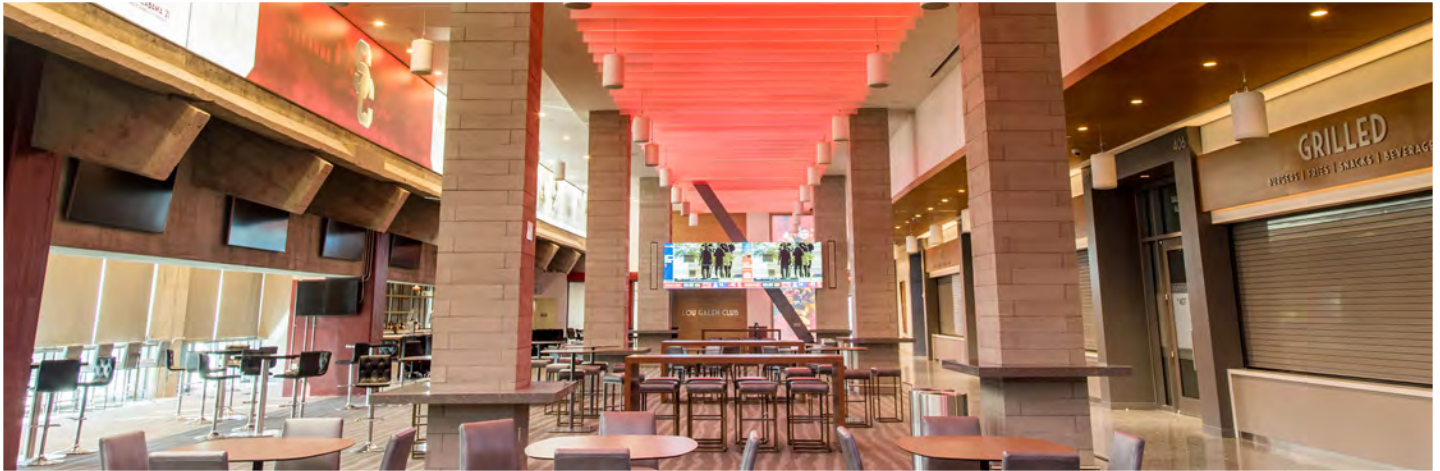
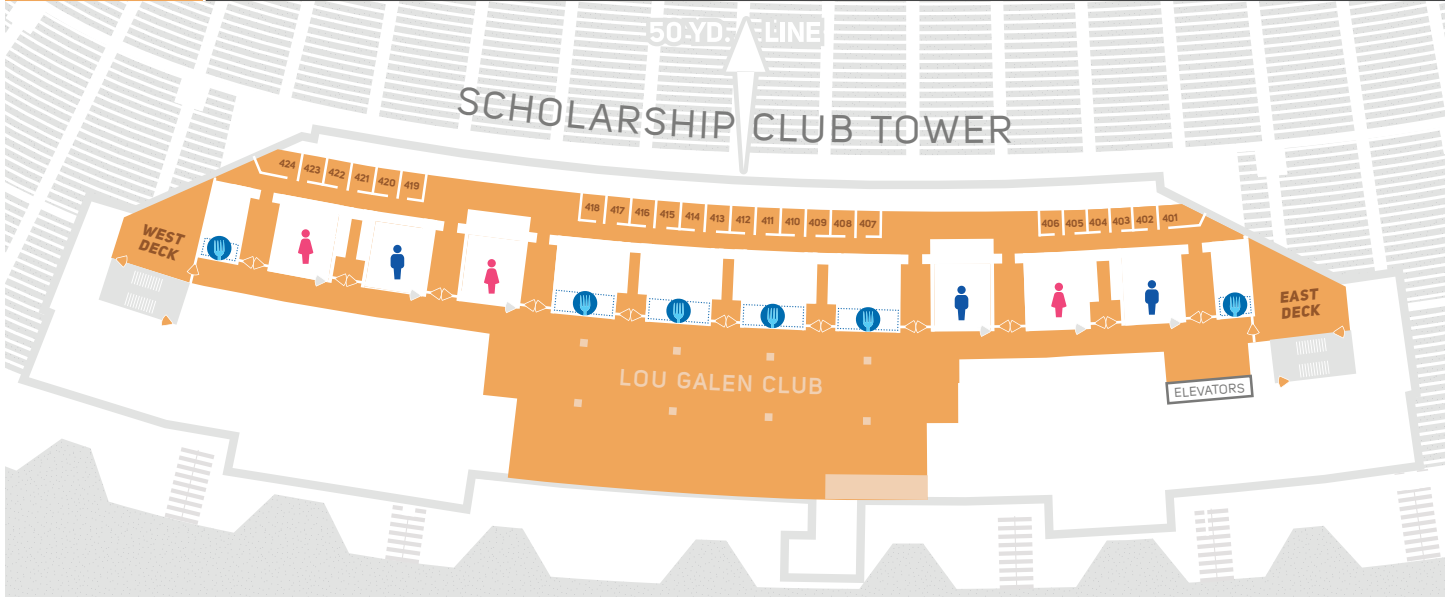
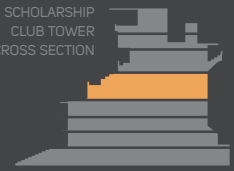
SCHOLARSHIP CLUB TOWER  
**CLUB LEVEL  
 AND LOGE BOXES**

