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# A-Z GUIDE

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2019-20



**Little Caesars**  
arena

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**A** Additional companion seating may be purchased, based on  
**B** availability, by calling 313-471-7929.

**C** Our accessible seating may not have cup holders in your  
**D** section. If you would like one, please visit any Guest Services  
**E** Office or talk to your Usher and they will get one for you.  
**F** They are designed to conveniently hang from the top of the  
glass in front of your seat.

**G** All entrances are accessible.

### **I** ACCESSIBLE PARKING

**J** Accessible parking spots are available in the Little Caesars  
**K** Arena Garage, as well as surrounding The District De-  
**L** troit-owned parking lots. These spots are available on a first-  
come, first-served basis, at the going event rate.

### **M** ACCOUNT MANAGER

**N** To access your ticket account for Little Caesars Arena events  
please visit each entity's website below:

- O** • [DetroitRedWings.com/MyAccount](https://DetroitRedWings.com/MyAccount)
- P** • [Pistons.com/MyAccount](https://Pistons.com/MyAccount)
- Q** • [313Presents.com/MyAccount](https://313Presents.com/MyAccount)

### **R** ADDRESS

**S** Little Caesars Arena's address is 2645 Woodward Avenue,  
**T** Detroit, MI 48201.

### **U** ADVERTISING OPPORTUNITIES

**V** Please see Sponsorship Opportunities.

### **W** AGE REQUIREMENTS

**X** For all Red Wings and Pistons games, guests 2 years of age  
**Y** and older are required to have a ticket. Guests under the age  
**Z** of 2 may sit in a ticketed guest's lap provided that they do not  
obstruct the view of other guests. Age restrictions vary for all

other events at Little Caesars Arena. For more information,  
please call 313-471-7000.

### AIRPORTS

Detroit Metropolitan Airport is the closest major airport to  
Little Caesars Arena and is recommended if you are flying  
in to visit us.

### ALCOHOL

Guests must be at least 21 years of age to purchase alcoholic bev-  
erages. Guests are not permitted to bring alcohol into the arena  
and no alcohol is permitted to leave the facility. Alcohol cut-off  
times vary by event. Please contact the nearest concessions stand  
for more information regarding alcohol cut-off times.

Little Caesars Arena reserves the right to change or modify the  
alcohol policies at any time.

All guests who appear to be 30 years of age or younger will be  
required to show valid government-issued picture identification  
before purchasing alcoholic beverages. Guests will be limited to  
two alcoholic beverages per purchase.

### ANIMALS

The only animals allowed inside Little Caesars Arena  
are those serving as a guide, signal or service animal to  
aid guests with disabilities. Guests escorted by service ani-  
mals may not take up any additional seats unless a ticket  
has been purchased for the adjacent seat, but may purchase  
accessible seating.

### ARENA DESIGN & INFORMATION

Rich with the storied tradition of the Red Wings, Pistons  
and Detroit's incredible musical heritage, Little Caesars  
Arena features state-of-the-art technology, fan amenities  
geared toward creating memorable experiences, innovations  
throughout and active community spaces like a streetscape-

**A** inspired concourse and an outdoor plaza with a massive  
**B** video wall.

**C** **ASSISTED LISTENING DEVICES**

**D** Assisted listening devices are available at the Guest Ser-  
**E** vices Office on the street level concourse outside POR-  
**F** TAL 10. The devices operate on an FM system. Guests  
**G** wishing to check out a device must leave a driver's license  
**H** or credit card, which will be returned upon receipt of  
**I** the device in the same condition. Devices are distribut-  
**J** ed on a first-come, first-served basis and are provided free  
**K** of charge.

**L** **ATMS**

**M** There are seven ATMs inside Little Caesars Arena, at the  
**N** following locations:

**O** **STREET LEVEL CONCOURSE:**

- P** • Outside PORTAL 2
- Q** • Between PORTALS 9 and 10
- R** • Outside PORTAL 20

**S** **SUITE LEVEL:**

- T** • Adjacent to the Huntington Legends Club

**U** **UPPER CONCOURSE:**

- V** • Outside PORTAL 27
- W** • Outside PORTAL 49
- X** • Outside PORTAL 61

**Y** **AUDIO/VIDEO RECORDING DEVICES**

**Z** Audio/video recording devices are prohibited for all  
Little Caesars Arena events.

**A** **AUTOGRAPHS**

**B** Autographs for a Cause is a program that supports charitable  
causes close to the hearts of Red Wings players, in partnership  
with the Detroit Red Wings Foundation. Through this program,  
fans are invited to send hockey cards, pucks, and/or photos

(8"x10" or smaller) through the mail for players to autograph in  
exchange for a donation to benefit the player's charity of choice.  
For more information, please visit [DetroitRedWings.com/Auto-](http://DetroitRedWings.com/Auto-)  
graphs.

Pistons players make several appearances throughout the season  
at various locations for sponsors and promotional events. Fans  
seeking autographs can visit [Pistons.com](http://Pistons.com) for further details.

**AUTO ASSISTANCE**

If at any point your car breaks down on Olympia property,  
inform one of our parking attendants and they will be happy  
to assist you.

**B**

**BABY CHANGING FACILITIES**

Please see Family Restrooms.

**BABY BAGS**

Please see Diaper Bags.

**BACKSTAGE ACCESS**

Little Caesars Arena does not distribute or issue backstage  
passes for any event.

**BAG POLICY**

Little Caesars Arena prohibits items such as bags, backpacks  
and briefcases larger than 14" x 14" x 6" from entering the  
arena. Hard-sided bags of any kind are also prohibited.  
Diaper bags and medical bags are permitted.  
All persons and bags exiting or entering the arena will be  
subject to inspection.

To review the full Little Caesars Arena Bag Policy, please visit  
[DetroitRedWings.com/BagPolicy](http://DetroitRedWings.com/BagPolicy).

A **BALL/PUCK-IN-PLAY POLICY**

B During a Red Wings game, when the puck is in play, all guests  
C are encouraged to use courtesy and restrict movement in the  
D aisles. Please refrain from walking up and down the aisles  
E as this obstructs other guests' view of the game action. You  
F should travel to and from your seat only during stops in play.

G During a Pistons game when the basketball is in play, all  
H guests are encouraged to use courtesy and restrict movement  
I in the aisles, but will be allowed to walk up and down the  
J aisle during game action.

K **BANNERS AND SIGNS**

L Banners and signs may not obstruct the view of guests.  
M Banners and signs must be hockey, basketball or show-  
N related and may not contain objectionable subject matter  
O or be commercial in nature. Banners and signs may not be  
P attached to the building or hung over railings. Little Caesars  
Q Arena reserves the right to remove any banner at any time.

R (1) Banners and signs must (a) utilize only cloth, paper or  
S other light, flexible materials, rather than be comprised of or  
T supported by wood, metal or other hard materials that could  
U be dangerous in a crowded public setting, and (b) not be  
V affixed to or draped over any part of the arena structure.

(2) Banners and signs may be displayed only (a) in areas where  
W they do not obscure advertising, arena signage or impede the  
X operation of Little Caesars Arena, and (b) so as not to unduly  
Y obstruct any person's view of the ice surface, court or stage.

(3) Banners and signs may only be shown (a) prior to the  
Z start of the game, (b) during stops in play and (c) after the  
conclusion of the game.

(4) Banners and signs may not bear a message that (a) is

slanderous, (b) is obscene, vulgar or indecent and inappropriate for viewing by children, (c) contains "fighting words" likely to provoke a breach of the peace, (d) contains commercial advertising or commercial product or service identification or (e) is political in nature.

**BARS**

There are a variety of domestic, craft and international beers available at Little Caesars Arena. Craft cocktails are also available throughout the arena. Please ask a staff member for specifics regarding bar options. Some options are listed on the following page:

- |                      |                     |
|----------------------|---------------------|
| • 1701 Pub           | • Jack Daniel's Bar |
| • Bud Light Bar      | • Labatt Blue Zone  |
| • Canadian Club Bar  | • Via Sports Bar    |
| • Craft Cocktail Bar | Presented by        |
| • Founders Bar       | New Amsterdam       |
| • Goose Island Pub   |                     |

**BELFOR TRAINING CENTER**

The BELFOR Training Center is the official practice facility of the Detroit Red Wings. It is also home to Little Caesars Amateur Hockey. For more practice facility rental information, please see Ice Rentals.

**BINOCULARS**

Guests are permitted to bring binoculars into Little Caesars Arena to enhance their overall experience.

**BIRTHDAYS**

See Scoreboard Messaging.

**BOOKING INFORMATION**

To book an event, please visit  
Special.Events@OlympiaEntertainment.com or call  
313-471-7000.



**BOTTLES AND CONTAINERS**

Guests are permitted to carry empty plastic bottles or containers into Little Caesars Arena for sporting events. For safety reasons, bottle caps are removed upon purchase. This varies for concerts. Glass and metal bottles and containers are not permitted.

**BOX OFFICE**

The XFINITY Box Office is on the northeast corner of the arena, off Woodward Avenue. Will Call is located within the Box Office.

The customer service ticketing office located adjacent to the Meijer Entry Southwest is open before events to assist with any ticketing issues. You cannot buy tickets or pick them up from Will Call here.

Temporary Box Office parking is located at the Temple West Garage. There will be a 20-minute grace period for guests who park in the garage so they can visit the Box Office. After 20 minutes, guests will be charged the daily \$7 rate when they exit.

**HOURS:**

Monday - Saturday ..... 9:30 a.m. - 6 p.m.

Sunday ..... Box Office only open for games, events or for event on-sale dates at 9:30 a.m.

**BROKEN SEATS**

If your seat breaks at any point during an event, contact the nearest staff member and they will address the situation immediately.

**BUDWEISER BIERGARTEN**

The Budweiser Biergarten, which is outside the arena between PORTALS 17 and 18, is a large outdoor area that features a spacious patio and lawn area for various public

and private events, along with a glass-enclosed, four-season pavilion bar – the Budweiser Lounge – with a retractable roof and walls to accommodate all types of weather. The Budweiser Biergarten is open to all ticketed guests during events.

**BUS/LIMO DROP OFF**

Please see Parking.

**C**

**CAMERAS, VIDEO CAMERAS AND AUDIO RECORDERS**

Cameras with detachable lenses under 80MM are allowed into Little Caesars Arena on game days. NO video recorders or flash photography are allowed. Professional cameras are prohibited. Camera policies vary for events, concerts and other shows.

**CANADIAN EXCHANGE RATE**

Canadian Currency (CAD) will be accepted and valued at a rate in relation to the United States Dollar (USD). Canadian currency will only be accepted at The XFINITY Box Office, concessions stands and The District Market.

