

2002-03 STUDENT TICKET DISTRIBUTION POLICY FOR FOOTBALL AND MEN'S BASKETBALL HOME GAMES

PREFACE

On August 9, 2002, the University Athletic Council endorsed the recommendation of the student members of the University Committee on Student Ticket Distribution that Maryland Athletics, in a joint venture with the Office of Information Technology (OIT) and Ticketreturn, Inc., implement the following online distribution process for student tickets, which follows the criteria and guiding principles established by the University Committee on Student Ticket Distribution during the Summer of 2002.

1.0 ONLINE STUDENT TICKET DISTRIBUTION

- 1.1 Students register for student tickets to football and men's basketball home games online at www.tickets.umd.edu.
 - 1.1.1 Students login using their campus email address and barcode number from the back of their UMCP Student ID card.
 - 1.1.2 Currently enrolled, athletic-fee paying UMCP students are eligible to receive one (1) ticket each to football and men's basketball home games.
- 1.2 Student have secure, personal accounts from which to: (a) manage their account information, (b) track their attendance history, (c) view their Loyalty Point total (*see 3.0 for details*), (d) print tickets (e) designate tickets for pickup at Will Call (f) return previously claimed tickets, and (g) purchase student guest tickets for football, if available (*see 5.0 for details*).
- 1.3 Registration for each football and men's basketball home game is open for two (2) days. There is no advantage to being the first student to register, nor is there a disadvantage to being the last student to register.
- 1.4 When the number of students that register is fewer than the number of tickets available, all registered students receive email notification that (a) each student has been awarded a ticket and (b) how and by what deadline to claim their ticket.
 - 1.4.1 Students then have two (2) days to claim their ticket by: (a) printing the ticket, (b) picking up the ticket at the Terrapin Ticket Office, or (c) designating the ticket for pick up at Will Call on gameday.
 - 1.4.2 Following the two-day claim period for students who registered for tickets, additional students who desire to attend the game can claim any available tickets up until kick-off/tip-off on gameday by (a) printing out the ticket (b) picking up the ticket at the Terrapin Ticket Office, or (c) designating the ticket for pick up at Will Call on gameday.
- 1.5 If a greater number of students register for tickets than the number of tickets available, then Loyalty Distribution is automatically initiated (*see 2.0 for details*).

2.0 LOYALTY DISTRIBUTION

- 2.1 Loyalty Distribution is a loyalty-based lottery that is initiated only when demand for tickets exceeds supply.
- 2.2 Students who register for tickets have entries in the lottery equal to the number of Loyalty Points earned by attending previous games (see 3.0 for details).
 - 2.2.1 Therefore, students can increase the opportunity to obtain tickets to future games by attending games throughout the football or men's basketball season.
- 2.3 Students who are awarded tickets via Loyalty Distribution receive email notification regarding how and by what deadline to claim their tickets.
 - 2.3.1 Students then have two (2) days to claim their ticket by: (a) printing the ticket, (b) picking up the ticket at the Terrapin Ticket Office, or (c) designating the ticket for pick up at Will Call on gameday.
 - 2.3.1.1 Tickets that are awarded but not claimed within two days revert back to the Terrapin Ticket Office and are awarded to students on the waiting list (see 2.4 for details).
- 2.4 Students who are not awarded tickets via Loyalty Distribution receive email notification that they have been placed on the waiting list.
 - 2.4.1 If tickets go unclaimed or are claimed and returned, a second Loyalty Distribution occurs among registrants on the waiting list, with students again receiving email notification regarding how and by what deadline to claim their tickets.
 - 2.4.2 Students then have one (1) day to claim their tickets by: (a) printing the ticket, (b) picking up the ticket at the Terrapin Ticket Office, or (c) designating the ticket for pick up at Will Call on gameday.
- 2.5 Following the second, one-day claim period, additional students who desire to attend the game can claim any available tickets up until kick-off/tip-off on gameday by (a) printing out the ticket (b) picking up the ticket at the Terrapin Ticket Office, or (c) designating the ticket for pick up at Will Call on gameday.

3.0 LOYALTY POINTS AWARDED FOR ATTENDANCE AT HOME FOOTBALL & MEN'S BASKETBALL GAMES

- 3.1 Loyalty Points are awarded based on attendance at home games, which is tracked via handheld scanners at the student entrance at Byrd Stadium and the Comcast Center.
 - 3.1.1 Zero (0) Loyalty Points are awarded simply for registering for a student ticket or claiming a student ticket that has been awarded.

- 3.1.1.1 Attendance is required to earn Loyalty Points. Students must have their tickets scanned at the student entry gates at Byrd Stadium or the Comcast Center to be credited with Loyalty Points for attending a game.
- 3.1.2 One (1) Loyalty Point is awarded for attending a game for which Loyalty Distribution occurs because the demand for tickets exceeds the supply.
- 3.1.3 Two (2) Loyalty Points are awarded for attending a game for which Loyalty Distribution does not occur because the demand for tickets does not exceed the supply.
- 3.1.4 One (1) Loyalty Point is deducted if a student registers for a ticket, is awarded a ticket, and claims a ticket, but (a) fails to return the ticket prior to stated deadlines or (b) fails to use the ticket by personally attending the game.
 - 3.1.4.1 To avoid the 1-point Loyalty Penalty, students can return a claimed ticket to the Terrapin Ticket Office prior to stated deadlines, either online or in person. Returned tickets are awarded in Loyalty Point order to additional students who desire to attend the game.
 - 3.1.4.2 A student's total number of Loyalty Points can never fall below zero (0).
- 3.2 Loyalty Points are sport-specific. Points accumulated by attending football games apply only to registration for future football games. Points accumulated by attending men's basketball games apply only to registration for future basketball games.
- 3.3 Loyalty Points are not retained from one academic year to the next. All student accounts begin each academic year with zero (0) Loyalty Points in football and men's basketball.
 - 3.3.1 Student members of the University Committee on Student Ticket Distribution will review and consider the retention of loyalty points from year-to-year, following the 2002-03 academic year.

