

PREMIUM SEAT GUIDE



BUDWEISER EVENTS CENTER

MAC EQUIPMENT INC. INDOOR ARENA | THOMAS M. MCKEE 4-H, YOUTH
& COMMUNITY BUILDING | FIRST NATIONAL BANK OF OMAHA BUILDING

**5290 ARENA CIRCLE
LOVELAND, CO 80538**

Dear Premium Seat Holder,

Thank you for supporting Budweiser Events Center for another exciting year! To ensure an excellent experience, we want to make sure you're familiar with all of the premium seat holder benefits, policies and procedures as well as some exciting new changes!

If for any reason you have questions, comments or concerns, please contact me at 970-619-4104 or lmclendon@oakviewgroup.com.

I am extremely excited to be working with you and look forward to meeting each of you in person. I am excited to make your experience at the Budweiser Event Center positive and memorable with each visit.

Best wishes!

Lily McLendon

Lily McLendon
Corporate Sales & Premium Seating Manager
Budweiser Events Center



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PREMIUM SEATING & PARTNERSHIPS TEAM

LILY MCLENDON

CORPORATE SALES & PREMIUM SEATING MANAGER

LMCLENDON@OAKVIEWGROUP.COM

O: 970-619-4104 | M: 215-301-1608



Lily is a Colorado transplant from Southern California. Before coming to the BEC in 2021, Lily's work experience included Premium Seating with the Anaheim Ducks and The Greek Theatre in Los Angeles, as well as Premium Seating and Ticketing at what was formally Staples Center with the Los Angeles Lakers, LA Kings, and Clippers. Lily loves to travel and has been to over 13 countries. When she is not traveling the world, she is hanging out with her pup, Blair.



DANA DRAKE

DIRECTOR OF GLOBAL PARTNERSHIPS

DDRAKE@OAKVIEWGROUP.COM

O: 970-619-4102

Dana is approaching his 8th year with the Budweiser Events Center with prior work experience in T.V. and radio advertising sales. Dana can be described as a thrill seeker and loves anything outdoors from skiing, kayaking, camping, wake boarding and the occasional walk on planes. Yes, Dana is one of a few people to walk on a plane while in the air, also known as a wing walker. When he is not out on his next adventure, he is spending time with his wife, Carli, and his kids.

PREMIUM PARKING

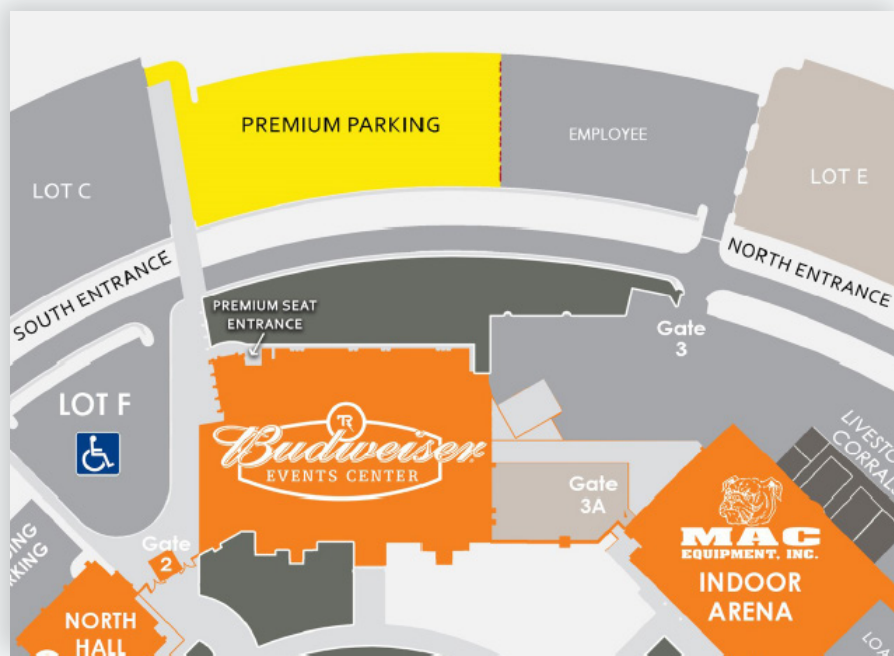
Premium Seat Holders will have access to premium parking for **ALL EVENTS** hosted at Budweiser Events Center.

