



CHICAGO BULLS

# SEASON TICKET HOLDER HANDBOOK





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## **THANK YOU FOR BEING OUR SIXTH MAN!**

One of our goals is to provide Season Ticket Holders—our most valued fans—with a variety of benefits, services and amenities that will enhance their overall experience with the team. With that in mind, it is our privilege to provide this Season Ticket Holder Handbook.

This handbook includes information about the many benefits associated with season tickets, important Ticket Department policies and procedures, and detailed information about the United Center. It also answers some frequently asked questions. We hope you find this guide to be a valuable resource throughout the year.

If you have any questions, comments or suggestions about this handbook, or any aspect of our organization, please contact a member of our Ticket Department at 312-455-4000, or send an email to our exclusive address for Season Ticket Holders: [sth@bulls.com](mailto:sth@bulls.com).

As always, it is our pleasure to serve you and we thank you for being an important part of our team. We look forward to seeing you at the United Center.

## **CHICAGO BULLS' MISSION**

The Chicago Bulls organization is a sports entertainment company dedicated to winning NBA Championships, growing new basketball fans, and providing superior entertainment, value and service.

## **CHICAGO BULLS' CONTACT INFORMATION**

**Chicago Bulls, 1901 West Madison Street, Chicago, IL 60612-2459**  
**312-455-4000 Phone**  
**312-455-4195 or 91 Fax**  
**Bulls.com**



If you have questions or need information regarding season and/or group tickets, please contact our Ticket Office at 312-455-4000.

Keith Brown .....	Vice President of Ticket Sales
Joe O'Neil .....	Senior Director of Ticket Operations
David Dowd .....	Senior Director of Ticket Sales
Pam Sher .....	Senior Manager of Ticket Operations
Jason Siok .....	Senior Manager of E-Marketing
Kris Simantirakis .....	Manager of Database Marketing
Casey Klein .....	Manager of Ticket Sales
Robby Joseph .....	Manager of Group Sales
Brandon Wright .....	Manager of Group Sales
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Sean Moore .....	Ticket Executive
Nancy DeFauw .....	Ticket Operations Manager
Erin Johnsen .....	Ticket Operations Coordinator
January Parry .....	Ticket Operations Assistant
Alicia Santana .....	Receptionist


If you have other questions or comments relating to other departments, please contact the following people at 312-455-4000:

Jeff Wohlschlaeger .....	Senior Director of Game Operations
Greg Hanrahan .....	Senior Director of Premium Seating
Tony Rokita .....	Senior Manager of Community Relations
Curtis Baddeley .....	Director of Rental Suites
Valerie Toth .....	Manager of Premium Seating
Elaine Brown .....	Premium Seating Assistant
Brianna Bell .....	Premium Seating Assistant

***Please note that this handbook is designed to provide general information about the Bulls and the United Center. All policies, procedures, benefits, amenities, etc., are subject to change or cancellation at any time without notification.***



## YOUR SEASON TICKET HOLDER BENEFITS

- **A Substantial Savings:** Looking to maximize your investment and save money? Season Ticket Holders enjoy a \$5-\$100 discount per ticket (depending on the seat location) from single game ticket prices.
- **The Right to Purchase Playoff Tickets:** Worried about securing tickets for the next play-off run? Don't want to be shut out of the hottest ticket in town? Full Season Ticket Holders can purchase their same seats for all 16 home playoff games. All 11-Game Season Ticket Holders can purchase seats to 4 of the 16 home playoff games in comparable seats.
- **TicketExchange and Free Ticket Forwarding With **: Designed exclusively for Season Ticket Holders, ClickTix enables you to re-sell your season tickets at face value or above to other fans. You have two options to receive the money: your money can be applied to the bank account of your choice approximately 3-4 weeks after your tickets are sold, or it can be applied as a deposit towards your playoff tickets (should the Bulls qualify) or season tickets for the following year. With ClickTix you can also email season tickets and parking passes to friends, family or clients with the click of a mouse, and at no charge! Your season tickets never have to go unused and you avoid the hassles of overnight and in-person delivery. You can also use ClickTix to update portions of your account record, make season and playoff ticket payments, and track your ticket usage. To take advantage of these conveniences, simply visit Bulls.com and click on the ClickTix logo.
- **Guaranteed Seats to Every Sold-Out Game:** Nothing can top peace of mind! With sell-outs still a common occurrence, you are assured the same seats for every game.
- **Premium Items:** Almost every premium item (hats, bobbleheads, etc.) given away at the gates is mailed during the season (one item per account). Even if you arrive late or miss a game, this ensures that the giveaways get into the hands of our most valued fans!
- **"Backstage" Tours:** Go behind the scenes of the United Center. Walk on the same court where the Bulls play and visit the locker room where the celebrations took place. Notification of specific tour dates are sent to all Season Ticket Holders mid-way through the season.