**CHARITABLE DONATIONS/IN-KIND DONATIONS**

For information regarding Red Wings donation requests, please visit [DetroitRedWings.com/Donations](http://DetroitRedWings.com/Donations).

For information regarding Pistons donations, please visit [Pistons.com/Community/Community-Requests](http://Pistons.com/Community/Community-Requests).

For information and to submit a donation request for tickets to a 313 Presents event, please visit [313Presents.com/Donation-Requests](http://313Presents.com/Donation-Requests)

**CLUB SEATS**

There are six options for club seating: Comerica Players Club, MotorCity Casino Club, Huntington Legends Club, Rehmann Club, East and West Sideline Club. For more information for Red Wings game night access, please contact a Ticket Sales or Service Executive at 313-471-7575.

For more information for Pistons game night access, please contact a Premium Sales Executive at 313-771-0137.

- CODE OF CONDUCT**
- Little Caesars Arena intends to provide all our guests with a safe, comfortable and enjoyable atmosphere. Therefore, we have established the following rules for expected guest conduct. Those failing to abide will be subject to ejection and possible arrest.
- Avoid using foul language
  - Drink responsibly
  - Refrain from moving up and down aisles during play
  - Show ticket to arena staff when asked
  - Treat opposing fans as “guests in our home”
  - Fans who engage in excessive verbal abuse of guests in their area, engage in fighting, throw objects or attempt to enter the playing surface will be removed from Little Caesars Arena
  - Those observing other guests violating Little Caesars Arena policies should report the incident to the nearest event staff member or text LCAHELP to 69050.

**COMMENTS AND CONCERNS**

Please direct all comments, complaints and concerns to 313-471-7000. From there, you will be directed to the proper department.

**COMMUNITY RELATIONS**

The Red Wings, Pistons and 313 Presents are committed

to making a difference in our community. For more information on Red Wings community relations, please visit [DetroitRedWings.com/Community](http://DetroitRedWings.com/Community).

For more information on Pistons community relations, please visit [Pistons.com/Community](http://Pistons.com/Community).

**CONTACT INFORMATION**

Box Office .....	313-471-7929
Little Caesars Arena Main Line .....	313-471-7000
Accessible Seating/Special Accommodations .....	313-471-7929
Security .....	313-471-7000
Lost & Found .....	313-471-7460
Suite Services .....	313-471-7441
Event Group Sales .....	313-471-3099
Detroit Red Wings Tickets .....	313-471-7575
Detroit Red Wings Group Sales .....	313-471-7575
Detroit Pistons General Information .....	313-PISTONS
Detroit Pistons Group Sales .....	313-771-0098
Guest Experience Department .....	313-471-7425

**CORPORATE PARTNERSHIPS**

Please see Sponsorship Opportunities.

**COURT SURFACE**

Our basketball court is made of maple from Dollar Bay in Michigan’s Upper Peninsula. The vendor is Horner Flooring, a Michigan-owned company.

**COURT TIME**

To inquire about reserving time on the Pistons court, please contact 313.771.0098 or [GroupSales@Pistons.com](mailto:GroupSales@Pistons.com).

**D**

**DAMAGED MERCHANDISE**

Please see a sales associate in the Team Store or at the place of purchase for assistance. On non-event days, we can assist you at the Team Store, Hockeytown Authentics in Troy or by phone at 248-680-0965.

**DESIGNATED DRIVER PROGRAM**

Guests who sign up to be a Designated Driver during Red Wings and Pistons games will receive a free small fountain Coke product through the Bud Light Good Sport program. Sign-up on The District Detroit App for Red Wings games and the Detroit Pistons App for Pistons games.

**DETROIT INFORMATION/VISITORS GUIDE**

For a visitors guide that lists various hotels, restaurants and other general Detroit information, please call 800-DETROIT (338-7648) or go to VisitDetroit.com.

**DETROIT PISTONS FOUNDATION**

The Detroit Pistons Community & Social Responsibility mission is to use the game of basketball as a vehicle for change that will inspire and impact the community. The four pillars of focus are education, health & fitness, mentoring and equality, with the flagship program of Basketball of All serving as the primary community initiative. The Detroit Pistons Foundation administers funds for charitable purposes in the metro Detroit region. For more information, please visit Pistons.com/Community or Pistons.com/Foundation.

**DETROIT RED WINGS FANTASY CAMP**

The Detroit Red Wings host an exclusive Fantasy Camp to give participants the chance of a lifetime to spend three days on and off the ice with their favorite Hockeytown legends. For more information please visit DetroitRedWings.com/FantasyCamp.

**DETROIT RED WINGS FOUNDATION**

The Detroit Red Wings Foundation, an affiliate of Ilitch Charities, is committed to providing funds and resources to worthy causes that contribute to the growth of the sport of hockey. For more information about the Detroit Red Wings Foundation, please visit DetroitRedWings.com/Foundation.

**DETROIT RED WINGS YOUTH HOCKEY CAMP**

All youth hockey players aged 6-14 are invited to participate in this one-of-a-kind hockey camp. Coached by scout and former Red Wings forward Kirk Maltby, this three-day camp features on-ice and off-ice age-specific training. For more information, please visit DetroitRedWings.com/YHC.

**DIAPER BAGS**

Diaper bags are permitted into the arena. To ensure guest safety, Little Caesars Arena reserves the right to refuse admittance of any item deemed hazardous or suspicious.

**DIETARY REQUIREMENTS AND RESTRICTIONS**

Please visit the Guest Services Office outside PORTAL 10, 20, or 67 for information and assistance. This information is also available at any concession stand.

**DISTRICT MARKET DETROIT**

Located in the heart of The District Detroit and alongside Woodward Avenue, The District Market Detroit is open year-round, Monday through Friday, 8 a.m. - 2:30 p.m. It is comprised of five fresh food concepts. Sugar & Brew is open Monday - Friday at 8 a.m., serving a variety of coffee styles and hot breakfast. The Greens offers all the healthy essentials for crafting your own salad as well as fresh blended protein smoothies. Handmade hand-carved sandwich eats offers daily house-seasoned varietal meat sandwiches and housemade soup selections. Mex & Co offers a reflection of 'Mexican street food' fare known for its tacos, burritos,



A bowls and walking tacos. The Grill offers a signature wagyu  
B Detroit-style coney dog along with sausages, burgers, cheese  
C curds, chicken tenders, soft-serve ice cream and fresh hot  
D French fries in three styles. The On Ice bar offers a collec-  
E tion of local premium spirits, Michigan craft beer, frozen  
F cocktails and wine. This bar works at a fast pace to service  
G high-volume crowds gearing up before a game. This bar fare  
H is ultimately known for grabbing a drink before games or  
I grabbing another round between periods. Each restaurant  
J carries its own lunch special every day.

### DONATION REQUESTS

Please see Charitable Donations/In-Kind Donations.

### DOOR OPEN TIMES

Doors for Red Wings and Pistons games open 90 minutes  
prior to game time. Doors for concerts and general events  
open 60 minutes prior to the scheduled event time.

Door times are subject to change.

### DRINKING FOUNTAINS

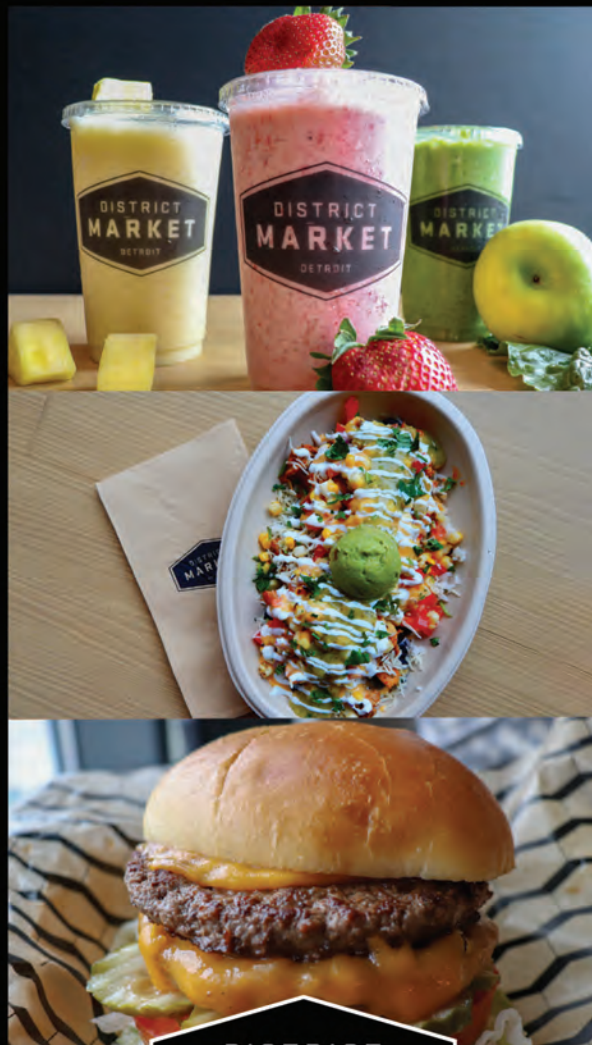
There are drinking fountains between PORTALS 9 and  
10, PORTALS 13 and 14, PORTALS 4 and 5 and between  
PORTALS 20 and 1.

### DRONES

Drones are not permitted in or around Little Caesars Arena.

### DTE PISTONS POWER SQUAD

The DTE Pistons Power Squad will enhance your Pistons  
game night experience by coordinating giveaways, pregame  
activities and unique VIP Experiences throughout the sea-  
son. In addition to Pistons home games, the DTE Pistons  
Power Squad will be on site at several community events and  
festivals throughout the season.



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## DUPLICATE TICKET POLICY

Tickets purchased or transferred via the Ticketmaster platform or our venue box offices will always have priority over tickets obtained through non-affiliated secondary ticket market providers. We cannot verify authenticity of tickets outside of the Ticketmaster environment.

## E

## ELEVATORS

There are 10 publicly accessible elevators in the arena. The elevators in the northwest and northeast corners of the arena go to every level.

## EMPLOYMENT OPPORTUNITIES

If you would like to join our team, employment opportunities are listed at [IlitchCompanies.com/Careers.asp](http://IlitchCompanies.com/Careers.asp).

## END TIMES

There is no standard end time for concerts. Red Wings and Pistons games tend to last anywhere from two and a half to three hours.

## ENTRANCES

There are four main entrances to the arena. They are the Chevrolet Entry Northeast, Comerica Entry Southeast, Meijer Entry Southwest and Huntington Entry Northwest. There is also a VIP entry from the Little Caesars Arena Garage straight into the Blue Cross Lounge.

