Event Management: 
ADA Conformity, Ticketing and Spectator Experiences

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A. INTRODUCTION

The athletics department is responsible for providing a pleasant, safe experience for spectators at all athletic events. The mission of event management is to provide an environment focused on customer service, while at the same time emphasizing sporting conduct and promoting a positive image for the institution. Doing so requires planning for undesirable fan conduct and an attention to detail about the basic needs of spectators, including those with disabilities and items that could be carried into facilities and pose a danger or risk to others.

B. EXPOSURE ANALYSIS & LIABILITY

- Disability laws (federal and local)
- Public accommodations (e.g., restrooms, parking spaces, ramps)
- Access to recreational facilities
- Disruptive behavior
- Spectator liability
- Assaults
- Vandalism
- Cash management

Institutions must comply with federal and (when applicable) local laws concerning access to facilities and required accommodations for disabled spectators and others.

Educational institutions face liability when spectators become unruly and fights and other disorderly conduct ensues. Litigation against an institution is probable if spectators, non-employee event workers or security staffs are injured.

Periodically, unruly spectator behavior (fights and at times fan riots) occur at sporting events that are covered in the media on a regional or national level. Educational institutions face negative publicity when this occurs. Emergency management plans must be in place and employees must know what to do in the event of emergency, such as a riot or fire.
Although not a legal liability exposure, loss of funds from employee mismanagement or theft can occur. Cash control measures, with daily cash reconciliation, separation of duties, and management controls are in order.

C. RISK ASSESSMENT SELF-EVALUATION

Administer the following questionnaire to the administrator currently responsible for oversight of event management. Every question should be answered with a “YES”. Be sure to address and remedy those items with “NO” responses.

With regard to ADA conformity, ticketing, and guest experiences at athletic events:

_____1. An individual on the athletics staff has been designated as the department’s “Event Management Director” [or similar title] who is responsible for the conduct of athletic events.

_____2. A policy exists stating the Department shall not discriminate on the basis of age, color, gender, national origin, physical impairment, political affiliation, race, religion, or sexual orientation in the application of all ticketing and event management policies and procedures.

_____3. The event management policy outlines the responsibilities of all administrators working with event management.

_____4. Event management and accommodations policies exist to ensure conformity with Americans with Disabilities Act regulations.

_____5. Facilities conform to Americans with Disabilities Act regulations.

_____6. The policy for accommodations allows reasonable, non-disruptive accommodations for patrons with disabilities.

_____7. A policy for ticketing exists.

_____8. Procedures for ticketing include guidelines for the purchase of event tickets, will-call, pass-list, and lost/stolen tickets.

_____9. A policy and procedure exist for the revocation of ticket privileges for specific reasons.

_____10. The procedure for the revocation of ticket privileges is progressive with regard to documentation and corrective action.

_____11. A policy exists for items permitted in event venues.

_____12. A policy exists for items prohibited in event venues.

_____13. A policy exists for behaviors prohibited in event venues.

_____14. A policy and procedure exist for the confiscation of prohibited items.
15. By policy, spectators engaging in disruptive behavior may be removed from events.


D. SAMPLE: POLICY AND PROCEDURE

The following policy and procedure is a sample. Do not use verbatim. Follow instructions to insert information applicable to your institution and then submit to your legal counsel for review to be sure all elements conform to institutional policy and applicable local, state and federal laws.

(Name of Institution)

Policies and Procedures for ADA Conformity, Ticketing, and Spectator Experiences

1.0 **Event Management Director.** The Associate Athletic Director [or similar title] in charge of Event Management (hereafter referred to as the “Event Management Director”) or designee shall be responsible for overseeing the following policies and procedures which shall conform with Americans with Disabilities Act (“ADA”) requirements. All interpretations of these policies and procedures shall be approved by the Event Management Director [OR indicate institutional committee or title of person] and be consistent with institutional policies and procedures and applicable local, state and federal laws.

2.0 **Nondiscrimination.** The [Name of Institution] Athletics Department (“Department”) is committed to providing spectators and fans with fun, exciting, and fair fan experiences. The Department shall not discriminate on the basis of age, color, gender, national origin, physical impairment, political affiliation, race, religion, or sexual orientation in the application of all ticketing and event management policies and procedures.

3.0 **Oversight and Administration**

3.1 **Director of Athletics.** The Director of Athletics is responsible for designating an Event Management Director [or similarly titled position]. The Director of Athletics may delegate all Event Management responsibilities to the Event Management Director, but must provide oversight to all Event Management activities.

3.2 **Event Management Director.** The Event Management Director is responsible for the oversight and execution of all policies and procedures related to Event Management. The Event Management Director provides oversight to all staff within the Event Management Office [or division].