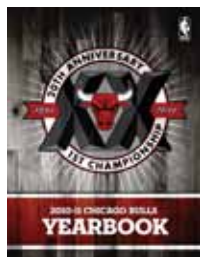
• **Opportunity to Participate in On-Court Contests and Promotions:** If you and/or your guests would like to be a part of the on-court show, simply visit the Season Ticket Holder sign-up table at least 45 minutes before game time (located by Section 104). Please note that participation is subject to availability and some contests have age and size requirements. Your participation is limited to once per season to accommodate as many Season Ticket Holders as possible.



• **Complimentary Subscription to BasketBull Magazine:** This magazine is published exclusively for Season Ticket Holders and corporate partners. (It's not available by subscription.) It features inside news and stories about the Bulls and the NBA, along with insider interviews with the players and coaches. The magazine is sent ten times annually directly to your home or place of business.

• **Complimentary Copy of the Bulls' Yearbook:** The Yearbook, sent to every Season Ticket Holder around the holidays, is a keepsake publication designed to commemorate the year. It also provides you with insight into the team and includes information that is not always available through the local media.

• **Opportunity to Purchase Tickets for Selected United Center Events:** Whenever possible, Season Ticket Holders are notified about obtaining tickets to other United Center events. In the past, Season Ticket Holders have been offered the chance to buy seats for Madonna, Bruce Springsteen, Rolling Stones, Simon and Garfunkel, Fleetwood Mac, the circus, ice shows, Harlem Globetrotters and the NCAA Tournament. So stay tuned!



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- **Enjoy a 10% discount at Bull Market:** The official team store, located near section 117, features a wide variety of the latest and hottest clothing styles and souvenirs. Simply present your VIP Card (sent with your season tickets) for a discount on all regular priced merchandise.
  - **Access to Reserved Tables at the Budweiser Select Brew Pub:** Need a great place to enjoy a pre-game drink or meal? The Budweiser Select Brew Pub and Carvery, located near section 109, offers delicious food and micro-brews. A limited number of tables are reserved for Season Ticket Holders. For access, simply present your VIP Card to a host or hostess.
  - **Invitations to Bulls' Special Events:** Come see our players, coaches, and staff in a casual environment! All Season Ticket Holders are invited to attend our charity events, including the FestaBulls Dinner/Auction. All fundraising proceeds support educational and recreational opportunities for Chicago's youth.
  - **VIP Email Address:** Exclusive to Season Ticket Holders, feel free to email [bsth@bulls.com](mailto:bsth@bulls.com) with any comments or questions. A member of our Ticket Sales Department will personally respond to all comments and inquiries.
  - **Season Ticket Upgrade Window:** Want to improve your seat location on game night? Stop by the box office upgrade window (at Gate 4) to inquire about availability for that night's game. Simply pay the difference between your seats and the new seats. This service is only available when upgrading to tickets at a higher price level.
  - **First Priority at Seat Improvements:** Before selling new season tickets, every attempt is made to improve the seat locations of existing Season Ticket Holders. Seat improvement forms are sent to all Season Ticket Holders in March or April. Your seating preferences become a permanent part of your account record.
  - **Season Ticket Ledger:** Want to remember the biggest games and special memories, along with who you shared your tickets with? Need to track your ticket usage for tax purposes? The official season ticket ledger is sent with your tickets to help keep you organized.



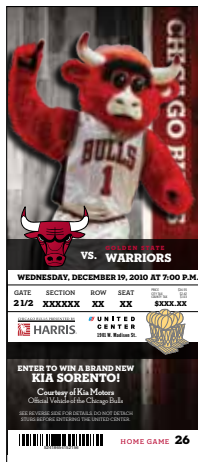
• **Special Souvenir Style Tickets:** Want to make a great impression on your biggest clients? Want to give someone a great gift? Unlike other types of tickets, season tickets are specially designed to make a great impression. They're oversized, have color photos and logos, feature raised lettering and foil stamping, all of which speak to the value of your season seats.

• **Enjoy Ketel One Club Membership:** The exclusive Ketel One Club is the perfect atmosphere for fine dining, entertaining and socializing. Plus, enjoy your own personal backstage pass as you watch players make their way through the private talent corridor to the locker rooms. To purchase a membership, please call 312-455-7077.

• **CharitaBulls Ticket Donation Program:** Tickets for any game can be donated on your behalf to inner-city youth groups. CharitaBulls will provide a receipt for tax purposes. You can enjoy a tax deduction while needy children enjoy a night of fun.

• **Personal Ticket Executive:** Do you have any questions or need personal assistance? If so feel free to call a Ticket Executive at 312-455-4000.

• **Lexus Club Seats (200 Level):** Season tickets in the Lexus Club Level also receive many additional benefits and amenities: Stadium Club restaurant membership, the right to purchase seats to most public events in the United Center, waiter/waitress service, a private concourse, convenient complimentary parking (with a purchase of 2-4 seats), coat check and concierge service, private lounge areas, upscale concessions and increased restrooms, and a monthly e-newsletter regarding upcoming United Center events and promotions.





## OUR COMMUNITY AND FAN SERVICES

• **CharitaBulls**: Since its inception in 1987, CharitaBulls has contributed tens of millions of dollars to the community. Created as a vehicle to thank our fans and share with the less fortunate, CharitaBulls raises funds for a variety of ongoing, worthy causes. The primary objective is to create positive educational and recreational opportunities for children and young people, and help them secure a winning advantage.