## ENTRY INSPECTION

All guests will be subject to screening upon entry, which includes a walk-through metal detector, handheld wand and bag check.

## ESCALATORS

There are escalators in the northeast, southeast and southwest

corners of the arena, which connect the street level concourse to the upper concourse. There will be attendants at the top and bottom of each escalator to ensure everyone's safety. To ensure easy traffic flow for guests, the direction of each of our three escalators is dependent upon the timing of each event. Please see an attendant for timing information. Elevators and stairs are conveniently located in near proximity.

## EVENT SEATING POLICY

To ensure all fans receive the full value of their ticket investment, only those with a ticket for a specific seat may occupy that seat. Our event staff will be checking tickets to safeguard each guest's investment as a ticketed seat holder.

## F

## FAMILY RESTROOMS

Family restrooms are available at the following locations:

- On the street level concourse outside PORTALS 9 and 14, as well as in the mothers room outside PORTAL 20. Also between PORTALS 4 & 5.
- Three family restrooms are located throughout the Blue Cross Suite Level.
- On the upper concourse outside PORTALS 24, 39/40, 41/42, 59 and 61.
- On the Michigan First West Gondola Level.
- On the event level in the Comerica Players Club as well as near the southeast elevators near the Zamboni tunnel (only during concerts)
- On the club level inside the Rehmann Club and the MotorCity Casino Club

## FAN/TEXT ASSIST

For non-emergency attention from a Little Caesars Arena staff member, text LCAHELP to 69050. Standard message and data rates may apply.

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**FAN COURTESY**

If any guest disturbs you, please contact the nearest guest services staff member or security personnel. Persons throwing or attempting to throw objects onto the event floor will be subject to immediate ejection from the arena and/or criminal prosecution. Persons observed breaking the law while on Little Caesars Arena property are subject to immediate ejection and/or criminal prosecution. Guests who are ejected from the building will not be entitled to a refund or any compensation.

**FAN MAIL**

General fan mail for the Red Wings can be mailed to:  
Player Name c/o Detroit Red Wings  
2645 Woodward Ave., Detroit, MI 48201

The Red Wings do not accept outside items for autographs unless they are for the Autographs for a Cause program (please see Autographs for more information).

General fan mail for the Pistons should be mailed to:  
Player/Personality Name c/o Detroit Pistons,  
6201 Second Ave. Detroit, MI 48202

Little Caesars Arena is unable to accept artist fan mail.

Red Wings and Pistons players, management and staff are not responsible for anything sent to the organization. This includes responses or the return of items. All fan mail must be sent via mail. We do not accept items personally delivered to Little Caesars Arena.

**FIRST AID**

There are two DMC First Aid stations inside Little Caesars Arena. They are located outside PORTAL 20 on the street level concourse, and outside PORTAL 67 on the upper concourse.

**FIRST GAME CERTIFICATES**

First game certificates are available for Red Wings games at the Kids Club kiosk outside PORTAL 14 through the first intermission. After the first intermission, these certificates can be found at the Guest Services Office outside PORTAL 10, 20 or 67.

**FOOD**

There is a wide variety of food options available within Little Caesars Arena. Several different stands offer Detroit fan favorites such as Classics, The Coop and 313 Grill Co. The Classics stands offer the common items; hot dogs, popcorn and nachos. The Coop stands feature hand-cut fries and hand-battered crispy chicken tenders. The 313 Grill Co. stand offers a variety ranging from specialty fresh grilled burgers and local Italian sausages to loaded french fries. The highlight, Little Caesars Pizza stands, offer traditional rounds, Italian cheese bread, deep-dish style pizza and Caesars chicken wings. Detroit House, a three option concept also on the main concourse reflecting the lifestyle of urban Detroit. Enjoy authentic Detroit street food in the taste of the Middle East with chicken shawarmas, tacos from Detroit's Mexicantown or a classic coney from the world-famous National Coney Island. On the upper concourse, high points of in-house smoked brisket and pulled pork come together at the BBQ stand. Neighboring this is a specialty Mac & Cheese stand offering up different varieties of macs. Hanging string lights set the mood at Taqueria with street-style tacos and burrito bowls. The upstairs pub, 1701, poses a relaxed atmosphere fit for any craft beer lover and simple dinner folk.

Please ask a concessions staff member for exact locations of specific stands or food items, or visit a Guest Services Office outside PORTAL 10, 20 or 67.

# CONCESSIONS



BBQ MAC STACK - BBQ STAND



PHILLY FRIES - 313 GRILL CO.



STREET TACOS - TAQUERIA



## FOOD ALLERGIES

Please see dietary requirements and restrictions

## G

### GENERAL ADMISSION

For some events, there is a general admission seating section. This is a first-come, first-served area. There is no general admission at Red Wings and Pistons games.

### GONDOLA SEATING

The Michigan First West Gondola is designed to entertain from the most unique vantage point imaginable. Perched above the action, the Gondola will give you and your guests an experience few venues today can provide. The ability to cater the space means fans can enjoy great food and drink without ever leaving their seats. We do not recommend guests with a fear of heights purchase Gondola seating.

### GROUP SALES

Contact the Red Wings Group Sales Department at 313-471-7575 or [Group.Sales@Hockeytown.com](mailto:Group.Sales@Hockeytown.com).

Contact the Pistons Group Sales Department at 313-771-0098 or [GroupSales@Pistons.com](mailto:GroupSales@Pistons.com). For general event group sales, call 313-471-3099.

The Group Sales kiosk is on the street level concourse in the southwest corner of Little Caesars Arena outside PORTAL 9 for Pistons games and outside PORTAL 14 for Red Wings games.

### GUEST CONNECT

Committed to creating memorable sports and entertainment experiences, Guest Connect is designed to engage colleagues in all departments and levels to deliver exceptional service in the form of responsiveness, helpfulness, sincere interest,

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A assurance and empathy.

B

C The program is founded on the “Five Points of

D Common Sense for Memorable Events” to include:

E Great First Impression

F Understand & Empathize

G Exceed Expectations

See It Through

Thank Them

H For more information on the Guest Connect program, visit  
I OlympiaEntertainment.com/GuestConnect.

J **GUEST SERVICES**

K The Guest Services Office is on the street level concourse  
L outside PORTALS 10 and 20. There is also a Guest Services  
M Office on the upper concourse outside PORTAL 67.

N **H**

O **HEALTHY OPTIONS**

P Healthy options are offered throughout the arena. Look for  
Q the St. Joseph Mercy Health System Healthy Choice logo on  
R menus around the arena.



U **HERITAGE**

V Located throughout Little Caesars Arena, the stories of the  
W Red Wings, Pistons and entertainment in the city of Detroit  
X are celebrated through artifact exhibits, interactives and  
artwork, including:

- Y • Coca-Cola Fan Experience
- Z • Fan Interactive Touch Screens

A logo for DTE Energy music theatre featuring a stylized sunburst icon and the text "DTE Energy music theatre" in a sans-serif font.

# Royal

SUMMER 2020

## 2020 SEASON MEMBERSHIPS ON SALE NOW!

- Premium seats to every show, including sellouts
- VIP Parking
- Exclusive Ivy Lounge Access
- Private restrooms
- Express beverage lanes

SECURE YOUR 2020 ROYAL MEMBERSHIP  
TODAY BEFORE THEY SELL OUT

**313PRESENTS.COM/DTEROYALS**  
OR CALL 313-398-2008

A logo for 313 Presents featuring the number "313" in a large, stylized font with parentheses around it, and the word "PRESENTS" in a smaller font below it.

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- “Great Moments” Case
- Heritage Hall
- “Milestones” Case
- Red Wings Statues
- Red Wings Team Bench
- “The Now Team” Case
- The Ring of Honor
- Walk of Fame

## HOCKEY CAMPS

Please see Youth Hockey.

## HOCKEYTOWN AUTHENTICS - TROY

For those traveling down from the suburbs north of Detroit, Hockeytown Authentics in Troy is the go-to team store. Hockeytown Authentics is located off East Big Beaver Road and open seven days per week, year-round. It features Detroit Red Wings, Pistons and Tigers fan merchandise.

Here, Detroit fans can also buy gameday apparel for their favorite sports team. Since 1999, Hockeytown Authentics has provided Red Wings and Tigers fans unique ways to show off their team spirit. At this original gameday store, this location provides the most history and uniqueness for all fans. Red Wings products can be ordered over the phone at 248-680-0965 or directly at the store. Pistons products can be ordered over the phone, directly at the store or online at PistonsLockerRoomStore.com.

## STORE HOURS

Monday - Saturday ..... 11 a.m. - 7 p.m.  
Sunday ..... 12 - 5 p.m.

## HOCKEYTOWN CAFE

Detroit’s favorite sports bar and venue for the ultimate Detroit Red Wings fan, Hockeytown Café is open year-round in

The District Detroit alongside Woodward Avenue. Hockeytown Café is next to the Fox Theatre, near the Fisher Theatre, Ford Field and a skip over from Comerica Park. The convenient location makes it the perfect place to gather for a pre or post-game meal or host a private party for any company.

Hockeytown Cafe offers a wide variety of catering options in a fun atmosphere. The restaurant offers private dining spaces for groups from 10 to 500 guests. The Roof and Outdoor Patio both feature casual settings with the best views around Detroit and the perfect space for any networking event. Because of the convenient location, the private dining areas are based on availability.

Hockeytown Cafe features bold cocktails, local craft beer, house-smoked meats and a delicious revamped menu. The meats are smoked daily on the rooftop. Hockeytown Café has a variety of local suppliers and Michigan-based outlets that it partners with, like Dearborn Sausage Co., Quality Meats & Culinary Specialties, New Palace Bakery and more. Popular known menu items around Detroit are deep dish-style pizzas, Italian cheese bread, build-your-own mac & cheese and the house-smoked pulled pork sandwich.

## HUNTINGTON BANK RED PATROL

The Huntington Bank Red Patrol plays a critical role in creating unforgettable experiences for fans at Red Wings games. Red Patrol members assist in the coordination and execution of in-game elements that include promotions, welcomes, etc., as well as engaging with fans throughout their experience. In addition to Red Wings home games, the Red Patrol also assists with several events in The District Detroit and throughout the community.

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## ICE RENTALS

To rent the practice ice or arena ice, please contact Jamie Clark-Drewke at 313-471-7138 or email [Jamie.Clark@Hockeytown.com](mailto:Jamie.Clark@Hockeytown.com).

## ICE SURFACE

The ice surface measures 200 feet by 85 feet. The ice is only one inch thick.

## ID

United States residents must present a valid Michigan driver's license, state ID card, passport or military ID, which indicates the patron to be at least 21 years of age (expired licenses, damaged licenses and driver's licenses which do not have photos will not be accepted) to purchase alcohol.