3.3 **Facilities Director.** The Facilities Director is responsible for working closely with the Event Management Director to maintain facilities in compliance with ADA requirements.
3.4 **Event Staff.** The Department and the Event Management Director shall maintain a qualified Event Staff. The members of the Event Staff shall help to support a positive fan and spectator environment.

3.5 **Guest Services.** Each of the institution’s major athletics facilities—arena and stadium—shall have a guest services office. For at least two hours before, during, and at least two hours after [or until all patrons have departed] events, the guest services office shall be staffed.

4.0 **ADA Accessibility.** The Department is committed to providing a comfortable fan environment for our patrons with disabilities. Because of this, the Department maintains facilities that accommodate individuals with disabilities.

4.1 **General Accommodations.** All athletic events will offer the following accommodations.

4.1.1 **Disability Ticketing.** Patrons requiring disability seating are encouraged to contact the Ticketing office at least three weeks in advance. All efforts will be made to provide disability seating. However, guests requiring ticket exchange for disability seating or seeking disability seating the day of the event cannot be guaranteed disability seating.

4.1.2 **Animals.** Service animals are welcome at all athletic events. Service animals must be leashed or harnessed at all times. All other pets are forbidden.

4.1.3 **Food and drink.** Patrons with a medical condition that requires easy, quick access to food or drink may carry outside food and drink with them at all times. Bags may be subject to search. Patrons may be asked to document the medical condition.

4.1.4 **Diaper bags.** Patrons with very young children may carry diaper bags for their children. All other bags measuring more than 8” X 10” X 3” are prohibited. Diaper bags may be subject to search.

4.1.5 **Strollers and carriages.** Strollers, carriages, and other large baby-carrying devices are generally prohibited. Patrons are encouraged to contact Guest Services for special permissions.

4.2 **Arena Facility**

4.2.1 **Parking.** Disability parking for ARENA patrons is available at [list locations here].

4.2.2 **Shuttle Services.** Shuttle services shall be made available to assist disabled patrons arrival at the ARENA. Contact (list phone number) to arrange for such services.

4.2.3 **Drop-off Area.** An area [list areas here, areas must be near the disability accessible entrances] is available to drop off disabled patrons.
4.2.4 **Entrances.** Disability accessible entrances to the ARENA are [list locations here].

4.2.5 **Ticketing Offices.** Disability accessible windows are available at the ARENA ticketing office [list location here].

4.2.6 **Seating.** Disability accessible seating in the ARENA is available [list seats here].

4.2.7 **Elevators.** Elevators to allow disabled patrons access to different levels are available [list locations here].

4.2.8 **Restrooms.** All arena restrooms are accessible for patrons with disabilities. This includes restroom entrances, stalls, sinks, soap, hand-dryers, and paper towels. Both men’s and women’s restrooms have baby-changing tables.

4.2.9 **Water fountains.** Disability accessible water fountains are available [list locations here]. Disability accessible fountains have dispensers with cups.

4.2.10 **Concessions.** Arena concessions with accessible service counter heights are available [list locations here].

4.2.11 **Closed-captioning.** The [name of scoreboard] can provide closed-captioning of major announcements. Patrons should contact Guest Services for inquiries.

4.2.12 **Hearing-impaired listening devices.** Listening devices are available for hearing-impaired patrons. Patrons should contact Guest Services for inquiries.

4.3 **Stadium Facility**

4.3.1 **Parking.** Disability parking for Stadium patrons is available at [list locations here].

4.3.2 **Shuttle Services.** Shuttle services shall be made available to assist disabled patrons arrival at the Stadium. Contact (list phone here) to make arrangements.

4.3.3 **Drop-off Area.** An area [list areas here, areas must be near the disability accessible entrances] is available to drop off disabled patrons.

4.3.4 **Entrances.** Disability accessible entrances to the stadium are [list locations here].

4.3.5 **Ticketing Offices.** Disability accessible windows are available at the stadium ticketing office [list location here].

4.3.6 **Seating.** Disability accessible seating in the stadium is available [list seats here].

4.3.7 **Elevators.** Elevators are available to allow disabled patrons access to different levels at [list locations here].
4.3.8 **Restrooms.** All stadium restrooms are accessible for patrons with disabilities. This includes restroom entrances, stalls, sinks, soap, hand-dryers, and paper towels. Both men’s and women’s restrooms have baby-changing tables.

4.3.9 **Water fountains.** Disability accessible water fountains are available [list locations here]. Disability accessible fountains have dispensers with cups.

4.3.10 **Concessions.** Stadium Concessions with accessible service counters heights are available [list locations here].

4.3.11 **Closed-captioning.** The [name of scoreboard] can provide closed-captioning of major announcements. Patrons should contact Guest Services for inquiries.

4.3.12 **Hearing-impaired listening devices.** Listening devices are available for hearing-impaired patrons. Patrons should contact Guest Services for inquiries.