*Our non-profit foundation is primarily supported through contributions by the Chicago Bulls and funds raised at the following annual events and programs:*

- **FestaBulls Dinner/Auction:** Fans are invited to join our players, coaches, announcers and staff for a very special dinner and sports memorabilia auction, held in the spring. Throughout this exciting and intimate evening fans have the opportunity to meet, mingle and dine with their favorite players and coaches.
- **Fantasy Experiences:** The Bulls are offering to help make your ultimate sports fantasy come true through the Fantasy Experiences program. By purchasing one of our pre-designed fantasy packages or proposing a creation of your own, you can experience privileges that have, until now, only been available to those working in the NBA. For more information, please call (312) 455-4161 or email [fantasy@bulls.com](mailto:fantasy@bulls.com).
- **Appearances:** When schedules permit, our players, coaches and executives make public appearances for charity benefits, hospitals, autograph sessions, speaking engagements and other events. Players visit various non-profit organizations to conduct clinics, speak with kids and spend time with our young fans. Benny the Bull, the Luvabulls and the IncrediBulls make hundreds of personal appearances each year. They are often seen around town attending community parades, walk-a-thons, school assemblies, hospital visits, private parties, company events, golf outings, fundraising benefits and more.



• **Bob Love:** Former player Bob Love, currently our Director of Community Affairs, is a popular motivational speaker. He is available free-of-charge to schools and social service agencies to deliver his inspirational message about overcoming a speech handicap and his life as a professional athlete. Bob makes more than 300 appearances every year at schools, charity events, clinics, non-profit groups and youth programs.



• **Memorabilia Auctions:** Throughout the year we host weekly online memorabilia auctions. Fans can own a piece of our history by placing bids on a variety of items. The auctions are accessible at Bulls.com. Additionally, in-game memorabilia auctions (near section 104) are held during the 41 regular-season home games.

• **50/50 Raffle:** The 50/50 raffle benefits many worthy causes. Raffle tickets are sold at each home game. In the fourth quarter one lucky winner takes home 50 percent of the net earnings from that evening's ticket sales. The other 50 percent benefits CharitaBulls.

• **Fan Mail:** Fan Mail should be addressed to your favorite player(s), care of: **Chicago Bulls, 1901 West Madison Street, Chicago, Illinois 60612-2459.**

• **Charitable Donations:** All requests for charitable donations of any kind should be made in writing, on organization letterhead (if applicable), and sent at least six weeks in advance to: **Chicago Bulls, 1901 West Madison Street, Chicago, Illinois 60612-2459, Attn.: Community Relations.**

For more information about the fundraisers and/or other initiatives, please call the **Community Relations Department at 312-455-4000 or visit [Charitabulls.org](http://Charitabulls.org).**



## UNITED CENTER RESTAURANTS AND CONCESSIONS

- **Ketel One Club:** The Ketel One Club (for members only) is an elegant sports bar and a la carte restaurant located on the 100 Level near section 118. The club features an American Bistro menu, a custom bar, made from the old Chicago Stadium court, and a private view of the United Center's talent corridor. Annual memberships to the Ketel One Club can be purchased by 100 and 300 Level Season Ticket Holders for \$300 each. Members can make reservations by calling 312-455-7077.




- **Bar One:** Located as you enter at section 118 is a stylish cocktail lounge with a signature menu and cocktails. Enjoy great company before, after, and during any home game as Bar One is open to all ticket holders and does not require membership.

- **Stadium Club on The Lexus Level:** The Stadium Club is a spectacular 325-seat private club exclusively for 200 Level Season Ticket Holders. The Stadium Club features Our Chef's Table, including fan favorites and new creations while the culinary team changes the menu daily with a special focus on local and seasonal ingredients. The Stadium Club's historic and "Old Chicago" feel makes this the best in entertaining and socializing. Located near section 225, 200 Level Season Ticket Holders can make reservations by calling 312-455-2582. However, "walk-ins" are welcome subject to availability.

- **Jose Cuervo Cantina:** Located across from section 103, the Cuervo Cantina is an upscale tequila bar featuring six different types of margaritas. For house made chips and salsa, and freshly prepared steak and chicken tacos, stop by the Bocaditos Taco Cart. Try the Billionaire's Margarita made with Jose Cuervo Tequila and Grand Marnier, or the Black Margarita made with Jose Cuervo Black Tequila.



