



BAYLOR

vs. Samford

GATES OPEN – 9:30 AM

KICKOFF – 11:02 AM

September 13, 2025

EVENT BRIEF SHEET

EVENT MANGEMENT AND FACILITIES PHONE NUMBERS

Command Post	254-710-3700
Drew Pittman	254-749-2336
Will Lattimore	254-265-1296
Chris Fritz	254-709-1232
Joe Todaro	254-640-3033
Jarrold Trevathan	254-709-8272

VENDOR ISSUES OR QUESTIONS

Please call the command post with any questions or concerns relating to maintenance, housekeeping, tailgating, activations, carts, staffing or any other needs for service.

TICKET SCANNERS / GATES

Security Screening Procedures	2BE/OPENGATE+10 Mags
If Ticket Doesn't Scan	Send to Resolution
Ticket Resolution	Ticket Center
Children's Ticket Policy	2+ must have ticket
Re-Entry Policy	No Re-entry
Scanners	Return @ Start of 4 th Quarter
Student Entrances	All Gates – Gate C is nearest section
Baylor Line	Enter south end with BL ticket
Berm	Enter south end of stadium only

PASS LIST

Baylor Football Player Guests	Gate D
Cheerleaders, Managers, Trainers	Gate D
Visiting Team	Left of Gate B
Recruits	Right of Gate B

TICKET OFFICE

Hours	Ticket Center opens at 8:00 AM
Ticket Center	Public Will Call & Ticket Resolution

STADIUM INFO

Media Entrance	Opening at 8:00 AM
Student Section	BL2 – BL9, 117-129
Guest Relations / Lost & Found	Behind sections 114 and 214
Baby and Mom Room	Behind Guest Services at section 114
Chair Back Rentals	Sections 101, 125 and 215
First Aid Stations	Sections 102, 125, 210, 228, Berm
Designated Smoking Areas	No smoking on Baylor property
Facility Services	Requests made thru Command Post
Fan Text Message System	254-275-1010
Fan Text Tweet for Assistance	@McLaneAssist
Letterwinners' Lounge	Inside Gate C on ground level

EVENT TIMELINE

	Time of Day	Game Clock
All Parking Lots Open	6:00:00AM	
Ticket Center Opens	8:00:00AM	
Touchdown Alley Opens	8:00:00AM	
Bear Walk	9:10:00AM	
Main Gates Open (Premium 9:15, Recruit 8:15)	9:30:00AM	
Teams Clear Field	10:40:00AM	22:00
Golden Wave Band Show Begins	10:44:15AM	17:45
Pregame Prayer	10:50:50AM	11:10
National Anthem		
Flyover	10:53:20AM	8:40
Baylor Line Runs	10:56:48AM	5:12
Baylor Team Intro Video	10:57:20AM	4:40
Baylor Runs onto Field (from Northeast Stadium)	10:58:45AM	3:15
Coin Toss	10:59:30AM	2:30
Samford Runs onto Field (for Southeast Stadium)	11:00:00AM	2:00
Final Team Huddles	11:01:00AM	1:00
Kickoff	11:02:00AM	0:00

Fan Engagement Notes:

Family Weekend!, Childhood Cancer Awareness

Important Recognitions

Smile Doctors Flag Presentation – Pregame
President Livingstone Ball Presentation – 2 qtr – 1 break
Game Sponsor is Premiere ER and Urgent Care

TV: ESPN+

In Stadium.....Channel 98.1

COMPLIANCE

- Agents, High School Coaches, 2-year college coaches & prospective student-athletes (PSAs) may NOT be on the sideline during the game.
- Agents may NOT access the locker room.
- PSAs (anyone who has started classes for the 9th grade) and enrolled student-athletes may NOT be in any credential areas (suites, sidelines, press box, etc.)
- Boosters & Fans may NOT interact with PSAs and are NOT allowed in the recruiting room
- Only Baylor staff, prospects & prospect's guest are allowed in the recruiting room
- Current student-athletes are only allowed when they are hosting a prospect on a visit
- PSAs may NOT be publicized on the video board or announced over the PA system
- Always remember, ask before you act!

STAFF INFO

- **Medical Emergencies:** Remain calm. Do not move an injured or ill person. Assess the situation and send someone to get assistance or call the command post. Stay with the person until medical assistance arrives. Provide crowd management around responders once they arrive.
- **Basic Safety Information:** You are the experts in your area: Please know who to call for assistance, where the nearest first aid station is located, where the nearest exits are located, where law enforcement or security is located and any other special concerns you may encounter.

McLANE POLICIES

APPROVED ITEMS

ALL CLEAR BAGS:
may not exceed 12" x 12" x 6"

SMALL CLUTCH BAGS:
Approximately the size of a hand,
no larger than 4.5" x 6.5"

NON-APPROVED ITEMS

BaylorBears.com | Instagram | Twitter | Facebook | @BaylorAthletics | #SicEm

PROHIBITED ITEMS

Guests may not bring into or possess any of the following items while in the stadium:
Bags larger that do not meet clear bag policy, banners and poles, food, beverages**, weapons of any kind, tobacco, umbrellas, strollers, scooters, bicycles, roller skates, skateboards, pets, stadium seats and cushions, laser pointers, artificial noise makers, camera lenses 4" or larger, umbrellas, video cameras & unauthorized banners.

***Exceptions will be made for Guests with special needs (medical)**

****water containers (empty or full) may be carried into the stadium. Must be clear.**

TOP 5

1. Nearest 1st Aid _____
2. Closest Exit _____
3. How do I get housekeeping help _____
4. Who is your supervisor _____
5. Who/how to call for help in emergency _____
6. Where is my weather shelter locations _____

Texas Farm Bureau
Insurance Ticket Center

ALSO AT THESE WINDOWS:

- General Public Will Call
- Texas HS Coaches Pass List

GATE C

GATE D

Baylor Player
Guest Pass List

Grass Berm/
Baylor Line
Entrance

GATE A

GATE B

Visiting
Pass List

Baylor Recruit
Pass List

Media
Entrance

Club/Loge
Entrance

Suite
Entrance

Founders'
Suite Entrance

President's
Suite Entrance