International visitors must present a valid passport that shows the guest to be at least 21 years of age (expired/damaged passports or any other form of identification will not be accepted). Passports must be in english to be accepted.

## INCLEMENT WEATHER POLICY

Little Caesars Arena rarely cancels or postpones events due to inclement weather. Please be advised that tickets for all events are sold on a non-refundable and non-exchangeable basis (this stipulation is clearly marked on each ticket). Should a decision be made to cancel or postpone an event, information will be posted immediately through the venue's social media outlets.

## IN-ARENA SILENT AUCTION

The Detroit Red Wings Foundation and Detroit Pistons host an in-game silent auction of exclusive, framed memorabilia on the

street level concourse between PORTALS 7 and 8 during every Red Wings and Pistons home game. A portion of the proceeds from the Red Wings sale benefit the Detroit Red Wings Foundation.

## IN-GAME EQUIPMENT

Please be aware that a puck or ball can be propelled into the spectator area with enough force to cause serious injury. Stay alert at all times in the seating area. If you are injured, please ask the nearest staff member for help and directions to a medical station. Little Caesars Arena guests assume all risk and danger incidental to the games of hockey and basketball – including, specifically, but not exclusively, the danger of being injured by a puck, hockey stick or basketball, and agree that Little Caesars Arena, the NBA, NHL and their affiliates and employees, the participating clubs, their agents and players are not liable for injuries from such causes.

## INTOXICATED GUESTS

Little Caesars Arena reserves the right to deny entry to intoxicated guests. Any intoxicated guests causing a disturbance during an event will be asked to leave the arena and may be subject to arrest.

## K

## KIDS CLUB & JR. PISTONS

Visit the Red Wings Kids Club kiosk outside PORTAL 14 at Red Wings home games. Children may register for the exclusive Red Wings Kids Club, and current Kids Club members can sign in for the game. For more information on the Red Wings Kids Club, call 313-471-7482 or visit [DetroitRedWings.com/KidsClub](http://DetroitRedWings.com/KidsClub).

Become a member of the Jr. Pistons Kids Club today by visiting [Pistons.com/KidsClub](http://Pistons.com/KidsClub).

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**LAPTOPS/TABLETS**

C Laptops are not allowed in the arena. Please call 313-471-  
D 7000 for questions regarding the event you are attending.

E

**LASER POINTERS**

F Laser pointers and other laser devices are not allowed inside  
G Little Caesars Arena.

H

**LEVELS OF THE ARENA**

I The arena has seven levels. Two of which are the main  
J concourses. There is public access to every level of the arena,  
K although not in all areas.

L

**Arena Levels:**

M

EL – Event Level

N

CL – Club Level

O

1 – Street Level Concourse

P

2 – Blue Cross Suites

Q

3 – Upper Concourse

R

4 – Labatt Blue Club

S

5 – Michigan First Gondolas

T

**LIGHTING**

U Please be advised that lasers, mist and strobe lights, or any  
V combination of those, may be used during any given event.

W

**LITTLE CAESARS AMATEUR HOCKEY**

X The BELFOR Training Center, the practice rink of the  
Y Red Wings, is the home of Little Caesars Hockey, with  
Z world-class amenities available to all Little Caesars AAA  
Hockey players.

The major goal of Little Caesars Hockey is to develop  
well-rounded student athletes, both on and off the ice,  
through instruction, discipline and positive feedback

provided by outstanding coaches.

For more information, visit [LittleCaesarsHockey.com](http://LittleCaesarsHockey.com) or  
[LCAHL.org](http://LCAHL.org).

**LITTLE CAESARS PIZZA**

Little Caesars pizza is served on the north and south end of  
the arena on both the street level and upper concourses.

**LOCKERS**

There are no public lockers at Little Caesars Arena.

**LOST AND FOUND**

Found items are turned into the Guest Services Office  
outside PORTAL 10 on the street level concourse. Guests  
may inquire about items at any point during the event. After  
an event, guests may call the Little Caesars Arena Lost and  
Found Hotline at 313-471-7460.

**LOST OR MISSING INDIVIDUALS**

If you become separated from your child or family member  
during an event, please seek the nearest security personnel.  
When bringing children to an event, it is always helpful to  
make sure the children have their contact information, ticket  
and seat location with them at all times.

**LOST OR STOLEN TICKETS**

With the high value of tickets, we recommend they be treated  
like cash and kept in a secure place. If, despite your best  
effort to protect them, your tickets are stolen, replacements  
will be produced only with verification to the person on the  
Ticketmaster account.

**M****MASCOTS**

The Pistons' mascot is Hooper. To contact Hooper for

A autographs, photo submissions or general messages, email  
B PistonsEntertainment@Pistons.com For appearance bookings,  
C in-game visits or general questions, also contact PistonsEntertainment@Pistons.com or nba.com/pistons/dance/entertainment-appearance-request-form  
D

## E MEDIA ACCESS

F Red Wings media credentials can be requested by calling  
G 313-471-7599. You must be an accredited member of the  
H media, on assignment, to be considered for a credential.

I Pistons media and press inquiries should be directed to the  
J Public Relations Department at 313-771-7566.

K All media credential requests for concerts should  
L be directed to 313 Presents publicity department at PR@313Presents.com. All requests received by 313 Presents  
M will be forwarded to the tour publicist/band management and are subject to show policies.

## N MILITARY RECOGNITION

O The Red Wings are honored to welcome service men and  
P women in attendance at each home game as part of our  
Q Military Welcome during a TV timeout. Active and veteran  
R service men and women can be recognized for their service.  
S To be included or to nominate someone, please visit Detroit  
T RedWings.com/GameExperience and submit the form.

U For the Detroit Pistons, contact the Pistons Group Sales  
V Department at 313-771-0098 or GroupSales@Pistons.com.

## W MINI WINGS INTERMISSION PROGRAM

X This is a once-in-a-lifetime opportunity for Mites and Mini-  
Y Mites to experience life as a professional hockey player and  
Z skate in front of 20,000 fans at Little Caesars Arena! The Mini Wings scrimmage takes place during intermissions at

Red Wings home games. Each team member receives a Kids Club membership and goody bag. If you have questions, please call Jamie Clark-Drewke at 313-471-7138 or email Jamie.Clark@Hockeytown.com.

## MOBILE APPLICATIONS

Download the Detroit Red Wings App for the most up-to-date information on your favorite team and players.

Download the official mobile app of the Detroit Pistons to your mobile device for free at Pistons.com/MobileApp, and keep up to date with everything Pistons, anytime and anywhere.

The District Detroit Mobile App, presented by XFINITY, will enhance your Little Caesars Arena and The District Detroit experience with features that include real-time answers to your questions, mobile event tickets and parking passes, express pickup for food and beverages and wayfinding to navigate around The District Detroit and Little Caesars Arena. For more information, visit DistrictDetroit.com/App.

## MOBILE TICKETING

All events at Little Caesars Arena will be using mobile ticketing as the primary method of entry.

Mobile ticketing allows fans to use their smartphone or mobile device as a game ticket, providing access to the venue through a barcode that is scanned from a device's screen. The Ticketmaster technology allows for convenient online transfer and re-sale of tickets and provides a user-friendly platform for the online management of tickets.

## MOTHERS ROOM

Please see Nursing Mothers.

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### NETTING

During hockey games at Little Caesars Arena, protective netting is hung above the glass behind each goal. This limits the number of pucks that leave the ice and end up in guest areas. This does not eliminate the chance of a puck going into the stands. Please stay alert at all times and do not go up and down the aisles until the puck is no longer in play.

### NOISE MAKERS

Airhorns, bullhorns, bugles, cowbells or any other type of noisemaker that is deemed offensive or dangerous to guests or players are prohibited. Thundersticks are allowed at Pistons games.

### NURSING MOTHERS

For the comfort of nursing mothers, there is a Mothers Room on the street level concourse outside PORTAL 20. This location includes a sink, microwave, refrigerator and private, curtained areas with electrical outlets. There is also a family restroom inside this area for your convenience.

Breast pumps are permitted inside the arena. If you have any questions about related items, please call Guest Experience at 313-471-7425.

## O

### OFFENSIVE ZONE

The Red Wings shoot twice on the goal on the south side of the arena (Sections 113-118/PORTALS 8-15).

### OLYMPIA ENTERTAINMENT

Olympia Entertainment is one of the most diverse sports and entertainment companies in the industry, featuring some of the most popular venues and offering the most diverse range of shows in the country.

Headquartered in downtown Detroit, in the heart of The District Detroit, Olympia Entertainment owns and operates the Fox Theatre, City Theatre and Hockeytown Cafe, and provides facility management services at Little Caesars Arena, DTE Energy Music Theatre, Meadow Brook Amphitheatre and Michigan Lottery Amphitheatre at Freedom Hill. The company also serves as the sales and marketing organization for the Detroit Red Wings and provides additional services to 313 Presents.

Olympia Entertainment is a division of Ilitch Holdings, Inc. the company founded by Detroit entrepreneurs Mike and Marian Ilitch, best known for owning Little Caesars Pizza, the Detroit Red Wings and the Detroit Tigers.

### OVERSIZED VEHICLE PARKING

Please see Parking.

## P

### PARENTS LOUNGE

For certain events, there is a parents lounge available for parents whose children have tickets, but do not have tickets themselves. This is simply a waiting area for parents with no view of the show. Guests without tickets may not enter the arena bowl at any time. For more information please call 313-471-7000.

### PARKING

#### ADA and Guest Drop Off Location

The designated ADA Drop Off / Pick Up location for Little Caesars Arena guests is along the West Fisher Service Drive near Park Street. Guests can enter the building through the Meijer Southwest Entrance, and request wheelchair assistance from our Guest Relations team if needed. Accessible parking spots are also available in the Little Caesars Arena

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**A** Garage, as well as the surrounding Olympia-owned parking  
**B** lots. These spots are available on a first-come, first served ba-  
**C** sis, at the going event rate.

### **D** Bus/Limo Drop Off

**E** Charter buses park on the Eastbound (North) I-75 Service  
**F** Drive between Woodward Ave. and Brush St., and the  
**G** Southbound (West) Service Drive between Brush St. and  
**H** John R. St. Parking is free. There is no designated drop-off/  
pickup location for buses. Limo parking is the same as  
charter buses.

**I** Bar/restaurant shuttle buses park on the Southbound (West)  
**J** lane of Clifford St. between the I-75 Service Drive and  
**K** Columbia St.