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- **Budweiser Select Brew Pub and Carvery:** For great sandwiches and micro-brews, visit The Budweiser Select Brew Pub and Carvery, located on the 100 Level near section 109. Season Ticket Holders have access to a limited number of reserved tables by presenting their VIP Card. The pub opens 90 minutes before game time and closes one hour after the game.
  - **Ironworks:** The Ironworks Bar and Grill is open to the public and features two signature sandwiches, skyline views and large screen TVs. The Classic Iron Works Steak Sandwich or the Big Work's Chicken Parmigianino Sandwich are both served with house made kettle chips. It's located on the 300 Level near section 309.
  - **Backstage:** This is a nod to the incredible line up of concerts that have been held at the United Center. Experience what it feels like to be behind the scenes with the crew. Signature items include the Grilled Meatloaf Sandwich, Pulled Pork and Cole Slaw Sandwich, Vienna Chili served in a Bread Bowl, and Garrett's Popcorn. It's located on the 300 Level near section 326.
  - **Sweet Baby Rays:** For savory barbecue stop by Sweet Baby Rays for a smoked turkey, pulled pork or brisket sandwich. Other favorites include fried mac and cheese or hand cut sweet potato fries. Sweet Baby Rays is located near section 120. To ensure the finest quality and taste, all items are slowly smoked and prepared in-house.
  - **Bull Market:** The team store, located outside section 117, features a wide variety of the latest and hottest clothing styles and souvenirs. Season Ticket Holders enjoy a 10% discount on all regular priced items at Bull Market with their VIP Cards.
  - **Private Parties and Banquet Rooms:** The United Center is an excellent location for private parties, banquets, weddings and business meetings. Complete banquet room, restaurant and catering services are available for groups of 25 to 400 people. For information please call the Levy Restaurants Catering Sales Manager at 312-455-7412.
  - **General Concessions:** As the world's premier entertainment center, the United Center provides the best in food service, presentation and quality. In addition to the many signature items and variety, you will find all of your favorites. Levy Restaurants looks forward to creating a memorable experience for you and your guests. Suggestions or comments can be directed to: Levy Restaurants, 1901 W. Madison St., Chicago, IL 60612-2459, Attn: Operations.






## UNITED CENTER INFORMATION & POLICIES

- **ATMs:** Four Automated Teller Machines are located inside the arena. They can be found at sections 117 (near Bull Market), 221 (near the Stadium Club), 327 (near Guest Services) and inside the Box Office lobby (Gate 4).
- **Bag Check:** For security and safety reasons, all briefcases, bags (other than purses) and luggage, along with bulky items such as strollers, must be checked at the Guest Relations booths located on the main concourse by Gates 2 and 6.
- **Box Office:** The Box Office is located at Gate 4, on the building's east side near the Michael Jordan statue. On game days the Box Office is open through halftime. From Memorial Day through Labor Day, the Box Office is open Monday through Friday from 11 a.m. until 6 p.m. After Labor Day the Box Office is open Monday through Saturday from 11 a.m. through 6 p.m.
- **Cameras/Computers:** For Bulls games, cameras are allowed in the United Center. Video cameras are also allowed but cannot be used to record any game action. Tripods of any kind are not allowed. Small tablet devices (such as an iPad) are allowed into the United Center, but laptop computers are not allowed.
- **Child Entrance Policy:** Children under 36 inches in height are not required to have a ticket for admission. Any child who enters without a ticket must share a seat with an accompanying adult. All children 36 inches or taller must have a ticket.
- **Children I.D. Bracelets:** Identification bracelets for children, which can be marked with seat locations, are available at the Guest Relations booths. This will assist the United Center staff in identifying and returning lost children to their guardians.
- **Directions to the United Center:**

**Coming from the North:** Take I-90/94 East (Kennedy Expressway) to the Madison St. exit and make a right onto Madison St. Take Madison West. The building will be on your left.





**Coming from the South:** Take I-55 North to I-90/94 West to the Madison St. exit. Exit Madison and make a left onto Madison St. The building will be on your left.

**Coming from the East (downtown/loop):** Take Madison St. West from the city.

**Coming from the West:** Take I-290 East (Eisenhower Expressway) to the Damen St. exit. Take Damen Ave. northbound to Madison St. Make a right onto Madison. The building will be on your right.

**From O'Hare Airport:** Take I-90 East (Kennedy Expressway) toward Chicago. I-90 East will merge with I-94 East. Continue on I-90/94 East to Madison St. exit. Take a right onto Madison and proceed west. The building will be on your left.


**From Midway Airport:** Take Cicero Ave North to I-55 (Stevenson Expressway). Take I-55 North to I-90/94 West to the Madison St. exit. Exit Madison and make a left onto Madison St. The building will be on your left.

• **Disabled Facilities and Seating:** The United Center is designed to 100% ADA compliance. It offers conveniently located disabled parking spaces along with van accessible spaces. Parking is located on the southwest side of the United Center in Lot G. Drop-offs are allowed on Madison St. near Gates 2 and 3. Wheelchair seating is located on each level. All levels are accessible by the elevators in the suite entrances on the north and south sides of the arena. Guests with wheelchairs may make arrangements prior to arrival by calling 312-455-4500 ext. 4509; TTY 312-455-4668.

Wheelchair access is provided at restrooms, concession and merchandise stands, drinking fountains and ticket counters. Also, wheelchair escorts are provided by Guest Services. Please ask any United Center Team Member for assistance. Electric wheelchair charging service is available at all Guest Relations booths.

• **Emergencies:** In the event of an emergency, please call 312-455-4500. If possible, please have the name of the person you need to reach along with his/her seat or suite location.