AREA SIZE: 9,390 sq. ft.  
 WEST DECK: 770 sq. ft.  
 EAST DECK: 870 sq. ft.

LOGE BOX SEATS: 99  
 CLUB SEATS: 1113



SCHOLARSHIP CLUB TOWER CROSS SECTION

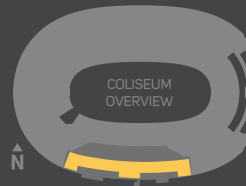




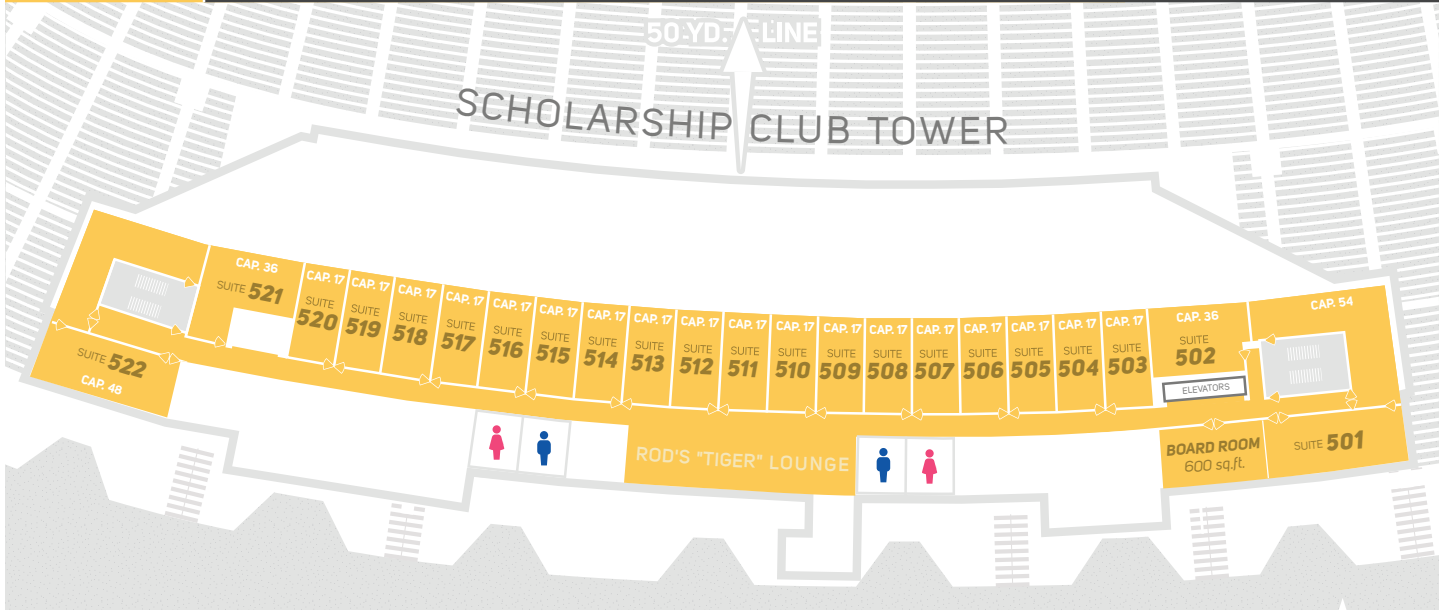
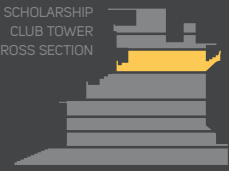