Here is what you need to know regarding **EAGLES** PREMIUM PARKING:

1. Eagles Premium Parking is located directly across from the building in Lot D for ALL Eagles Games.
2. Premium Parking will start approximately two hours prior to the game and will remain open to premium seat holders UNTIL puck drop. At that time, parking attendants will prepare for exit and the premium parking lot will be open to the public.
3. All Parking Passes are mobile passes and can be managed on the Premium Seat Portal.
4. For your safety and for the safety of others, please come to a full stop (unless attendant instructs otherwise) and display your parking pass clearly to the parking attendant through your drivers' side window.

FOR **NON-EAGLES** PREMIUM PARKING:

1. Premium Parking will be in the same location as it is for Eagles games, directly across from the building in Lot D.
2. We again ask that for your safety and the safety of others, you come to a complete stop and show the attendant your parking pass before continuing into the lot.
3. One (1) parking pass will be provided for every four (4) tickets you purchase/own for a non-Eagles event.
4. To receive your parking pass(es), you **MUST** purchase tickets to non-Eagles events through the Premium seat portal AND email your Premium Seat Manager, Lily McLendon.



PREMIUM SEAT ENTRANCE

Premium Seat Holders will have their own dedicated entrance for all events at Budweiser Events Center.

The Premium Seat Entrance is explicitly for Club Seat Holders (sections Q, R, S), Suite Holders, and Restaurant Reservations. Please read the following information carefully:

- Premium Seat Entrance is located at the North-West Side Main lobby door.
- There will be signage and staff to direct you to the correct location upon arrival.

**If your suite is relocated due to show setup restrictions, your relocated ticket location will still permit you entry through the Premium Seat Entrance.*



RESTAURANT RESERVATION POLICIES

The Blue Bar & Grill is accepting reservations online.
Please see the below information explaining how premium seat holders
will be able to enjoy this new benefit:

GENERAL INFORMATION:

1. The Blue Bar and Grill is located on the 4th floor Suite level and can be accessed by either the suite level elevator located directly beside the Premium Seat Entrance or by the stairs located beside Guest Services.
2. The Blue Bar and Grill is open 90 minutes prior to the start of Colorado Eagles games and is subject to change for special events and concerts.
3. Premium Seat Holders will be allowed to book thirty (30) days in advance of all events by using a passcode (provided below) on the reservation website.
4. Premium Seat Holders receive 20% off food in the Blue Bar & Grill with an online reservation.

MAKING A RESERVATION:

1. To make a reservation, please go to www.budweisereventscenter.com, click on the "Food and Beverage" tab and then click on 'Blue Bar & Grill' tab.
2. Then click on 'Make a Reservation', which will take you to the reservation page.
3. Once on the reservation page, select the date of the event, the time you would like to make a reservation for, and the number of people. Groups of 10+ will need to call Meaghan Becker (970-619-4030). If the event is more than 15 days away, you will need to enter the Premium Seating Passcode, "Premium".
4. To receive the 20% discount, you will need to indicate that you are a Premium Seat Member in the notes. Please also include the licensee's name if the membership is under a company or different name.

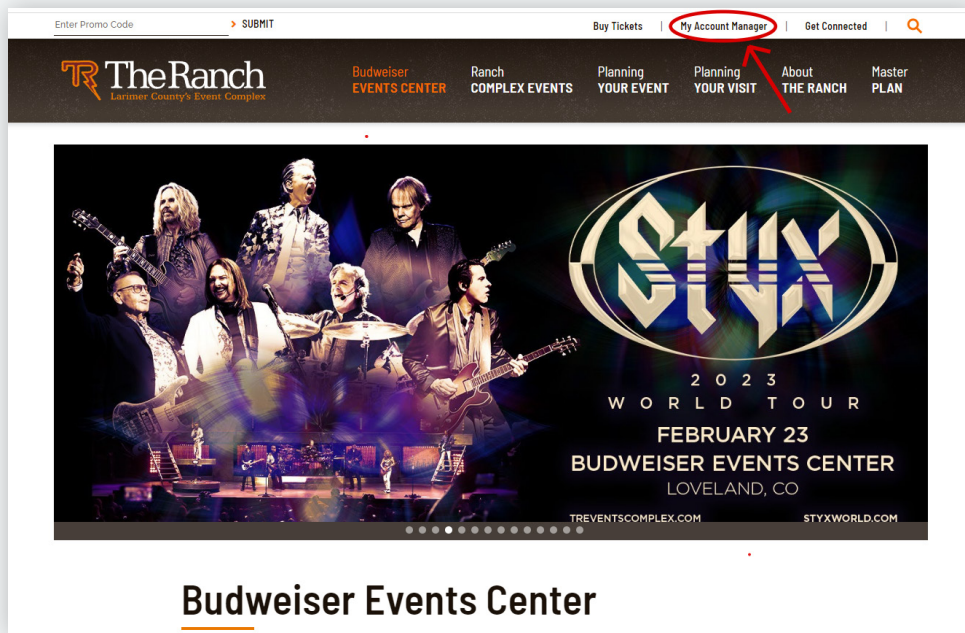
*NOTE: This code WILL change at various times throughout the season and it will be distributed out to premium seat holders at that time. The premium seating passcode should ONLY be used for Premium seat holders and their guests. We ask that Premium seat holders make reservations for their guests and DO NOT share the passcode below.

