



LOS ANGELES MEMORIAL
COLISEUM AND SPORTS ARENA
PROMOTER'S GUIDE

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BOOKING PROCEDURES

Any questions regarding booking an event, including rental and expense rates at either the Los Angeles Memorial Coliseum or Sports Arena, should be directed to the Event Management Department. Just call the Sports Arena receptionist and asked to be connected to an Event Manager.

All event booking inquiries are evaluated on a number of criteria. Among the considerations are the feasibility of the event in question and the availability of the date or dates requested. An event inquiry does not guarantee an award of the date or dates requested. All event arrangements should be considered tentative until a contract has been issued and executed.

Rental Structure

The rental structure and expense estimate for a given event is based on established rates and is determined by the type of event planned, the facility being rented, the anticipated attendance and the seating configuration being used. Many seating configurations for both the Coliseum and Sports Arena are provided later in this publication.

Rental rates for the Los Angeles Memorial Coliseum are generally \$25,000 versus 12.5% of the gross ticket proceeds (whichever is higher). For events taking place at the Sports Arena, basic rental rates are \$12,500 versus 12.5% of the gross ticket proceeds (again, whichever is higher). Load-in and load-out days, when available, are billed at half of the above rates (\$12,500 for the Coliseum and \$6,250 for the Sports Arena).

The Los Angeles Memorial Coliseum and Sports Arena also features a number of other event spaces that can accommodate events of various sizes, including the Arena Club (capacity approx. 450, depending on configuration), as well as outdoor spaces like our VIP Lot, immediately west of the Sports Arena, and the Figueroa Pad, immediately east. Your Event Manager can give you more details on these spaces.

All event related expenses for either building are additional and are the responsibility of the licensee (promoter). Typical expenses associated with an event include, but are not limited to: building staffing, porters and maids, security, ushers, ticket takers, LAPD, set-up and strike labor, box office staff, ticket commissions, utilities, emergency medical technicians, L.A. Fire Department, event insurance, stagehands, phone services, catering, video board operations, sound, lighting and miscellaneous rentals.

Promoters must also furnish a certificate of insurance, written by an insurance company licensed to do business in the State of California, with a minimum of an "A" rating in Best's Insurance Guide, with minimum limits for public liability and bodily injury in the amount of one million dollars that names the Los Angeles Memorial Coliseum Commission and the Los Angeles Memorial Coliseum Association as additional insureds.

Putting a Date on Hold

In order to facilitate an orderly event calendar, dates are generally put on hold when a prospective promoter specifically requests that this action be taken. Under no circumstances does an inquiry into the availability of a given date itself constitute a hold being put on that date. Once the hold is placed on a given date, the date of the hold will be entered onto the event calendar, along with the promoter's name and relevant information. Once the feasibility of the event is approved and the terms agreed upon, a contract will be issued, which must be signed and returned with the appropriate non-refundable deposit in a timely fashion.

Challenging a Date Currently on Hold

Inquiries and requests to put a date on hold are regularly received for event dates at the Coliseum or Sports Arena. Because an event date is not considered confirmed until an executed copy of the contract and appropriate deposit is obtained, a promoter may challenge the original hold put on the date through the following procedure:

The prospective promoter must notify the facility of the intention to challenge the original hold. This request must be accompanied by the full deposit due for the facility being rented. The facility will then notify the first hold promoter that this hold is being challenged. The first hold promoter will be given the opportunity to confirm the date by contracting immediately.

Should the first hold promoter elect to contract, the challenging promoter's deposit check will either be returned or applied to another date. If the first hold promoter releases the date, then the challenging promoter will be free to contract for the date in question.

BOX OFFICE AND TICKET SALES OPERATIONS

The Los Angeles Memorial Coliseum and Sports Arena Box Office will be used for the preparation of all ticketing considerations pertaining to the event. The Box Office will act as a treasurer for all event revenue and will be responsible to the promoter for an accurate accounting of all admission rights.

As soon as is practical following the close of each day's event or the last performance where applicable, the Box Office will furnish the promoter with a Box Office Statement, together with all unsold admission rights and pay over to the promoter all monies owed to the licensee, less rental fees and any other sums due to management.

As licensee, you will be responsible for all expenditures incurred in connection with the sale and distribution of tickets for the event, including but not limited to: ticket sellers, cashiers, telephone service, money pickup services, ticket printing, mailing charges and ticket outlet commissions. Management will be responsible for providing an itemized list of expenditures relating to your event.

Ticket Office

Ticketing for both the Coliseum and Sports Arena is handled by the Sports Arena box office, located at 3939 South Figueroa Street. Where applicable, tickets are also made available through Ticketmaster charge lines, at **213/480-3232, 714/740-2000, 805/ 583-8700** and **619/220-TIXS**, as well as all Ticketmaster outlets, including Tower Records, Robinson's-May, Ritmo Latino, Tu Musica and selected Warehouse Records locations, as well as online at www.ticketmaster.com.