• **Fan Assist:** If you observe inappropriate behavior near your seats—obscene language, drunkenness, fighting, smoking, etc.—please alert United Center security by texting: ucassist <space> followed by the section and row where the problem is occurring, and a brief description of the issue to 69050. Your phone number and identity will remain confidential. Once your text has been sent, you will receive a bounce-back message confirming receipt. United Center security personnel will then respond to your location to issue the appropriate warning(s). If the problem continues, security will take further action, which may include removing the unruly fan(s) from the building. Participation in this service is free of charge but standard carrier text messaging and data charges will apply. To quit, text STOP to 69050.


• **First Aid:** First Aid facilities are located on the 100 Level concourse across from section 115, and on the 300 Level concourse across from section 327. Paramedics are also available when necessary.

• **Food/Beverages:** Food or beverages of any kind (alcoholic included) are not permitted to be brought into the United Center. Concession stands located throughout the arena offer various types of alcoholic and non-alcoholic beverages. Illinois law prohibits the sale of alcohol to persons under the age of 21. Guests may be required to show proper identification and proof of age when purchasing alcoholic beverages.  
their tickets.

• **Guest Relations Booths:** Four Guest Relations booths are available in the United Center to assist with any problems, or to answer any questions about the facility, upcoming events, the services that are available and much more. These booths are located at the two main entrances by Gate 2 and Gate 6, at section 220, and on the 300 Level concourse across from section 325.

• **Hotels:** Most Chicago hotels are located downtown in areas with convenient access to the United Center. For assistance in making your accommodations, please contact one of the following reservation numbers: Hotrooms 800-468-3500, Accommodations Express 800-444-7666, and Room Finders 800-473-7829.





• **Lost and Found:** Lost items may be turned in or claimed at the Guest Relations booths on the 100 and 300 Level concourses. Or call 312-455-4500 to arrange for the pick-up of items. Items left over 30 days are donated to charity.

• **Merchandise:** Bulls merchandise is available at Bull Market in the United Center and online at Bulls.com, or NBA.com. For Bull Market information please call 312-455-7600.


• **NBA Fan Code of Conduct:** The National Basketball Association, Chicago Bulls and United Center are committed to creating a safe, comfortable and enjoyable sports and entertainment experience. NBA fans have a right to expect an environment where:

- **Players respect and appreciate each and every fan.**
- **Guests will be treated in a consistent, professional and courteous manner by all arena and team personnel.**
- **Guests will enjoy the basketball experience free from disruptive behavior, including foul or abusive language or obscene gestures.**
- **Guests will consume alcoholic beverages in a responsible manner. Intervention with an impaired, intoxicated or underage guest will be handled in a prompt and safe manner.**
- **Guests will sit only in their ticketed seats and show their tickets when requested.**
- **Guests will not engage in fighting, throwing objects or attempt to enter the court, and those who engage in any of these actions will immediately be ejected from the game.**
- **In accordance with Chicago law, smoking is not permitted in the United Center.**
- **There will not be any obscene or indecent messages on signs or clothing.**
- **Guests will comply with requests from arena staff regarding arena operations and emergency response procedures.**
- **Guests will also be responsible for their own good time by reporting inappropriate behavior.**

The arena staff has been trained to intervene where necessary to help ensure that the above expectations are met, and guests are encouraged to report any inappropriate behavior to the nearest usher, security guard or guest services staff member. Guests who choose not to adhere to these provisions will be subject to ejection without refund and revocation of season tickets, and may also be in violation of city ordinances resulting in possible arrest and prosecution. The NBA, Chicago Bulls and United Center thank you for adhering to the provisions of the NBA Fan Code of Conduct.







• **Parking:** The United Center features on-site parking for 6,000 vehicles in secure, well-lit lots which are fenced in and continually patrolled. Twenty-five entry lanes with cashiers make access swift and exiting easy. Parking prices range from \$20 to \$35 depending on the lot selected. (Buses can park in Lot B at the corner of Damen Ave. and Warren Blvd. for \$30. Handicapped parking is located in Lot G for \$20 on the west end of the United Center off of Damen Ave.). Parking can be purchased on a first-come, first-served basis upon arrival, or in advance (for \$25 in Lot C, or \$35 in Lot H) by visiting [Ticketmaster.com](http://Ticketmaster.com). Season Ticket Holders can purchase discounted parking passes for the season by contacting 312-455-4000 (all prices are subject to change).

• **Personal Scoreboard Messages and In-Game Gift Packages:** We are happy to announce the expansion of the In-Game Packages Program. We have teamed up with Benny the Bull to now offer three separate options for fans looking to add even more spark to their in-game experience. Requests must be received at least five business days prior to the game.

**(\$75) Scoreboard Message at Halftime:** We send a photo of the message on disc and a personalized photo from Benny.


**(\$175) All-Star Package:** Scoreboard message at halftime, a photo of the message on disc, personalized photo from Benny, in-game visit from Benny with a goodie bag (group photos taken in the seats are included on disc).