Should have any issues, please contact your Premium Seat Manager,
Lily McLendon, at (970) 619-4104 or LMcLendon@oakviewgroup.com for assistance.

PREMIUM SEAT PORTAL

Our premium seat portal is an online platform where you can manage/update your account, purchase tickets to non-Eagles events, purchase additional tickets to Eagles Events, re-print lost/misplaced tickets, print receipts from previous orders and even transfer your tickets to someone else.

STEP 1: Click the 'My Account Manager' at the top of the Budweiser Events Center website.



STEP 2: Once at the log in page, enter your email and password.

A screenshot of the login page. At the top, there are links for 'Buy Tickets', 'Promotions', and 'Season Renewals'. The main content area features a 'Sign In' form with fields for 'Email *' (containing 'lmclendon@oakviewgroup.com') and 'Password *' (masked with dots). There is a 'Show' link next to the password field and a 'Keep me signed in' checkbox. A 'Sign In' button is at the bottom of the form. Below the button are links for 'Forgot Password', 'Create Account', and 'Activate Account'.

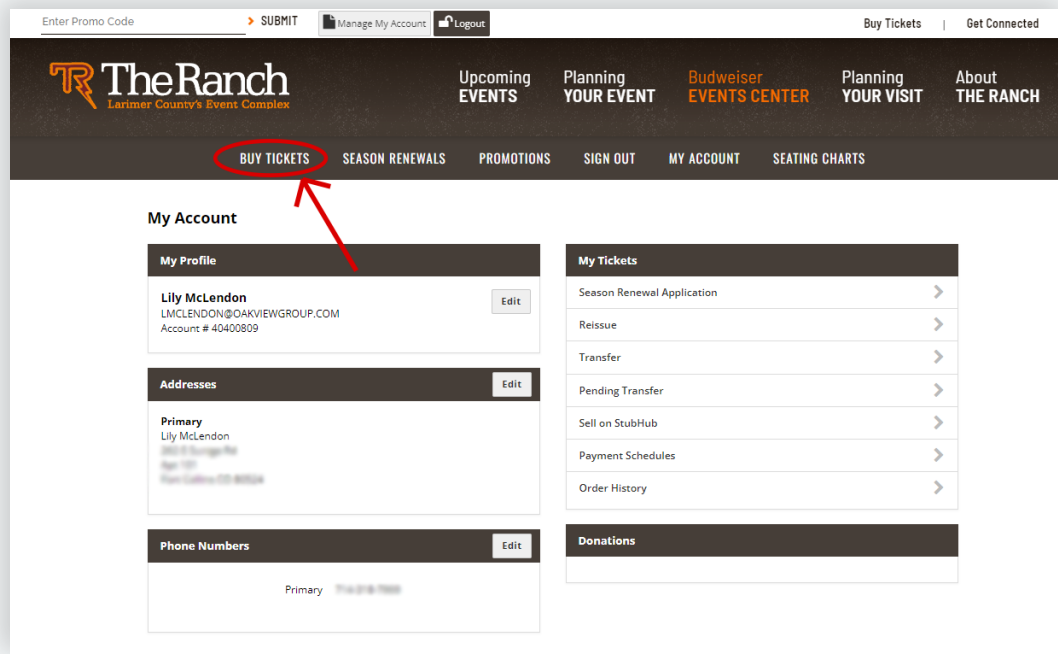
TICKET ORDERING

One of the many benefits of being a Premium Seat Holder is that you have the first right of refusal on tickets for all non-Eagles' events, such as family shows and concerts.

Premium Seat Holders can order tickets in the club seat section OR select best available in a specific price level without any online convenience fees.

TICKET ORDERS MUST BE PLACED DURING THE PRE-SALE OF THE EVENT TO GUARANTEE SEATING.

STEP 1: Once you are logged in, click 'Buy Tickets' on the left side of the page.



