

2007 GUIDELINES AND PROCEDURES COMMERCIAL TAILGATE SPONSOR

Thank you for your participation in the War Memorial “tailgating experience”. We are looking forward to a great season. These guidelines should give you a more complete understanding of what to expect as this football game season approaches.

SET- UP:

You may begin set up at 7 a.m. the morning of the game.

BREAK DOWN:

All areas must be clear by 6:30 a.m. the morning after the game. War Memorial is not responsible for items left on-site.

VEHICLE ACCESS:

Each area will have **two** vehicle parking passes. The passes will be mailed after payment has been received. The vehicle pass must be displayed on the car at all times. All vehicles must be in place one hour before start of game and may not be moved until after the game traffic has declined.

PROMOTIONAL SPACE:

All tents must fit within your allotted space.

SPONSOR RESPONSIBILITY:

- All charcoal must be properly disposed of in the charcoal dispensers placed throughout the park by the LR Parks and Recreation Dept.
- For safety reasons, all beverages must be in plastic or aluminum containers. No glass containers or kegs will be allowed.
- For safety reasons, the use of gas powered generators is greatly discouraged
- All trash must be bagged

PROHIBITED:

**Private portable toilets
Private golf carts and all terrain vehicles**

Please be respectful of those around you. Remember that War Memorial is a public park and all persons are subject to the rules and regulations of the City of Little Rock

ON-SITE COMMERCIAL SPONSOR PROMOTIONS GUIDELINES

War Memorial must receive a written description of your proposed on-site promotional give-away or sampling items prior to consideration for on-site promotional use.

War Memorial must approve in writing any and all promotions, plans and activities prior to your participation in tailgating festivities.

COMPANIES MAY NOT:

- Sell or give away alcoholic beverages to the general public
- Solicit donations
- Display banners, signs, logo tape/wrap or other promotional materials outside of your designated area.

Agreed and Accepted:

Name: _____

Title: _____

Company: _____

Date: _____