**(\$250) M.V.P. (Most Valuable Package):** Scoreboard message at halftime, a photo of the message on disc, personalized photo from Benny, in-game visit from Benny with a goodie bag (group photos taken in the seats included on disc), pre-game photo on court with Benny (included on disc), Stuff-a-Benny take home kit and a 10% discount at Bull Market.

For more information about these programs, please call 312-455-4000.

• **Photographs:** Fans are permitted to take photographs from their seats; however, video, flash photography and moving about are prohibited.



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- **Public Transportation (Metra and CTA):** To take the CTA to the United Center: the #19 Stadium Express bus offers direct service from North Michigan Ave. and along Madison St. downtown (limited stops). Please be aware that CTA Bus Route #19 (which provides service to the United Center for Bulls, Blackhawks and special events) has been renamed the United Center Express. Formerly this route was known as the Stadium Express. Easy connections can be made from CTA train lines and three Metra terminals—Randolph St., Northwestern and Union Stations. Buses run every 12 minutes starting two hours before every game, and are available after the game. Buses will make all stops along Michigan Ave. on the return trip.
  - **Radio:** All Chicago Bulls games can be heard live on ESPN Radio AM 1000 and The Bulls Radio Network.
  - **Re-Entry:** Guests of the United Center may not leave the arena and then re-enter. An unused/unborn or unscanned ticket must be presented to enter the arena. If you need to leave and re-enter due to an emergency, or to obtain something important left in your parked car, please visit a Guest Relations booth located on the 100 Level near Gate 2 or 6.
  - **Seating Capacity:** The United Center seating capacity for Bulls games is 20,917. Any attendance number announced above that includes standing room tickets. The United Center features 19 rows on the 100 Level (or 30 rows behind each basket, A-M and 1-19), 8 rows on the 200 Level, and 17 rows on the 300 Level.
  - **Smoking:** In accordance with Chicago law, smoking is not permitted in the United Center. To smoke outside the United Center, fans can exit through Gate 7.
  - **Television:** Chicago Bulls games are televised by WGN-TV, Comcast Sports Net Chicago and WCIU-TV. For a broadcast schedule, visit Bulls.com.
  - **Web Site:** The official Chicago Bulls internet web site is Bulls.com. For another great source of league entertainment and information, visit NBA.com. For general arena information, please visit Unitedcenter.com.



• **Will Call:** All will call ticket windows (general public, Ticketmaster and suites) are located at Gate 4, on the building's east side near the Michael Jordan statue. Will call opens 90 minutes prior to game time. A photo ID is required to pick up tickets.


## UNITED CENTER PREMIUM SEATING

• **Leased Suites:** The United Center features more than 170 beautiful suites on three levels of the building (Lower Level, Club Level and Penthouse). All suites include tickets and parking passes to the Bulls and Blackhawks, as well as the opportunity to purchase the suite for other public events. All suites feature private concourses, along with luxury accommodations like private lounge areas, telephone, TV and refrigerator. Suites on the Lower Level include a private restroom in each suite. For every event, many delicious menu items and catering packages are available. Fractional ownership (partial season) of suites is also available. For more information about suites, please call the Senior Director of Premium Seating at 312-455-4120.



• **Day-of-Event Rental Suites:** United Center suites offer the very best in sports and entertainment. The 20-person Club and Penthouse Suites, as well as the 40 and 80-person Super Suites, include tickets to the event, parking passes, the choice of two food and beverage packages with a four-hour open bar, private catering attendants, bartenders and much more. Enjoy your event in a luxurious and private setting. The 40 and 80-person Super Suites also include a separate 500-1,000 sq. ft. private lounge which can be used for pre-event meetings and presentations. Have a meeting, then enjoy the event! For more information, or to reserve your Day-of-Event Rental Suite, call the Director of Rental Suites at 312-455-4119 or email [rentalsuites@unitedcenter.com](mailto:rentalsuites@unitedcenter.com). All games and events are subject to availability.





• **BMO Harris Club:** The BMO Harris Club offers fans a luxurious executive suite experience at a fraction of the cost. Located in the west end of the United Center's Club Suite Level, membership to the club includes:

- 45 Bulls and Blackhawks preseason and regular season games.
- Buffet-style dining with all beverages included at no additional cost.
- One parking pass for every two seats purchased.
- Three bars located within the club.
- Lounge atmosphere with couches, flat screen TVs, pool table and other amenities.

For more information or to purchase a membership, please call the United Center's Premium Seating Department at 312-455-4000 or email [premiumseating@unitedcenter.com](mailto:premiumseating@unitedcenter.com).

• **Theater Boxes:** Theater Box ownership gives you a four-person suite as well as a reserved table in an all-inclusive lounge. The lounge provides a delicious buffet and two large bars. With excellent views just 28 rows from the floor, Theater Box owners can also purchase tickets in their box for major concerts and other special events.

For more information, please call the United Center's Premium Seating Department at 312-455-4000 or email [premiumseating@unitedcenter.com](mailto:premiumseating@unitedcenter.com).