### **L** Oversized Vehicle Parking

**M** No oversized vehicle parking is allowed in any ODM parking lot.

**N** Oversized vehicle parking is allowed on the Fisher Service Drive.

### **P** Accessible Parking

**Q** Accessible parking is available in all ODM parking lots. Addi-  
**R** tional spaces will be reserved in ODM Lot 2721 Cass. These  
**S** spaces are on a first-come, first-served basis at the going rate  
with presentation of ADA license plate or hang tag.

### **T** Parking Locations

**U** North of Fisher Freeway

#### • GARAGES

**V** - Little Caesars Arena Garage

**W** - Henry West Garage

- Temple West Garage

#### • SURFACE LOTS

**Y** South of Fisher Freeway

#### • GARAGES

**Z**

- Fox Garage

- The D Garage - 2756 Cass - 2955 Cass

- 2501 Cass - 2721 Cass - 2961 Second

- 2440 Second

#### • SURFACE LOTS

- 127 W. Fisher - 2220 Cass

- 2301 Clifford - 2301 Cass

- 510 W. Fisher

### Pricing

Parking prices are \$10 - \$45, depending on the lot and event.  
Availability varies by event type and is subject to change.

### Hours of Operation

Parking facilities are open 24 hours a day, 7 days a week.

### Pre-Paid Parking

Parking passes can be purchased in advance via  
Ticketmaster.com and ParkDistrictDetroit.com

### Ride Sharing Pickup Area

Ride sharing is available in the North curb lane of the  
Southbound (West) side of the I-75 Service Drive  
between Woodward Ave. and Park St.

### PHONE CHARGING STATIONS

Phone charging stations are located on the street level and  
upper concourses, at PORTAL 11, 67 and are available on  
a first come, first service basis. Also available at the Xfinity  
Box Office lobby.

### PISTONS ENTERTAINMENT TEAM

Visit Pistons.com/Entertainment to learn about your favorite  
Pistons entertainers and request an appearance today.

### PLAYER APPEARANCES

A To request a Red Wings player appearance, please contact  
B the Red Wings Community Relations Department at  
C [DetroitRedWings.com/ContactUs](http://DetroitRedWings.com/ContactUs). There are no appearances  
D on game days. To request a Pistons player appearance,  
E please contact the Detroit Pistons Community Relations  
F Department at 313-PISTONS.

## G POCKET SCHEDULES

H Red Wings and Pistons pocket schedules are available at the  
I Guest Services Office outside PORTAL 10 on the street level  
J concourse and other various locations inside Little Caesars  
K Arena, as well as participating sponsor locations throughout  
L metro Detroit. You can also download the full Red Wings  
M schedule at [DetroitRedWings.com](http://DetroitRedWings.com) and the full Pistons  
N schedule at [Pistons.com](http://Pistons.com).

## O PORTALS

P Little Caesars Arena uses a PORTAL system as the primary  
Q way for guests to locate their seats. PORTAL signage is located  
R near the seating “portals” or passageways into the arena  
S seating area.

T There are 82 PORTALS inside Little Caesars Arena.

- U • PORTALS 1-20 are on the street level concourse.
- V • PORTALS 21-72 are on the upper concourse.
- W • PORTALS 73-77 are in the Labatt Blue Club.
- X • PORTALS 78-82 are in the Michigan First Gondolas.

Y Look on your ticket for PORTAL and a corresponding number.

Z Each PORTAL provides a unique entry point that leads, in  
most instances, to two seating sections – one to the left and  
one to the right. Once you approach your PORTAL, you will  
see secondary section signage that indicates whether to go  
left or right.

Please Note: PORTAL numbers are included on most

tickets. However, two premium spaces at Little Caesars  
Arena – Blue Cross Suites and Huntington Legends Club  
do not have PORTALS.

## PRE-GAME YOUTH HOCKEY SCRIMMAGE

The Red Wings are proud to host “Waiting in the Wings”  
youth hockey games prior to home games. These 50-minute  
games provide Mini-Mite through Bantam teams the oppor-  
tunity to skate on the home ice of the Red Wings. Each team  
member receives a Kids Club membership and goody bag.  
If you have questions, please call Jamie Clark-Drewke at  
313-471-7138 or email [Jamie.Clark@Hockeytown.com](mailto:Jamie.Clark@Hockeytown.com).

## PREMIUM SEATING

There is a private entry for premium ticket holders  
connecting the Little Caesars Arena Garage to the Blue Cross  
Blue Shield Lounge. Premium tickets include Suites, Loge  
Boxes, Gondolas and private clubs.

For Red Wings premium seating options, please  
visit [DetroitRedWings.com/Premium](http://DetroitRedWings.com/Premium).

For Pistons suite and courtside options, please visit  
[Pistons.com/Premium](http://Pistons.com/Premium) or call 313-771-0137 for more information.

## PRESALE OPPORTUNITIES

Gain access to exclusive presales and ticket offers for our pre-  
mier concert and event locations. Be the first to know about  
contests, special events, breaking news and more by signing  
up at [313Presents.com/StayConnected](http://313Presents.com/StayConnected).

## PRIVATE EVENTS

Please see Venue Rental.



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## PROHIBITED ITEMS

Prohibited items at Little Caesars Arena include, but are not limited to, bottles, cans, liquid containers, coolers, outside food and beverages, weapons of any kind, laser light pointers, flagpoles, air horns and pointed tip umbrellas. To ensure the safety of all fans, any carry-in parcels may be checked by Little Caesars Arena security.

The following additional items cannot be brought into the arena by guests:

- Weapons (including guns and knives of all sizes)
- Aerosol cans
- Fireworks
- Frisbees
- Beverages (in any type of container)
- Coolers
- Outside food and beverage of any kind
- Mace or Pepper Spray
- Poles, selfie-sticks, missile-like objects that can be thrown
- Strollers
- Tripods
- Beach balls or other inflatable objects
- Bats, hockey sticks and clubs
- Whistles and Horns. Foghorns/airhorns and plastic horns, such as vuvuzelas and didgeridoos
- Laser pointers or any similar devices
- Optical Illusions. Items intended to create optical illusions or interfere with the ability of the eye to perceive depth or distance, such as pin wheels or umbrellas.
- Large Banners and Flags: guests are not permitted to use or wave flags, banners, signs or other items that are affixed to any pole or stick made of wood, metal, plastic or any other hard material that is more than 18 inches in length. Teams are also prohibited from providing such items to fans either by sale or giveaway.
- Drones

- Hard-sided bags
- Umbrellas with pointed tips (non-pointed tip umbrellas are permitted)
- Backpacks (with the exception of single-compartment drawstring bags that meet the NBA bag-size requirements and media backpacks that have been screened at the media entrance. Purses and diaper bags that, while having the appearance of backpacks, will be allowed provided that they meet the 14 x 14 x 6 size requirement)
- Illegal substances
- Any form of marijuana
- Professional cameras with detachable lenses exceeding 80mm
- iPads, GoPros, laptops and other tablets

Use of any prohibited item must be reported to Arena Security and the item must be confiscated.

## PROMOTIONAL GIVEAWAY NIGHTS

Throughout the Red Wings and Pistons seasons, each team hosts several exciting giveaway nights. Each giveaway is different, with some being a first-come, first-served basis. Each guest may only claim one giveaway item per ticket, per night, unless otherwise noted. Ticket holders who are not in attendance the night of a giveaway are not eligible for giveaways. Giveaway locations are by each of the building entrances.

## PUBLIC PHONES

There are no public phones at Little Caesars Arena.

## PUBLIC TRANSIT

The nearest bus stop to Little Caesars Arena is at the corner of Woodward Ave. and Sproat St.

The QLINE is a rail system that covers a 3.3-mile stretch along Woodward Ave., from Grand Blvd. to Congress St.

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**A** QLINE fares are \$1.50 for a three-hour pass or \$3.00 for an  
**B** all-day pass. Monthly and annual passes are also available.  
**C** The nearest QLINE stop to Little Caesars Arena is at Sproat  
**D** St. There is also a stop at Grand Circus Park that lets you  
**E** connect to the Detroit People Mover.

**F** The Detroit People Mover runs in a circle throughout the  
**G** downtown area. It stops near the city's main bus depot and  
**H** stops near major buildings downtown. Each ride on the  
**I** People Mover costs 75¢.

## **H** PUCKS

**I** Guests are welcome to keep pucks that are launched into  
**J** occupied seating areas as souvenirs, but are asked to be  
**K** cautious and courteous to other fans when collecting a puck.  
**L** At no time is a puck allowed to be thrown back onto the ice.  
**M** The ticket holder assumes all risk and danger incidental to the  
**N** game of hockey, including specifically, but not exclusively, the  
**O** danger of being injured by pucks, sticks, etc.

## **R**

## **P** RADIO PROGRAMMING

**Q** To listen to Red Wings and Pistons radio broadcasts, tune in  
**R** to FM 97.1 The Ticket.

## **R** RANDOM NUMBER DRAWING

**S** For all shows at Little Caesars Arena, a random number  
**T** drawing method is used to determine the start point of the  
**U** line during the on-sale time frame to ensure the fairest sys-  
**V** tem to purchase tickets. The random number drawing takes  
**W** place 30 minutes before the on-sale.

## **X** RECYCLING

**Y** There are recycling bins throughout the arena on all levels.

## **Z** REFUNDS OR EXCHANGES

**A** There are no refunds for Red Wings, Pistons or event tickets.  
**B** All sales are final. Playoff ticket refunds will be issued for any  
**C** un-played postseason games. These refunds will be issued in  
**D** the form of a check or a credit towards the next year's season  
**E** tickets. For online or in-person purchases, refunds will be  
**F** delivered via method of payment.

## **RESTAURANTS**

The four restaurants at Little Caesars Arena are:

- Sports and Social Detroit
- Mike's Pizza Bar
- The District Market

Please see each restaurant's website for hours and menu.

## **RESTROOMS**

There are restrooms throughout every level of the arena.  
If you cannot find a restroom, please ask the nearest  
staff member and they will direct you. Please see Family  
Restrooms for information on their exact locations.

## **RETAIL**

Please see Team Store

## **S**

## **SCHEDULE OF EVENTS**

For Red Wings schedule information, please visit  
[DetroitRedWings.com/Schedule](http://DetroitRedWings.com/Schedule).

For Pistons schedule information, please visit  
[Pistons.com/Schedule](http://Pistons.com/Schedule).

For 313 Presents schedule of events, please visit  
[313Presents.com/Events](http://313Presents.com/Events)

## **SCOREBOARD DETAILS**

- More than 13,500 square feet of total LED display space.

- A • This seamless centerhung scoreboard provides a 360-degree experience for fans.  
B • 16.5 million LEDs throughout the entire arena, inside and out.  
C • 6,020 square-foot centerhung system.