### SCHOLARSHIP CLUB TOWER SUITE LEVEL

AREA SIZE : 2,085 sq. ft.  
TOTAL SEATS : 480



SCHOLARSHIP CLUB TOWER CROSS SECTION

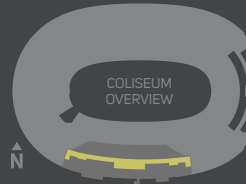




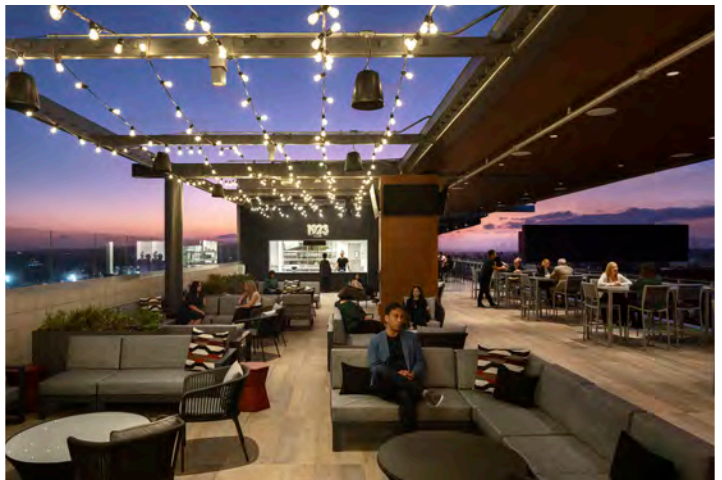
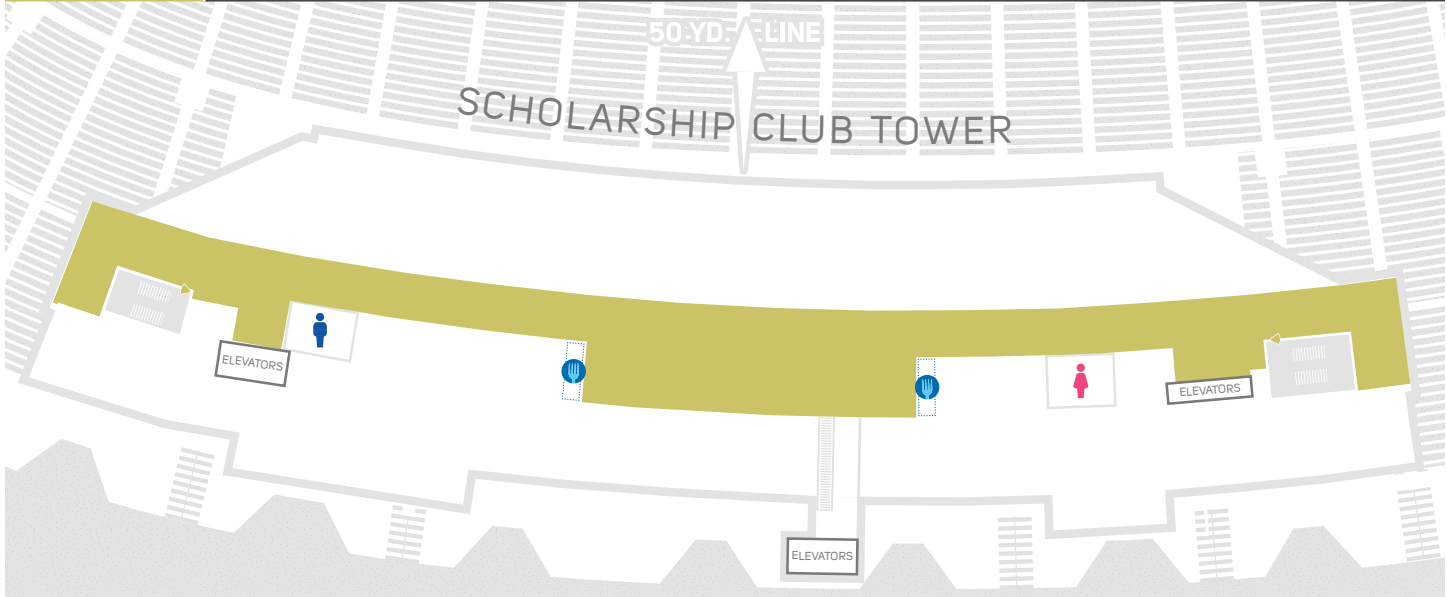
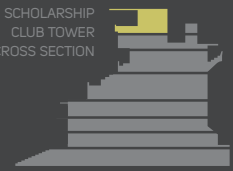