## FREQUENTLY ASKED QUESTIONS


• **What if my (or my company's) address changes?:** To protect against fraud, requests for a change to the home or company address must be made in writing. The request should include the account number and the account holder's signature. If the tickets are in a company name, the request must be submitted on company letterhead and signed by an officer of the company. All requests for changes should be mailed to: Chicago Bulls, 1901 W. Madison Street, Chicago, IL 60612-2459, Attention: Ticket Department. The Bulls reserve the right to approve all requests for changes.

• **Are tickets transferable?:** Season tickets are owned by the Chicago Bulls and are offered on a one year basis as a revocable license. However, with the Bulls' approval, season tickets can be transferrable to an immediate family member (spouse or children). To protect against fraud over the telephone, all requests must come from the Season Ticket Holder of record, and must be in writing. For accounts listed under a company address, the contact name can be changed if the request is made in writing, on company letterhead, and signed




by an officer of the company. Season tickets are not transferable to a non-family member or another company. All requests for changes should be mailed to: Chicago Bulls, 1901 West Madison Street, Chicago, IL 60612-2459, Attention: Ticket Department. The Bulls reserve the right to approve all requests for changes.

• **What if my tickets are lost or stolen?:** Replacement tickets can only be requested by the Season Ticket Holder of record. If tickets were stolen, please fax a copy of the police report to the ticket office at 312-455-4195, and replacement tickets will be issued for the stolen game(s). Replacement tickets can also be issued for lost tickets. Once replacement tickets have been issued, the bar codes on the original tickets become void and will not be honored at the gates. Guests who arrive with the original tickets will be questioned by security and subject to removal from the building. If you have any questions, please call the ticket office at 312-455-4000.

• **How does  work?:** For your convenience, and to maximize the value of your season seats, tickets for any game can be forwarded for free by email up to one hour in advance of game time. Simply visit Bulls.com and click on the ClickTix logo, then enter your email address or account ID, along with your password. (Your account number can be found on your season ticket renewal invoice, and has been forwarded on many pieces of correspondence.) Easy instructions will follow from there. The party who receives your email can print your tickets from any computer to any standard printer. Once your tickets are forwarded, the bar codes on your original tickets become cancelled (and will not be honored at the gates). You can also track your ticket usage, update portions of your account profile or make payments. If you need assistance with ClickTix, or if you cannot find your account ID and password, please call 312-455-4000 and ask for a Ticket Executive.

• **Can I re-sell my tickets?:** Season Ticket Holders can sell their tickets on Bulls TicketExchange, located through ClickTix at Bulls.com. TicketExchange offers Season Ticket Holders and fans an official and secure forum for selling and buying tickets online and gives Season Ticket Holders a stake in the thriving secondary market. Simply visit Bulls.com and log into your personal account using your ID and password, then click on TicketExchange. From there simply follow the instructions. If your tickets are re-sold, your original tickets become void, and you have two options to receive the money: it can be applied to the bank account of your choice approximately 3-4 weeks after your tickets are sold, or it can be





applied as a deposit towards your playoff tickets (should the Bulls qualify) or season tickets for the following year. If you have any questions regarding this process, follow the online demonstration at TicketExchange, or call 312-455-4000 and ask for a Ticket Executive.


- **Ticket Partners at Bulls.com:** Ticket Partners provides free web-based access to fans who are interested in sharing in a season ticket package. The Matcher Service helps existing Season Ticket Holders find cost-sharing partners. Another benefit is the Drafting Service. This tool makes it easy for groups to distribute and manage their season tickets. For more information, visit [Bulls.com/ticketpartners](https://Bulls.com/ticketpartners).

- **How can I improve my seats?:** We take the seat improvement process very seriously. Seat improvement questionnaires are emailed to every Season Ticket Holder in March or April. Your upgrade preferences become a permanent part of your account record.

Seat improvements are processed once annually and begin immediately after season ticket renewals are completed (usually the end of May). Improvements can only be made after we know what seats become available. Season Ticket Holders who request an improvement are gradually moved lower and/or more center in a “domino” process. Although we try to accommodate as many requests as possible, seat improvements are sometimes difficult to make. For example, if the renewal rate is close to 100%, improvements are rarely possible. Likewise, if a Season Ticket Holder already has very good seats, improvements are difficult to make because cancellations rarely come from the very best seats. However, every effort is made to improve as many seats as possible before new season tickets are sold.

- **How do I report abusive or unruly fans?:** Use the United Center’s Fan Assist program. If you observe inappropriate behavior near your seats—obscene language, drunkenness, fighting, smoking, etc.—please alert United Center security by texting: `ucassist <space>` followed by the section and row where the problem is occurring, and a brief description of the issue to 69050. Your phone number and identity will remain strictly confidential. Once your text has been sent, you will receive a bounce-back message confirming receipt. United Center security personnel will then respond to your location to issue the appropriate warning(s). If the problem continues, security will take further action, which may include removing the unruly fan(s) from the building. Participation in this service is free of charge but standard carrier text messaging and data charges will apply. To quit, text STOP to 69050.