4.4 [Other venues: Edit as needed for each venue used to host events. Departments may choose to limit shuttle services, closed-captioning, and/or listening-device services. Each venue must provide accessible parking, entrance, seating, restrooms, and water fountains.]

5.0 **Ticketing.** Patrons for all events must have a valid ticket to enter the event.

5.1 **Purchasing Tickets.** If available, tickets may be purchased at the [Ticketing office, or other location]. Tickets will be made available for purchase until [list time limits, if desired].

5.2 **Will-Call.** Tickets purchased within seven days before the event will be held at the Will-Call office, located [list location]. Patrons may pick up pre-purchased tickets beginning two hours before the event. All patrons picking up tickets at the Will-Call office must show a valid photo ID.

5.3 **Student Tickets.** Student tickets are for [Name of Institution] students only. Patrons must show a valid student ID to be eligible to purchase student tickets.

5.4 **Player/Coach/Administrator Pass-list Tickets.** Each player, coach, and qualified administrator may be provided [list the limited number] passes to the event. Pass-list tickets will be held at the Will-Call office. Individuals receiving pass-list tickets will be required to show a valid photo ID.

5.5 **Lost/stolen tickets.** The Department regretfully cannot replace lost or stolen tickets. [ALTERNATIVE: Replacement policies for lost or stolen tickets vary for different events. Please contact Guest Services regarding lost tickets.]

5.6 **Solicitation.** Solicitation is forbidden on [Name of Institution] property. This includes unauthorized ticket sales for personal profit. Individuals attempting the unauthorized sale of tickets will be removed from [Name of Institution] property.
5.7 **Tickets as Revocable License.** Tickets provide the privilege of access to sporting events. However to protect the experience of all patrons, the Department maintains the right to revoke the privilege of attendance for ticketed patrons who excessively disrupt the experiences of other spectators or endanger themselves or other spectators. Any violation of policies about spectator behavior can be grounds for removal from events. Gross misconduct on the part of season-ticket holders may be grounds for revocation of season-ticket privileges without refund. The Event Management Director will be responsible for decisions regarding the revocation of season-ticket privileges.

6.0 **Spectator Behavior.** To support the safety and comfort of all spectators and provide an environment that supports sporting conduct, the Department maintains the following expectations for spectator behavior.

6.1 **Permitted Items and Behaviors.** The following are permitted at all events:
- Factory-sealed water bottles.
- Seat cushions.
- Rain jackets/gear.
- Blankets.
- Small radios (headphones are encouraged).
- Purses and bags smaller than 8” X 10” X 3”. All bags are subject to search.
- Small cameras, binoculars, and a camera or binocular case.

6.2 **Prohibited Items and Behaviors.** The following are prohibited at all events:
- Alcohol and other drugs.
- Smoking.
- Coolers, thermoses, bottles, flasks, and other covered containers (except for factory-sealed water bottles).
- Outside food and drink (see exception 4.1.3).
- Firearms and explosive devices.
- Items that could be used as weapons (gate security will determine if an item presents a significant threat).
- Non-medical use canes, chains, or sticks.
- Knives.
- Seat-backs. Please contact Guest Services about renting a seat-back.
- Umbrellas.
- Large still or video cameras requiring external camera stand that may obstruct the view of other patrons. Please contact Guest Services about purchasing video copies of the event.
- Helium balloons and beach balls.
- Pets (see exception 4.1.2 for service-animals).
- Bags larger than 8” X 10” X 3” (see exception 4.1.4 for diaper bags).
- Aerosols and spray bottles.
- Flags and flag poles.
- Signs and banners.
- Noisemakers, including but not limited to air-horns, cowbells, and whistles.
- Abusive, threatening, or foul language or other disorderly conduct.
• Folding chairs.
• Sitting on steps, aisles, passageways, barriers, or railings.

6.3 Spectator Behavior—Procedures. The following are procedures related to regulating spectator behavior.

6.3.1 Prohibited items. The Department cannot store prohibited items for spectators. Spectators should leave prohibited items in their cars or at home. Any prohibited item may be confiscated and disposed of at the facility entrance.

6.3.2 Spectator Behavior. Spectators engaging in disruptive or disorderly conduct may be removed from the event. Generally, a progressive procedure (below) shall be followed. However, if a spectator engages in significantly disruptive or dangerous behavior, or any behavior that tarnishes the good name and community image of the Department, she/he may be removed immediately.

6.3.2.1 Warning. Spectators may be warned that their behavior is disrupting the experiences of their fellow fans.

6.3.2.2 Removal from the Remainder of the Event. Following a warning, should a spectator’s disruptive behavior continue, she/he may be escorted out of the event by security personnel.

6.3.2.3 Revocation of Ticket Privileges. If a spectator’s behavior is consistently disruptive or dangerous, she/he may be denied the purchase of tickets to future events and/or her/his season ticket privileges may be revoked.