## SCOREBOARD MESSAGING

To have a birthday, anniversary, special occasion or welcome message displayed on the Little Caesars Arena Scoreboard for Red Wings games, please visit [DetroitRedWings.com/WishClub](http://DetroitRedWings.com/WishClub) and submit the form. Messages must be submitted at least 24 hours prior to the preferred game date. Messages require a minimum donation of \$75 to the Detroit Red Wings Foundation.

To have a message displayed on the scoreboard during Pistons games, visit [Pistons.com/Community/Get-Involved](http://Pistons.com/Community/Get-Involved). Birthday messages are displayed during halftime at Pistons home games only. A \$75 minimum donation to the Detroit Pistons Foundation is required for a Birthday Message. Birthday Messages must be received at least 48 hours before the requested Pistons game date.

Scoreboard messaging is not available at concerts or events.

## SEARCHES

For the safety and security of everyone in the arena, all guests, performers and team members are subject to search before being granted entrance into Little Caesars Arena. Searches include visual inspection, bag checks, pat-downs and metal detecting.

## SEASON TICKETS

There are a variety of Little Caesars Arena ticket packages available. For more information on Red Wings season tickets, please call 313-471-7575 or visit [LittleCaesarsArenaTicketPlans.com](http://LittleCaesarsArenaTicketPlans.com).

For more information on Pistons season memberships, please call 313-PISTONS or visit [Pistons.com](http://Pistons.com).

## SEAT NUMBERING

When looking towards the playing surface, all seats are numbered in a clockwise pattern. Seat 1 is the first seat at the right end of the row.

## SEATING CAPACITIES

The arena seats around 20,000 for hockey games, 21,000 for basketball and seating options vary for all other events.

## SEATING/TICKETS

All guests are required to have a ticket for their seat. Guests may be asked to show their tickets for entry into the ticket holder's specific section.

## SEE SOMETHING, SAY SOMETHING

"If You See Something, Say Something™" is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity. If you see something suspicious, please report it to security or an usher.

## SENSORY INCLUSION

Little Caesars Arena has partnered with KultureCity to make all events hosted at the arena sensory inclusive. This new initiative promotes an accommodating and positive experience for all guests and fans with sensory needs.

Sensory bags, equipped with noise canceling headphones, fidget tools and verbal cue cards are available to all guests who may feel overwhelmed by the environment. Guests wishing to check out a sensory bag must sign a waiver and leave a driver's license or credit card, which will be returned upon receipt of the sensory bag in the same condition. Sensory bags are distributed on a first-come, first-served basis and are provided free of charge. For those who may need a quieter and more secure environment, guests also have access

A to quiet areas including the Budweiser Biergarten (Located  
B between PORTALS 16-18) and the Mothers Room (Located  
C near PORTAL 20). Please see the Mothers Room attendant for  
D more information.

## **SERVICE ANIMALS**

E Please see Animals.

## **SIGN LANGUAGE INTERPRETERS**

G A sign language interpreter can be provided, however, a four-  
H week notice is required before an event. To request a sign  
I language interpreter, please call 313-471-7328.

## **SOCIAL MEDIA**

### **DETROIT RED WINGS**

J Facebook: @DetroitRedWings

K Twitter: @DetroitRedWings

L Instagram: @DetroitRedWings

M Instagram: @DRWCommunity

N Snapchat: @OfficialDRW

### **DETROIT PISTONS**

O Facebook: @DetroitPistons

P Twitter: @DetroitPistons

Q Instagram: @DetroitPistons

R Snapchat: @NBAPistons

### **LITTLE CAESARS ARENA**

S Facebook: @LittleCaesarsArena

T Twitter: @LCArena\_Detroit

U Instagram: @LittleCaesarsArena

V Snapchat: @LCArena\_Detroit

### **THE DISTRICT DETROIT**

W Facebook: @TheDistrictDetroit

X Twitter: @DistrictDetroit

Y Instagram: @DistrictDetroit

Z

## **313 PRESENTS**

Facebook: @313Presents

Twitter: @313Presents

## **SOLICITING**

No loitering, trespassing, soliciting/peddling, resale of tickets,  
merchandise or other items is permitted on Little Caesars  
Arena property without Little Caesars Arena approval.

## **SPECIAL NEEDS**

See Sensory Inclusion. Also see Sensory Bags.

Little Caesars Arena is dedicated to accommodating the  
needs of guests with disabilities and their families/friends so  
they can all enjoy their visit.

Ticket requests for ADA seating should be directed  
to 313-471-7929.

## **SPONSORSHIP OPPORTUNITIES**

For more information on corporate partnership  
opportunities with Olympia Entertainment, please call  
Molly Wurdack at 313-471-7496 or email  
Molly.Wurdack@Hockeytown.com.

For information on partnering with the Pistons, please call Wes  
Weir at 313-771-7672 or email Partnerships@Pistons.com.

## **STAGE CONFIGURATIONS**

The set-up for each concert or event stage can be found on  
Ticketmaster.com.

## **STAIRWAYS**

There are stairways at all four corners of the arena to provide  
access to the upper levels.

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# RETAIL



HOCKEYTOWN AUTHENTICS - TROY



THE TEAM STORE - LITTLE CAESARS ARENA



THE TEAM STORE - LITTLE CAESARS ARENA



## SUITES

The Blue Cross Suites are on the street level concourse as well as on the Blue Cross Suite Level. For information about leasing or renting a suite for Red Wings games or events, please call 313-471-3075.

For information about purchasing a suite for Pistons games, please call 313-771-0137.

## SUITE ACCESS

Suites A-Q can be accessed on the street level concourse on the east and west sides of the arena. Suites 1-48 can be accessed via the NW elevators/staircase, the NE elevators/staircase, the West elevators/staircase on the interior side of the street level concourse.

## T

## TAILGATING

Tailgating is prohibited in surrounding parking lots operated by ODM before, during or after games and events at Little Caesars Arena.

## TEAMS

Little Caesars Arena is home to both the Detroit Red Wings and the Detroit Pistons.

## TEAM STORE

The Team Store inside Little Caesars Arena is where Detroit fans gear up for game day. The Team Store is open year-round, seven days per week with an accessible public entrance along Henry Street. It features all the latest Detroit Pistons and Detroit Red Wings fashion trends. The Pistons have options for everybody from newborns to adults, featuring The Detroit Bad Boys collection, arena-exclusive items, authentic team jerseys, novelties and much more! The Red Wings also have gear for fans of all ages. Authentic game-used merchandise,

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A autographed merchandise, official matchup puck of the  
B game, arena-exclusive items, game-worn jerseys and more  
C all highlight a piece of Red Wings history to take home. Red  
D Wings products can be ordered over the phone at 313-462-  
E 8418 or directly at the store. Pistons products can be ordered  
F over the phone, directly at the store or online at PistonsLock-  
G erRoomStore.com. The annual Team Store Summer Sale  
H pops up over the summer where fans can take advantage of  
I the best deals and discounts of the year. Make sure to follow  
J @ShopHockeytown on Instagram, Facebook and Twitter for  
K the latest pop-up deals and events.

### TELEVISION BROADCASTS

The broadcast schedule for the Red Wings can be found at  
DetroitRedWings.com/BroadcastSchedule.

The broadcast schedule for the Pistons can be found at  
Pistons.com.

### THROWING OBJECTS/PROJECTILES

Please see Code of Conduct or Fan Courtesy.

### TICKETMASTER CONVENIENCE FEES

Ticketmaster convenience fees vary by event but are waived  
if you purchase tickets in person at the Little Caesars Arena  
Box Office or Fox Theatre Box Office.

### TICKET OFFICE

Please see Box Office.

### TICKETING

Tickets for Little Caesars Arena events may be purchased  
through the Little Caesars Arena XFINITY Box Office or  
through Ticketmaster at 800-745-3000 or Ticketmaster.  
com. Red Wings tickets may also be purchased through  
NHL TicketExchange. These sources are the only authorized

ticket-selling agents of Little Caesars Arena. Please be  
advised that we cannot guarantee the authenticity of tickets  
obtained through any other source. Guests must always have  
their tickets on their person when attending an event.

For information on Red Wings tickets, visit  
DetroitRedWings.com/Tickets.

For information on Pistons tickets, visit Pistons.com/Tickets  
or call 313-PISTONS.

To inquire about ticket packages during a game, please  
visit the Ticket Sales kiosk on the street level concourse in  
the southeast corner of the arena outside PORTAL 14 for  
Pistons games and PORTAL 8 for Red Wings games. There is  
also a Ticket Sales kiosk on the upper concourse between  
PORTALS 57 and 58.

### TICKET RESALE

Red Wings and Pistons Season Ticket Holders can sell their  
tickets through NHL TicketExchange or NBA TicketEx-  
change respectively. Resale of tickets above face value with-  
out express written permission is strictly prohibited and may  
be in violation of applicable state and local laws.

### TICKET SERVICES AND RETENTION

To contact the Red Wings Ticket Sales and Service Office,  
please call 313-471-7575.

To contact the Pistons Member Services Department, please  
call 313-771-0143.

There are two service kiosks at Little Caesars Arena. They  
can be found outside PORTAL 6 and between PORTALS 68  
and 69.



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## TICKET SCANNING

For games and events, ushers scan guest tickets upon entry into Little Caesars Arena. Ticket scanning provides quick and accurate attendance figures and controls fraudulent, duplicate or invalid tickets from entering Little Caesars Arena. For concerts, guests must have a hard-copy ticket or valid mobile ticket. PDFs or tickets from email are no longer accepted. All tickets must be hard tickets printed by the Box Office or on your mobile device. Tickets printed on 8.5x11 paper will no longer be accepted.

See Mobile Ticketing for more information.

## TOURS

To schedule a tour of Little Caesars Arena, please call 313-471-7547.

## U

## UMBRELLAS

Umbrellas are allowed, except pointed tip umbrellas.

## V

## VENUE RENTAL

To book a private event, please call 313-471-3333 or email [Special.Events@OlympiaEntertainment.com](mailto:Special.Events@OlympiaEntertainment.com).

## VISITING TEAM FANS

Visiting team fans are our guests. Harassment of the visiting team or their fans will not be tolerated and may result in ejection.

## W

## WEBSITES

For Red Wings general information, visit [DetroitRedWings.com](http://DetroitRedWings.com).

For Red Wings Season Ticket Holder information, visit [RedWingsSeasonTickets.com](http://RedWingsSeasonTickets.com).

For Pistons general information, visit [Pistons.com](http://Pistons.com).

For The District Detroit general information, visit [DistrictDetroit.com](http://DistrictDetroit.com).

