

CHICAGO BEARS
ACCESSIBLE SEATING POLICY
FOR SOLDIER FIELD IN 2004

February 18, 2004

The Bears are committed to providing accessible seats for our fans with disabilities. We believe our stadium can meet the demands of our fans and their companions for accessible seating. We have issued this policy to allow tickets for accessible seats to be made available to the public and that fans with physical disabilities who have purchased tickets for conventional seats can exchange them when needed for accessible seats.

The following shall be the policy of the Chicago Bears Football Club regarding accessible seating for Bears home games at Soldier Field in 2004.

I. General Policies

- A. The Bears will provide accessible seating and companion seating to persons with disabilities in a manner consistent with obligations under disability rights laws. In furtherance of this mandate, the Bears will establish appropriate written policies.
- B. The Bears will market the disability seating policy, to include: posting such policy on its website; issuing press releases about policy summaries and disability seating opportunities to local and state media outlets; and forwarding policy summaries and disability seating opportunities to disability rights organizations throughout the state.
- C. The Bears will inform all relevant staff about the policy and copies of policy summaries shall be conspicuously posted in all offices where tickets are sold and/or distributed by the Bears and policy summaries shall also be provided to the Bears' authorized ticket agency.
- D. The Bears will insure persons with disabilities have an equal opportunity to purchase available Permanent Seat Licenses (PSLs), season tickets and single game tickets at all prices comparable to that of ambulatory patrons.
- E. The Bears will identify on their season ticket application forms how disabled patrons may seek disabled seating tickets. Single-game tickets for the disabled will be available by whatever means they are available to the able-bodied (e.g., at the Bears ticket office, at Ticketmaster outlets, over the phone through Ticketmaster, on the internet through Ticketmaster, etc.). In many cases, wheelchair tickets will be available at the time of the initial purchase. When that is not the case, but

conventional seating is still available, the patron will be offered conventional tickets and instructed to contact the Bears ticket office to arrange an exchange for wheelchair seating. Such exchange will be done under the direct supervision of the ADA Coordinator in accordance with the procedures set forth below.

II. Wheelchair Accessible Seating

- A. Through the use of permanent and temporary platforms, Soldier Field will maintain the capacity to accommodate 289 wheelchair accessible seats and 289 companion seats. These seats will be known as the “accessible seats.” The accessible seats will be located on platforms in 42 locations at Soldier Field. Those locations are:

Mezzanine Level:	Sections 105, 108, 110, 113, 120, 121, 122, 123, 124, 130, 131, 136, 138, 143, 144, 150, 151, 152 & 153.
Lower Club:	Sections 205, 208, 209, 210 & 213.
Mid-Level End Zone:	Sections 220, 221, 222, 223, 250, 251, 252 & 253.
Media Deck:	Sections 232, 233, 241 & 242.
Grandstand:	Sections 331, 332, 336, 338, 342 & 343.

The platform locations provide a variety of ticket prices and locations in accordance with the Americans with Disabilities Act and the Illinois Accessibility Code. Each platform will provide wheelchair users with views similar to those of patrons in the front row of the sections where the platform is located. Additional platforms will be added should demand exceed 289 wheelchair seats.

- B. Accessible seats will be available for purchase by persons who need accessible seating, if available, either as PSLs, season tickets or single game tickets. If ambulatory season ticket holders have a right or option to renew year after year, this right must be extended to season ticket holders with disabilities who have purchased a season ticket. These seats will not be sold as PSLs nor as season tickets to individuals who are not disabled, unless the purchaser states a need to accommodate an individual in his/her party who is disabled.
- C. Regarding the platforms, ten, located in ten different ticket zones, will be permanently installed for the use of persons with disabilities and their companions. These platforms will be known as the “permanent platforms”. In 2004, those ten platforms will be located in the following sections: 122, 130, 131, 136, 210, 213, 232, 233, 332 and 336. These ten platform locations represent the *minimum* number of wheelchair platforms that will be in place for Bears home games.