• **What is the CharitaBulls Return Ticket Program?:** A popular option for Season Ticket Holders is to donate tickets to the CharitaBulls Return Ticket Program which shares tickets with schools and local charity organizations. Tickets should be donated to the Community Relations Department at least 48 hours before game time. To donate tickets, please call and ask for Community Relations at 312-455-4000, or mail your tickets to our office, Attn: CharitaBulls Return Ticket Program. Tickets can also be donated by email. Visit ClickTix at Bulls.com and forward your tickets by email to: cr@bulls.com. All donations will be recognized with a receipt from CharitaBulls.

• **Why are season ticket renewals processed so early?:** The entire renewal process involves many time consuming steps. The ultimate goal is to get tickets into the hands of Season Ticket Holders in plenty of time before the first home pre-season game. To meet that goal, it is necessary to begin the process early:

- It takes a considerable amount of time to receive, update and process thousands of account payments.
- After determining each season ticket account's status-renewed or cancelled-the seat upgrade process begins with the available seating. This is a very time-consuming process which takes many weeks to finish. After that, a few more weeks are needed to contact account holders about the improvement process.
- After renewals and upgrades are completed, the process of selling new season, group and single game tickets begins. That cannot start until it's determined what season ticket accounts have been renewed, and until after seat improvements are completed.
- Finally, it takes many weeks for all season tickets and related materials to be printed, packaged and shipped to all Season Ticket Holders.

• **How can I obtain a player's autograph?:** Due to tremendous demand, autographs can be very difficult to obtain, especially for star players. The best opportunity to obtain autographs is at the annual FestaBulls Dinner/Auction, held in the spring. All proceeds from the event benefit CharitaBulls, and all the players and coaches are in attendance to mingle with the guests. Autographs can sometimes be obtained by writing to your favorite players, care of Chicago Bulls, 1901 W. Madison St., Chicago, IL 60612-2459.



**• What are the procedures for playoff tickets?:** There are four playoff rounds. With home court advantage, the Bulls could play four home games in the First Round, four home games in the Conference Semifinals, four home games in the Conference Finals, and four home games in the NBA Finals for a total of 16 possible home games. Tickets are lettered Home Game A-D (four possible home games) in each round because game dates, times and opponents are not known at the time tickets are printed. When we bill for playoff tickets we must prepare for the maximum amount of possible games.

**• How are playoff ticket refunds handled?:** For money to unplayed playoff games, Season Ticket Holders can request a refund (indicating they intend to cancel their season tickets for the future), or they can apply the money as a non-refundable deposit towards the next year's season tickets. On all playoff ticket invoices, Season Ticket Holders are given the option of a refund (if they are cancelling their season tickets) or deposit. A credit for the deposit will automatically be reflected on the season ticket renewal invoice. Season ticket renewal invoices are mailed within ten days of the last playoff game.

**• How can I get information on single game tickets?:**

Single game tickets are sold at the United Center Box Office (Gate 4), Ticketmaster locations, online at Bulls.com or by calling 1-800-4NBA-TIX. From Memorial Day through Labor Day, the box office is open Monday through Friday from 11 a.m. until 6 p.m. After Labor Day the box office is open Monday through Saturday from 11 a.m. through 6 p.m. The box office is also open through halftime on game nights, and during other United Center events.



**• How can I get information on group tickets?:** For group ticket information, please call 312-455-4000 and ask for a Ticket Executive. Every member of your group (25 or more) will receive a free mini-poster, and your group will see its name in lights on the scoreboard. You can also enjoy many special extras depending on your group's size.





• **How can I get tickets to away games?:** You can purchase tickets to Bulls' road games by visiting the home team's website via [NBA.com](http://NBA.com), or by calling 1-800-4NBA-TIX (1-800-462-2849).

• **How can I get information about the Chicago Bulls Basketball Schools and Bulls/Sox Training Academy?:** Numerous training programs and recreational activities are available. For information about the Bulls Basketball Schools, and to learn more about the Bulls/Sox Training Academy, visit [BullsSoxAcademy.com](http://BullsSoxAcademy.com) or call 630-PLAY-BALL (630-752-9225).

• **Can I get a refund or exchange for my season tickets?:** The Chicago Bulls do not allow refunds or exchanges on any ticket purchases; however, popular options for Season Ticket Holders are to re-sell tickets through TicketExchange (by using ClickTix at [Bulls.com](http://Bulls.com)), or to donate tickets to the CharitaBulls Return Ticket Program which gives tickets to schools and local charity organizations. Tickets should be donated to the Community Relations Department at least 48 hours before game time. To donate tickets, please call and ask for Community Relations at 312-455-4000, or send your tickets to our office, Attn: CharitaBulls Return Ticket Program. Tickets can also be donated by email. Visit ClickTix at [Bulls.com](http://Bulls.com) and forward your tickets by email to: [cr@bulls.com](mailto:cr@bulls.com). All donations will be recognized with a receipt from CharitaBulls.

*Please note that this handbook is designed to provide general information about the Bulls and the United Center. All policies, procedures, benefits, amenities, etc., are subject to change or cancellation at any time without notification.*

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