Events are organized by category and consist of Concerts, Family shows, Other Events at BEC, Colorado Eagles Hockey.

STEP 2: Select a category to see the current events that are scheduled. Shows that have multiple show times will have all performances listed.

STEP 3: Select the event you want and click 'Find Tickets.' You have the option to 'Purchase By Seat', where you can pick the exact seat you would like, or 'Purchase By Price', where you choose your price level and the system chooses the seat location.

Depending on the ticket delivery method you have chosen, PLEASE be sure to confirm/edit your account information displayed on the left-hand side so your tickets are sent to the appropriate place.

TICKET DELIVERY

All ticket orders will be sent via mobile delivery straight to your phone or emailed to you.

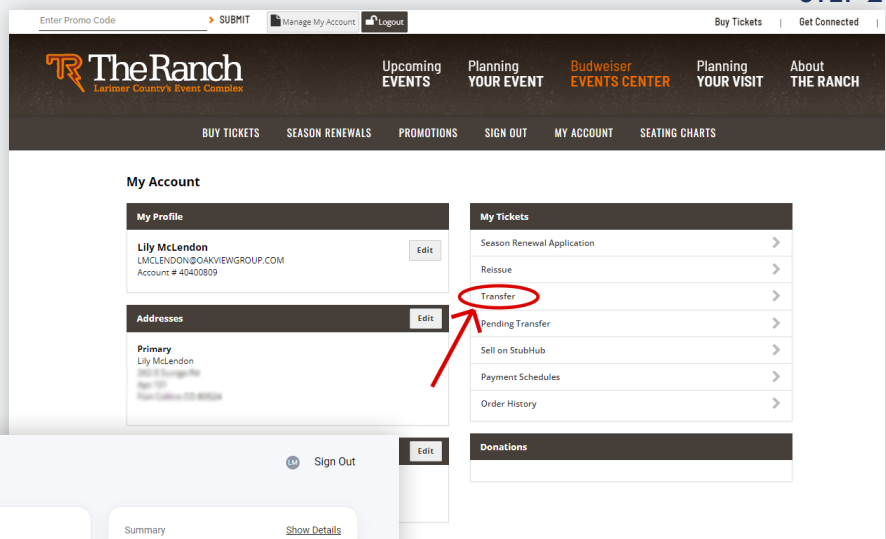
TRANSFERRING TICKETS

STEP 1: Click the 'My Account Manager' at the top of the Budweiser Events Center website.

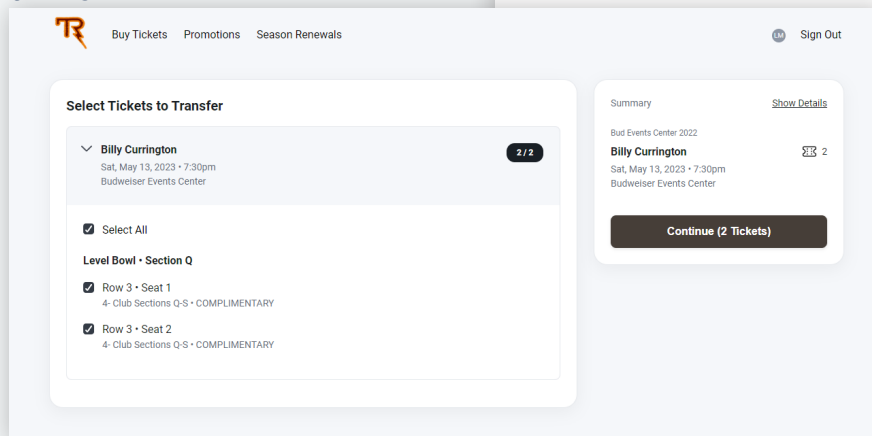
STEP 2: Once at the log in page, enter your email and password.

1. Once logged in, click the 'Manage My Account' button at the top right.
2. At the My Account screen, click on 'Transfer' under 'My Tickets'.
4. Select the event(s) you want to transfer and click 'Next'
5. Select the seats you want to transfer and enter the Transfer Recipient information.
6. Confirm the details and click 'Yes, Make Transfer'

STEP 2



STEP 5



An email will be sent to you confirming the transfer request and an email will be sent to the recipient with a link to accept the tickets. The recipient will have 48 hours to complete the transfer, and a reminder email will be sent to the recipient 12 hours from the transfer deadline.

When the recipient clicks the link, they will need to enter their email address at the bottom of the page and click 'Accept'. The recipient will then need to either create an account or log into an existing account.