4.0 STUDENT ADMISSION TO FOOTBALL AND MEN'S BASKETBALL HOME GAMES

- 4.1 Basic Requirements: admission to all football and men's basketball home games requires that students present: (a) their valid student ticket and (b) their valid, UMCP Student ID.
 - 4.1.1 Each student ticket has printed on it (a) a unique barcode (1 of 30,000,000 per game), (b) the student's name, and (c) the student's Entry Group and time, if necessary for a sold out men's basketball game (*see 4.2 for details*).
 - 4.1.1 Student tickets are non-transferable. Students cannot buy, sell, or transfer student tickets to other students, non-students, or any other person. This is designed to eliminate the scalping of student tickets.

- 4.1.1.1 Student A cannot gain admission using the student ticket of Student B.
 - 4.1.1.2 Student A cannot gain admission using the UMCP Student ID of Student B.
 - 4.1.1.3 In the event that a student ticket is duplicated, only the first ticket (barcode) scanned at the student gate will be admitted -- all duplicated tickets will be denied admission. Therefore, it is in students' own interest not to duplicate their tickets.
- 4.2 Admission to "Sold Out" Men's Basketball Home Games: If students register for the entire allotment of 4,000 student tickets for men's basketball home games, Loyalty Distribution automatically assigns students an Entry Group and corresponding time for admission to the Comcast Center on gameday.
- 4.2.1 Students are assigned an Entry Group in Loyalty Point order -- the greater the student's number of Loyalty Points, the earlier the student's Entry Group.
 - 4.2.1.1 Each Entry Group enjoys an exclusive timeframe to enter the Comcast Center.
 - 4.2.1.2 Students' Entry Group and corresponding time are printed their student tickets.
 - 4.2.1.3 Students can enter later than the time designated for their Entry Group, but not earlier.
 - 4.2.2 Use of Entry Groups for admission to "sold out" men's basketball home games removes the need for reserved student seating as a means to (a) regulate lines and (b) reduce the risk of injury often created when students in line flood the student section to claim their preferred seat.
- 4.3 All student tickets for football and men's basketball remain general admission seating. This enables students to sit with friends and select their preferred seat location within the student sections at Byrd Stadium and the Comcast Center.

5.0 STUDENT GUEST TICKETS

- 5.1 Football: students may purchase up to four (4) guest tickets each IF tickets remain available after all deadlines for students to claim tickets have passed.
 - 5.1.1 Students may purchase student guest tickets online or in person at the Terrapin Ticket Office.
 - 5.1.2 Student guest tickets are general admission seating.

- 5.2 Men's Basketball: student guest tickets are not available due to the number of student tickets available (4,000) and the student demand for those tickets, as has been the case previously.

6.0 STUDENT TICKET ALLOTMENTS

- 6.1 Students receive 4,000 student tickets for men's basketball home games in the Comcast Center and 10,000 student tickets for football home games at Byrd Stadium.
- 6.2 The per game allotment of student tickets among the Maryland student body is proportional to the percentage of athletic fee paid by each student enrollment category: (a) fulltime undergraduate students receive 86%, (b) part-time undergraduate students receive 4%, and (c) graduate students receive 10%.
- 6.2.1 Loyalty Distribution, when triggered, is conducted separately within these categories.
- 6.2.2 If students in one enrollment category register for fewer than the number of tickets allotted to that category, the tickets automatically roll-over and are awarded to registrants of the other categories until tickets are awarded to all registrants or the supply of tickets is exhausted.

7.0 VIOLATIONS OF THE STUDENT TICKET DISTRIBUTION POLICY

- 7.1 Students who violate provisions of the student ticket distribution policy will be referred to the Office of Judicial Programs (OJP) and, when necessary, to the Department of Public Safety (UMCP Police).
- 7.1.1 Violations that will result in referrals include, but are not limited to:
- 7.1.1.1 The sale or attempted sale of student tickets.
 - 7.1.1.2 The duplication, replication, or alteration of student tickets.
 - 7.1.1.3 The presentation of a false, duplicated, replicated, or altered UMCP Student ID, or the UMCP Student ID of another student, at the student entry gate or the Terrapin Ticket Office.
 - 7.1.1.4 Gaining or attempting to gain unauthorized access to the online student ticket distribution system or the personal account of another student.
- 7.2 Students found "responsible" for violations of the student ticket distribution policy by OJP or convicted of a criminal act related to the student ticket distribution policy, face the loss of all accumulated Loyalty Points in both football and men's basketball, in addition to other penalties.