For 313 Presents event information, visit [313Presents.com](http://313Presents.com)

## WHEELCHAIRS

Wheelchairs are available at each entrance for transportation to and from the seating areas. Upon arena entry, please ask a staff member for wheelchair assistance and they will be happy to help you. Wheelchairs are not available for individual use during events. Please be aware that wheelchairs are assigned on a first-come, first-served basis. Therefore, during periods of heavy volume, guests may be asked to wait until a wheelchair becomes available to transport them either to their seats or back to the doors. In the event of a medical emergency in which wheelchair service is required, please contact the nearest staff member. Guests are permitted to bring their own wheelchairs to Little Caesars Arena.

## WILL CALL

Please see Box Office.

## WI-FI

Little Caesars Arena has free public Wi-Fi access, presented by XFINITY.

To connect:

- Open your phone's settings application

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## Y

For more information on Pistons Academy youth basketball programming, please contact Geo Thomas at 313-771-7531 or [GThomas@Pistons.com](mailto:GThomas@Pistons.com) or visit [PistonsAcademy.com](http://PistonsAcademy.com).

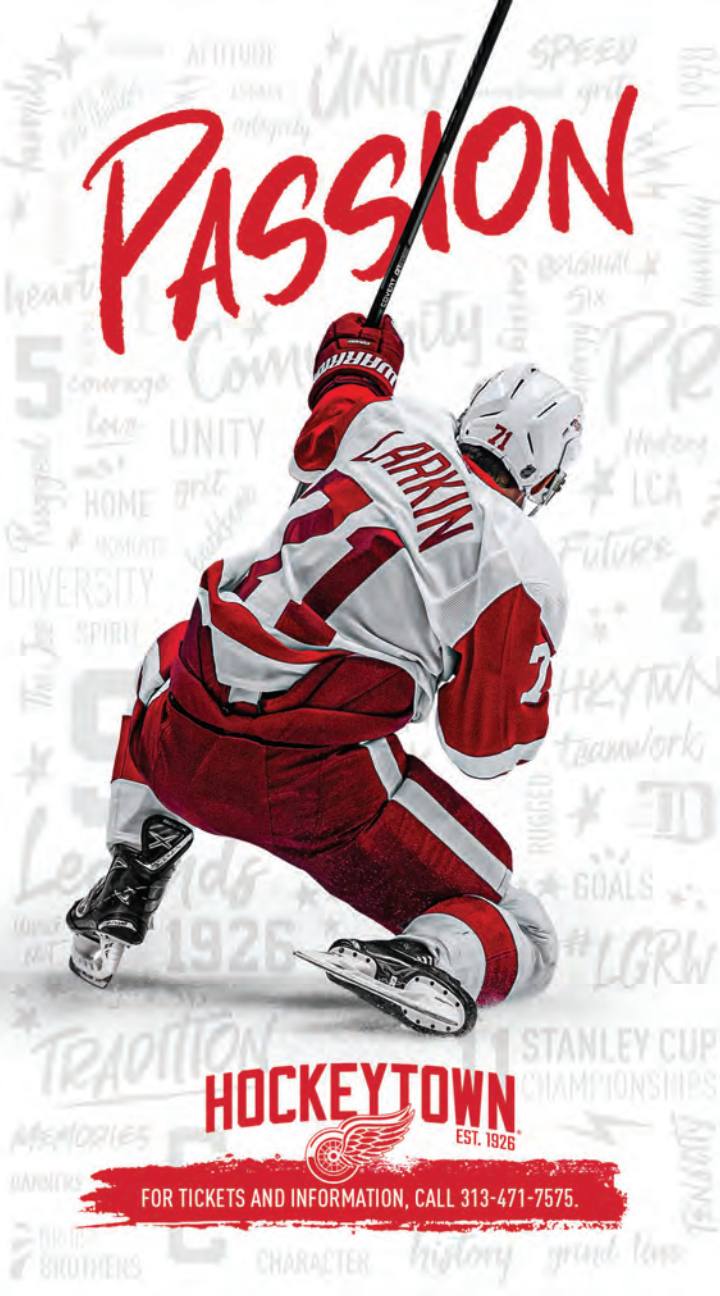
## YOUTH HOCKEY

For more information, please visit  
[DetroitRedWings.com/YouthHockey](http://DetroitRedWings.com/YouthHockey).

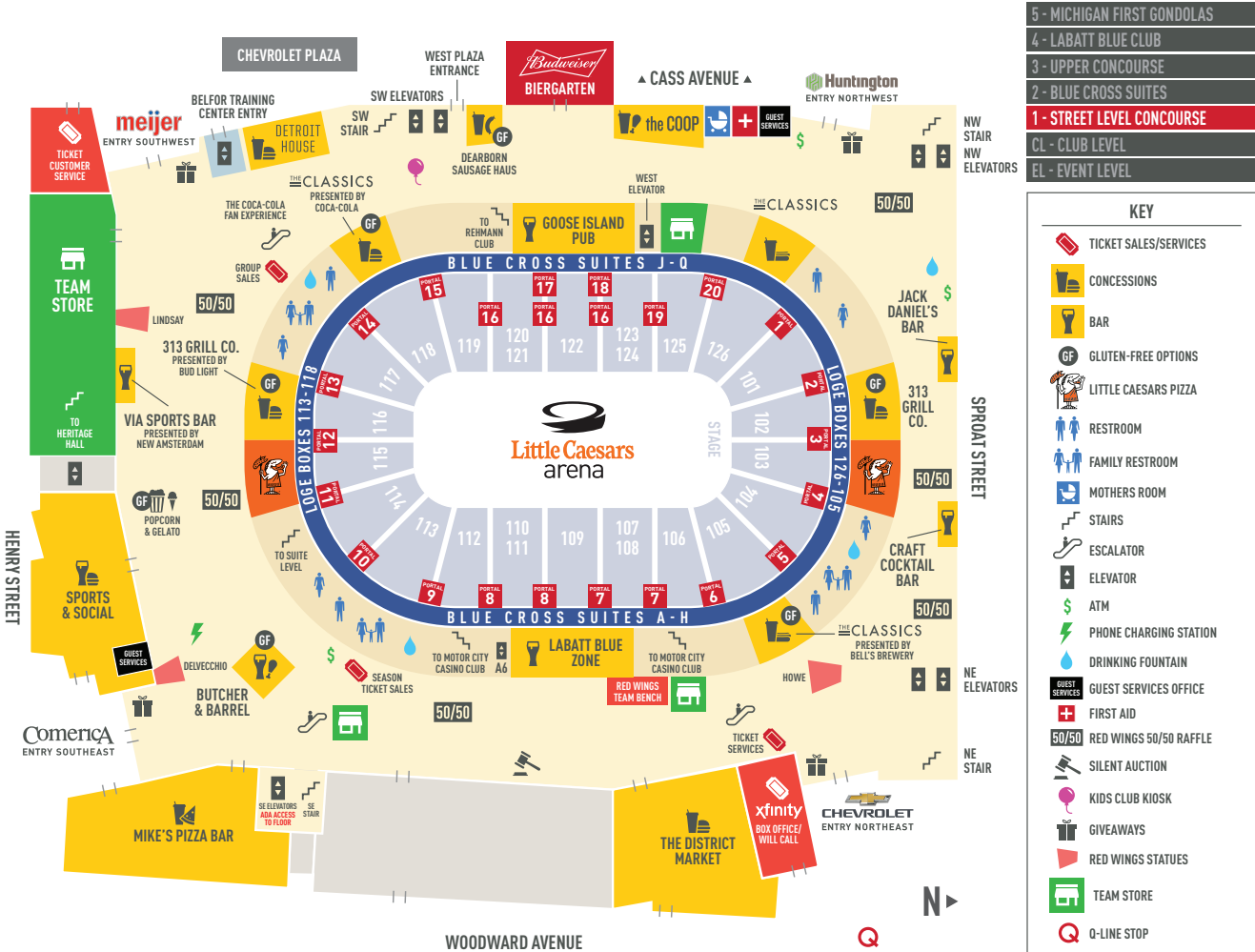
## YOUTH HOCKEY SKATER OF THE GAME

Youth hockey players ages 6-16 have the experience of a lifetime as their names are announced during the starting lineup and they stand alongside the Red Wings players during the National Anthem. Participants must provide their own equipment and be a registered USA Hockey or Hockey Canada member. The Youth Hockey Skater of the Game is presented by Blue Cross Blue Shield of Michigan. If you have questions, please call Jamie Clark-Drewke at 313-471-7138 or email [Jamie.Clark@Hockeytown.com](mailto:Jamie.Clark@Hockeytown.com).

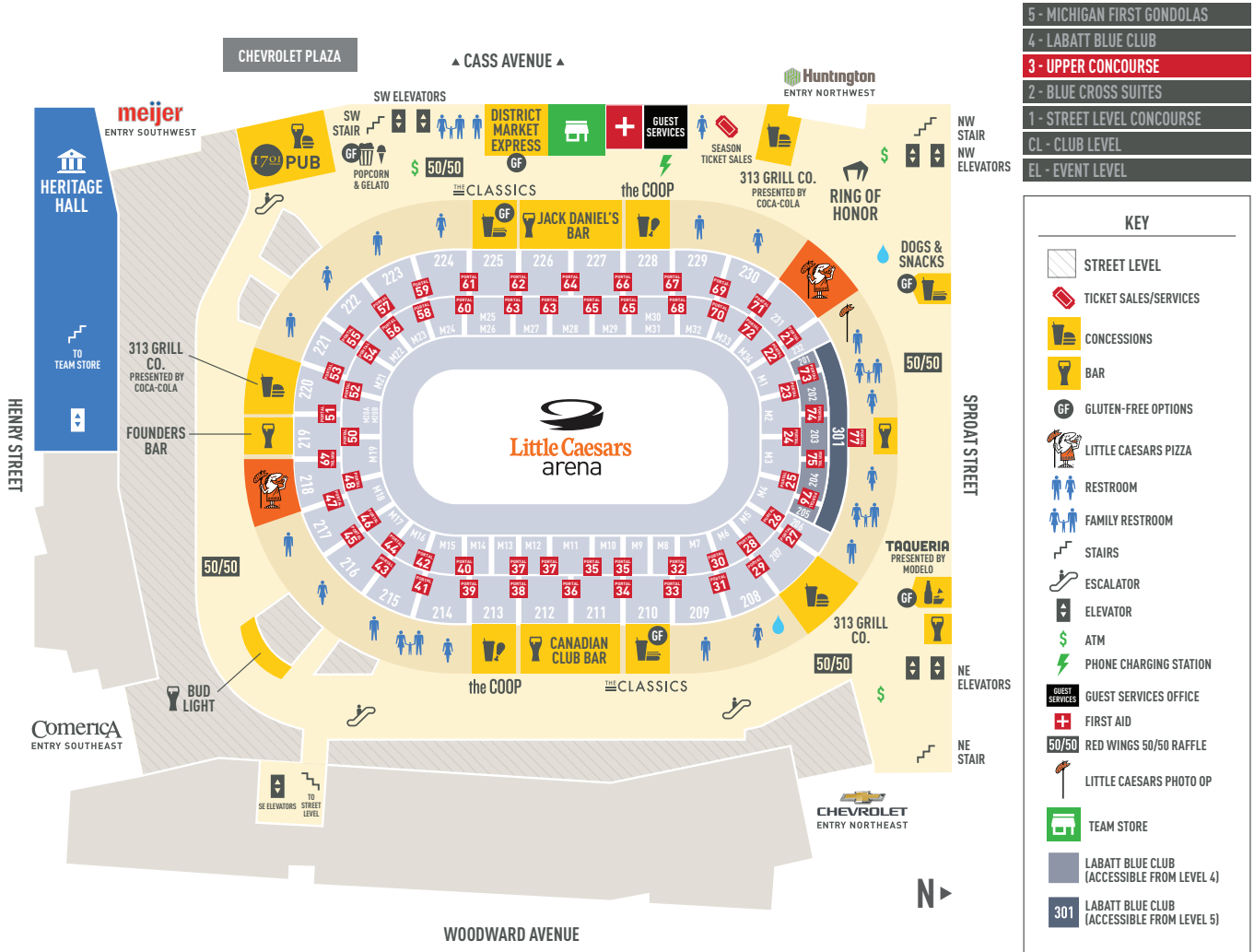
For the most up-to-date Little Caesars Arena information, please review the online A-Z Guide by visiting [DetroitRedWings.com/ArenaGuide](http://DetroitRedWings.com/ArenaGuide) or [OlympiaEntertainment.com](http://OlympiaEntertainment.com).