### SCHOLARSHIP CLUB TOWER **1923 CLUB**

AREA SIZE: 11,714 sq. ft.  
TOTAL SEATS: 499



SCHOLARSHIP CLUB TOWER CROSS SECTION

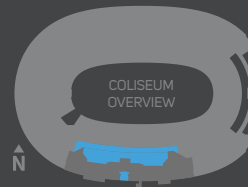




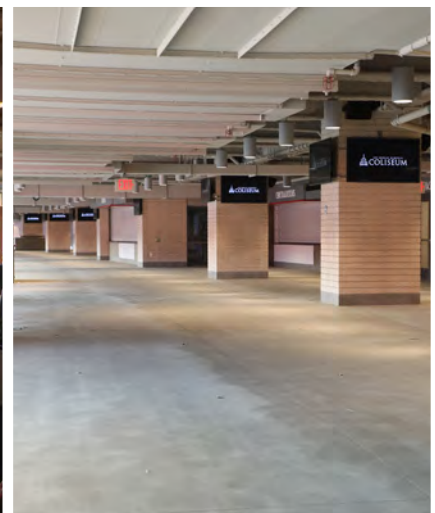
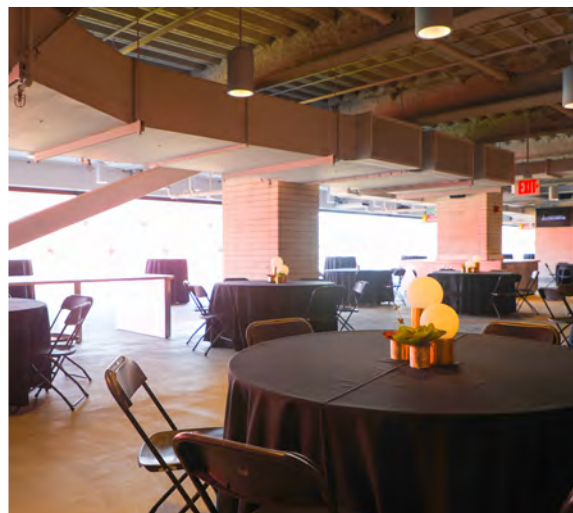
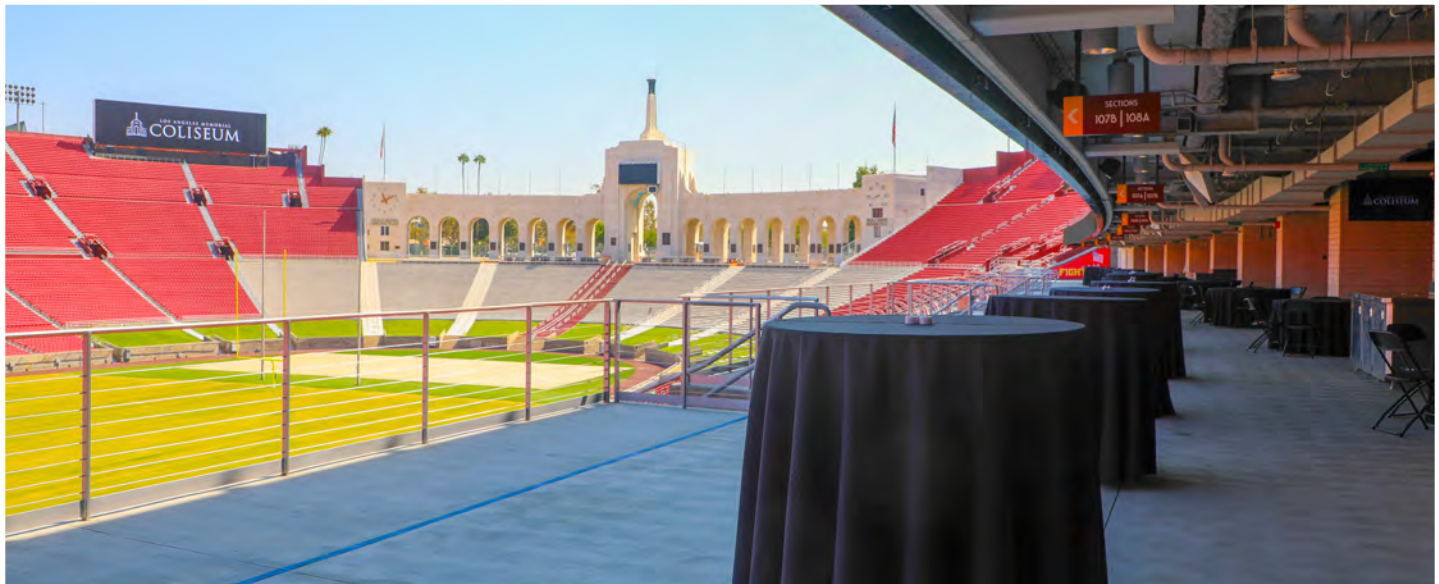
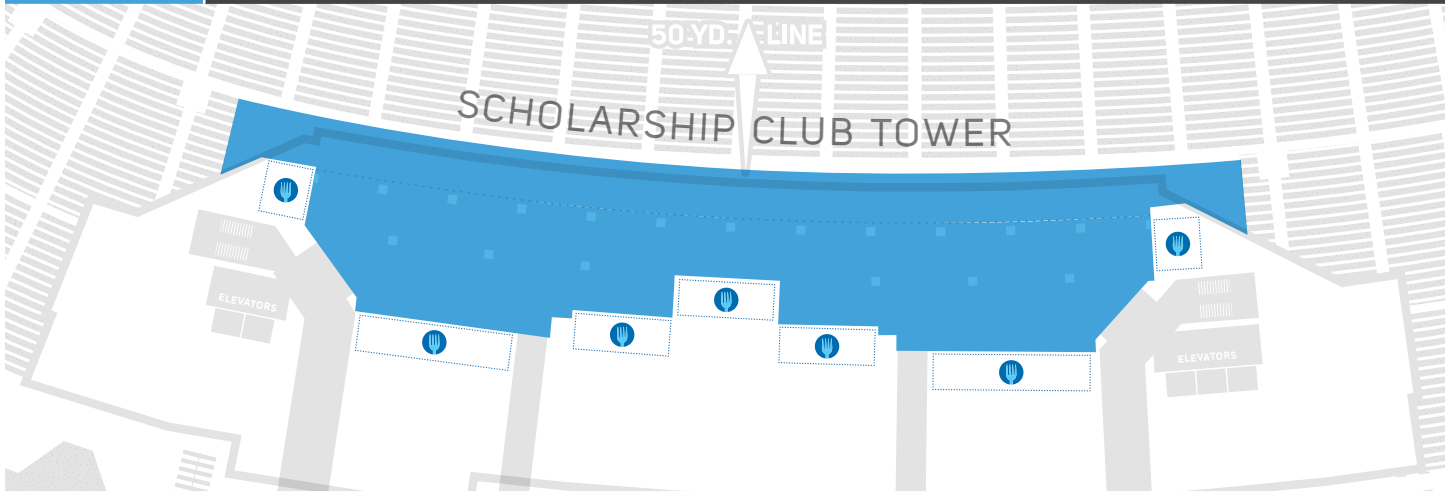
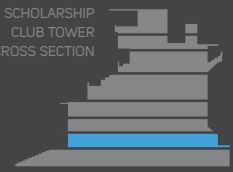


### SCHOLARSHIP CLUB TOWER HERITAGE CONCOURSE

AREA SIZE : 18,962 sq. ft.  
SEATING AREA : 7,308 seats



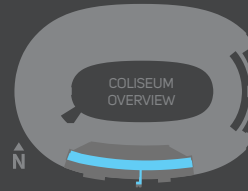
SCHOLARSHIP CLUB TOWER CROSS SECTION







SCHOLARSHIP CLUB TOWER  
**PRESS LEVEL**



SCHOLARSHIP CLUB TOWER CROSS SECTION