- D. Through the use of the permanent platforms and, as necessary, additional platforms that are installed, the Bears will maintain, for any single game, the greater of (a) 70 wheelchair and 70 companion seats or (b) twice the number of wheelchair seats currently being requested by patrons for any particular game plus a commensurate number of companion seats, up to a maximum of 289 wheelchair accessible seats and 289 companion seats. These seats will be known as “reserved accessible seats”.

Seats in platform locations in which platforms are not erected for any particular game will be known as “unreserved accessible seats.” With respect to the unreserved accessible seats, the Bears policy, in accordance with ADA, will be to remove some number of the platforms housing unused wheelchair and companion seating and convert those areas to temporary infill (conventional) seating. However, the permanent platforms will not be changed during any particular season.

Additional platforms will be added should demand exceed 289 wheelchair seats.

The determination of the total number of platforms to be in place for a game will not be made until tickets initially are no longer available to the public for purchase and the number of wheelchair and companion seats requested is known.

The Bears will plan accordingly to avoid a situation where there are no more wheelchair tickets available for purchase but there are conventional seats, or where there are no more conventional seats available for purchase but there are wheelchair seats. However, the Bears recognize there may be limited instances when accessible seats on the permanent platforms are unused.

The Bears will NOT sell PSLs for any unreserved accessible seats for general seating. The Bears may sell season or individual tickets on an annual basis in unreserved accessible seating areas, so long as the requirements in II D are met.

- E. Any time a PSL holder in a wheelchair seating location (by definition, this will be a person who uses a wheelchair or whose party includes a person in a wheelchair) decides to sell the PSL, he/she may, at his/her option, sell the PSL back to the Bears at the 2002 discounted price, sell it to a buyer with a physical disability at the market rate, or sell it to an ambulatory buyer at the market rate with the understanding that the Bears will, to the extent possible, change the wheelchair seat location assigned to the ambulatory buyer to a comparable location in conventional seating.

III. Selling Accessible Seating as Conventional Seating

- A. When, subject to the aforementioned policy, the Bears sell unreserved accessible seats to ambulatory patrons, they will do so in a manner that ensures, to the maximum extent possible, that accessible seating remains available for anticipated exchanges. The Bears recognize that by relying on platforms for accessible seating, the sale of one conventional infill seat in a platform area results in the removal of the entire platform, which eliminates all of the wheelchair seating at that location. Thus, the Bears will convert wheelchair platforms to infill seating (i.e., sell unreserved wheelchair accessible seats to ambulatory patrons) conservatively to maximize the buying opportunities for individuals with disabilities in locations and price.

IV. Accommodating Persons Who Need Accessible Seating

- A. Any person needing an accessible seat who holds a ticket in a conventional seating location will be accommodated in an accessible seating area that provides a seating experience (e.g., sight lines, proximity to the field, yard line placement, etc.) equivalent to or better than the conventional seating area, without any additional cost. Such accommodations shall be made regardless of the original purchase price on the ticket, that is, there shall be accessible seating available at every ticket price at which conventional seating is available. Such accommodations shall be made regardless of how the conventional seat ticket was procured (e.g., by purchase, gift or work “perk”) or when the Bears were notified about the need for the accommodation. Accommodations will be made even if, at the time of procurement, wheelchair accessible locations had been sold out or were otherwise unavailable. Fans who need to exchange a conventional seat for an accessible seat should contact the Bears Ticket Office as soon as possible.
- B. The Bears sell single-game tickets through Ticketmaster. We will provide Ticketmaster with a certain number of tickets for wheelchair seats and companion seats. We will also instruct Ticketmaster that, once those allocations are exhausted, patrons seeking such tickets must be offered tickets for conventional seating and then instructed to contact the Bears ADA Coordinator to exchange the tickets for accessible seats and companion seats.