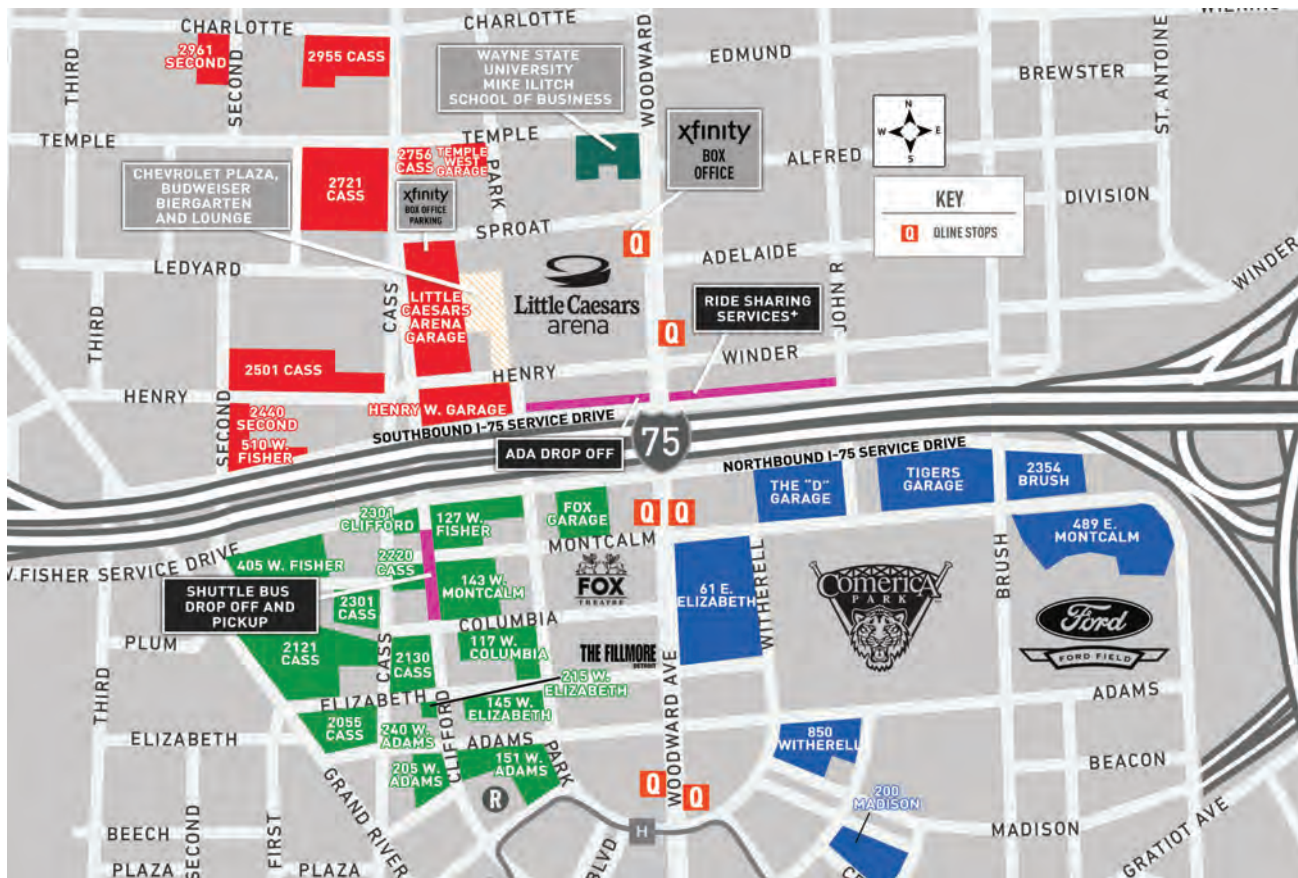
# STREET LEVEL CONCOURSE



# UPPER CONCOURSE



## PARKING





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MEMORABLE MOMENTS & GROUP HUGS.



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AND THEME NIGHT DEPOSITS**

313.471.7575 | [DetroitRedWings.com/Groups](http://DetroitRedWings.com/Groups)

## PISTONS ACADEMY

PRESENTED BY



## LEAGUES, CAMPS & CLINICS

GRADES 3-9 FOR BOYS & GIRLS  
OF ALL SKILL LEVELS

REGISTER NOW AT  
**PISTONSACADEMY.COM**



# GUEST CONNECT

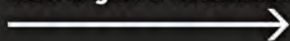
LINKING GOOD TIMES & GREAT SERVICE

Our goal at **Olympia Entertainment** is to provide you, our valued guest, with a memorable experience at every one of our events. We expect our dedicated service-oriented staff to always be helpful, courteous and make every effort to meet your needs.

We especially love to know when our team goes above and beyond. Please feel free to recognize one of our outstanding colleagues by filling out a Guest Connect card, found at either Guest Services Office located near PORTAL 10 or 67, or by providing electronic feedback through the site below.

**Thank you for being our guest!**

**No time? Scan this QR code to give e-feedback!**



[OlympiaEntertainment.com/GuestConnect](http://OlympiaEntertainment.com/GuestConnect)

## DETROIT BASKETBALL

### 2019-20 SEASON SCHEDULE

\*PRESEASON HOME AWAY

MON, 10/7	ORL*	7:00
WED, 10/9	DAL*	7:00
FRI, 10/11	CLE*	7:00
TUE, 10/15	PHI*	7:00
WED, 10/16	CHA*	7:00
WED, 10/23	IND	7:00
THU, 10/24	ATL	7:00
SAT, 10/26	PHI	7:00
MON, 10/28	IND	7:00
WED, 10/30	TOR	7:30
FRI, 11/1	CHI	8:00
SAT, 11/2	BKN	7:00
MON, 11/4	WAS	7:00
WED, 11/6	NYK	7:00
FRI, 11/8	IND	7:00
MON, 11/11	MIN	7:00
TUE, 11/12	MIA	7:30
FRI, 11/15	CHA	7:00
WED, 11/20	CHI	8:00
FRI, 11/22	ATL	7:00
SAT, 11/23	MIL	8:30
MON, 11/25	ORL	7:00
WED, 11/27	CHA	7:00
FRI, 11/29	CHA	7:00
SUN, 12/1	SAS	5:00
TUE, 12/3	CLE	7:00
WED, 12/4	MIL	7:00
FRI, 12/7	IND	7:00
MON, 12/9	NOP	8:00
THU, 12/12	DAL	9:00
SAT, 12/14	HOU	9:00
MON, 12/16	WAS	7:00
WED, 12/18	TOR	7:00
FRI, 12/20	BOS	7:30
SAT, 12/21	CHI	7:00
MON, 12/23	PHI	7:00
THU, 12/26	WAS	7:00
SAT, 12/28	SAS	8:30

MON, 12/30	UTA	9:00
THU, 1/2	LAC	10:30
SAT, 1/4	GSW	8:30
SUN, 1/5	LAL	10:00
TUE, 1/7	CLE	7:00
THU, 1/9	CLE	7:00
SAT, 1/11	CHI	7:00
MON, 1/13	NOP	7:00
WED, 1/15	BOS	7:00
SAT, 1/18	ATL	7:30
MON, 1/20	WAS	2:00
WED, 1/22	SAC	7:00
FRI, 1/24	MEM	7:00
SAT, 1/25	BKN	7:00
MON, 1/27	CLE	7:00
WED, 1/29	BKN	7:30
FRI, 1/31	TOR	7:00
SUN, 2/2	DEN	12:30
MON, 2/3	MEM	8:00
WED, 2/5	PHX	7:00
FRI, 2/7	OKC	8:00
SAT, 2/8	NYK	7:00
MON, 2/10	CHA	7:00
WED, 2/12	ORL	7:00
THU, 2/20	MIL	7:00
SUN, 2/23	POR	9:00
TUE, 2/25	DEN	9:00
FRI, 2/28	PHX	9:00
SUN, 3/1	SAC	6:00
WED, 3/4	OKC	7:00
SAT, 3/7	UTA	7:00
SUN, 3/8	NYK	7:30
WED, 3/11	PHI	7:30
SAT, 3/14	TOR	7:30
TUE, 3/17	ORL	7:00
FRI, 3/20	GSW	7:00
SUN, 3/22	LAL	6:00
MON, 3/23	MIL	8:00
WED, 3/25	POR	7:00
FRI, 3/27	LAC	7:00
SUN, 3/29	HOU	5:00
WED, 4/1	BKN	7:30
FRI, 4/3	MIA	7:00
SUN, 4/5	MIN	7:00
TUE, 4/7	ATL	7:30
THU, 4/9	MIA	7:30
SAT, 4/11	DAL	3:00
MON, 4/13	BOS	7:00
TUE, 4/14	NYK	7:30

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