We will be able to accommodate requests for accessible seating plus requests for multiple companion seats. Every effort will be made to attain “equivalent facilitation.” A wheelchair user should not have to downgrade location nor in an exchange situation have to accept an inferior grouping of seats. Provided the wheelchair seating request is made at the time of

purchase of the single-game tickets, we will have ample time to accommodate the disabled patron. If, for example, a person using a wheelchair purchases six single-game tickets together, we will attempt to locate a platform on which six wheelchair and companion seats are together in a row. Likewise, if a wheelchair user purchases two sets of non-contiguous seats to a game, we will ask the patron which set of seats he or she would like to exchange for wheelchair and companion seating and accommodate the preference.

In an original purchase situation, the rules that apply to the purchase of conventional seating will apply to the sale of accessible seating. Single-game tickets are sold in ones, twos, threes, fours, fives, sixes, etc. If a disabled person calls wanting six seats and six seats in a row are available in conventional seating or accessible seating, six seats in a row will be made available in accessible seating to the disabled patron. If, at that time of the disabled patron's inquiry, only pairs of seats are available in conventional seating or accessible seating, that is the grouping of accessible seats that will be offered to the disabled patron.

- C. In an original purchase situation, the prices of seats available to the disabled would be the same as that available to the able-bodied. For example, if a disabled patron requested the lowest-priced seating for a Bears game and Grandstand Corner (Sections 427-429 and 445-447, which are \$55.00 per seat in 2004) is available to an able-bodied patron that price would be offered to the disabled patron. However, because Grandstand Corner is not accessible, tickets for accessible seating in non-PSL (Sections 120-124 and 150-153, which are \$55.00 in 2004) or PSL end zone (Sections 220-223 and 250-253, which are \$55.00 in 2004) or PSL Zone "C" (Sections 130 and 144, which are \$60.00) or PSL Zone "H" (Sections 332 and 342, which are \$70.00) or PSL Zone "F" (Sections 231-232 and 242-244, which are \$80.00) would then be sent to the disabled patron at no additional charge to him or her. As with contiguous seating situations, the determining factor in price situations would be what is available in conventional seating.

Grandstand ticket holders with conventional seats who exchange to wheelchair seating would universally realize a seating upgrade, i.e., they would be switched to more expensive seats closer to the field and at no increase in cost to them. For example, Grandstand Center (Sections 434-440) ticket holders seeking accommodation most likely will be placed in wheelchair seating in PSL Zones A (Sections 108-110 and 136-138), E (Sections 233 and 241), or G (Sections 336-338). Similarly, Upper Club (Sections 301-317) ticket holders seeking accommodation will be placed in Lower Club platforms (Sections 205, 208-210, and 213. Grandstand Red Zone patrons (Sections 430-433 and 441-444, which are \$55.00 per

seat in 2004) could exchange their tickets for wheelchair seats in Zone H (Sections 331-332 and 342-343, which are \$70.00), Zone F (Sections 231-232 and 242-244, which are \$80.00), Zone B (Sections 105, 113, 131 and 143, which are \$75.00), or Zone C (Sections 130 and 144, which are \$60.00). The Bears would make the decision on comparable yard line and availability.

D. Once there are no more tickets available to the general public for a Bears game there should be a sufficient number of seats available for people with disabilities who already have tickets in a conventional seating location for that game and wish to exchange them for accessible seating.

V. Monitoring

A. Within sixty days of the conclusion of each Bears' season, the Bears shall submit to the Chicago Park District and to the Mayor's Office for People with Disabilities (MOPD) a report detailing, on a game-to-game basis, the use of wheelchair and companion seating for that season, and any unused seats. The purpose of the submission of such a report shall be to determine whether a modification of this accessible seating policy is warranted. Any modification of the policy shall be in writing and reviewed, in advance, by MOPD.

VI. Publication of Accessible Seating Policy

A. The Bears accessible seating policy will be available through our website, www.chicagobears.com, and information about the policy will be included in our Fan Guide and day-of-game program. Copies of the Fan Guide will be available for distribution at the Mayor's Office for People with Disabilities.

B. The Bears have designated George McCaskey, the team's Director of Ticket Operations, as the team's ADA Coordinator. Anyone with a question about accommodations for people with disabilities at Soldier Field for Bears games is encouraged to call the ADA Coordinator at (847) 739-5330 or 711 Illinois Relay Service for TTY users.