Complimentary Tickets

Both management and the licensee or promoter of the event may grant admission rights without charge, not to exceed a mutually agreed upon number. This number will not include the licensee's operating personnel and staff and members of the working news media. In addition, the licensee will provide the Los Angeles Memorial Coliseum Commission, without charge, 118 admissions for Sports Arena events and 320 admissions for Coliseum events to be distributed in conformity with management policy for all events for which an admission charge is required.

Financial Settlement

You will be responsible for settling all outstanding facility expenses at the conclusion of the event. This settlement will take place at the offices of the Coliseum or Sports Arena. In order to facilitate the settlement, the licensee will be provided with all documented facility expenses relating to the event.

EVENT STAFFING

Management will arrange reasonable and necessary personnel and services in connection with any event booked into the Coliseum or Sports Arena, including but not limited to: medical service, stagehands, a PBX operator, a public address system, security guards, uniformed police, ticket sellers and takers, ushers, supervisors, fire department personnel, a house engineer, electrician, telephone services and other personnel necessary to conduct the event properly.

Your event manager can answer any questions you might have regarding our staffing procedures.

MARKETING, SPONSORSHIP AND PUBLIC RELATIONS SUPPORT

Los Angeles is the second largest market in the country and we have what it takes to make your event stand out from the competition. The Los Angeles Memorial Coliseum and Sports Arena offers a full-service Marketing Department at competitive rates. The Marketing Department is fully-equipped to handle your advertising and public relations campaigns.

MARKETING SUPPORT (continued)

We offer complete media relations services covering print, on-line, broadcast and electronic outlets. Our department can write, distribute and follow up press releases for your event. In addition to pitching stories and arranging credentials, we can offer you a full scale campaign that includes exposure in our monthly release that is distributed to outlets ranging from national television programs to local weekly newspapers and position your event to benefit from our presence on the Internet.

Our contacts in the area of sponsorship can be put to use to increase your event's bottom line. Due to the wide variety of events that come through our doors every year, we have a broad range of corporate contacts that can be approached to get involved with your event. We can either augment your efforts in this area or put together event sponsorship packages for Los Angeles' vast corporate base.

For more information on how our Marketing Department can work with you to maximize the success of your event, contact our Marketing Director at **213/765-6357**.

FOOD AND BEVERAGE SERVICES

Concessions

Management will be responsible for the staffing and sales of all food and beverages during an event and will retain all of the proceeds from food and beverage sales. Patrons at the Coliseum and Sports Arena are served through a combination of permanent concession stands and portable stands at both venues.

Catering

From private parties and banquets, to special meal preparation for the press or VIP's, our Food and Beverage Department has the experience and resources to make your event-day catering a big success. For more information on the wide variety of catering services we can provide, call the Food and Beverage Department at **213/765-6380**.

TECHNICAL SPECIFICATIONS

Power

For Coliseum events, temporary show power is available at the following locations according to the specifications listed:

Coliseum Field

North Side	1 position-	120/208 volts, 3 phase, 200 amps
East Side	2 positions-	120/208 volts, single phase, 200 amps
	2 positions-	480/277 volts, 3 phase, 200 amps
West Side	1 position-	120/240 volts, single phase, 120 amps
	2 positions-	480/277 volts, 3 phase, 200 amps
South Side	2 positions-	120/208 volts, 3 phase, 200 amps

Video Board 1 position- 480/277 volts, 3 phase, 600 amps

Matrix Board 1 position- 480/277 volts, 3 phase, 1000 amps

Sports Arena 3 positions available on the North side of the facility, each with 120/208 volts, 3 phase, 400 amps.

Load-In

The Coliseum field can be accessed by vehicles for load-in and load-out through a ramp and tunnel located at 3960 Menlo Avenue on the West side of the facility. The Coliseum concourse can be accessed at ground level through Gate 8. All vehicles entering must either have previous approval for access or must be wearing appropriate identification.

Vehicles can access the Sports Arena floor via a 40 foot wide ramp that is located at the west side of the building. Additional access to the Sports Arena concourse area can be obtained through a roll-up door located adjacent to the South entrance doors.

Upon completing load-in in either facility, all vehicles must be removed from any public access areas. Load-out may only be started once the facility has been determined to be completely clear of any patrons.

TECHNICAL SPECIFICATIONS (continued)

Press and Media Facilities

The Coliseum features a two-level press box with a camera deck on the roof. With more than 18,000 square feet (counting the roof), the press box can accommodate a wide variety of press and VIP needs. Level One, generally used for members of the broadcast press and VIPs/officials, is comprised of a series of individual rooms in the following configurations:

Booth A - 6 seats	Booth H - Radio - 4 seats
Booth B - 4 seats	Booth I - 9 seats
Booth C - Radio - 4 seats	Booth J - 10 seats
Booth D - 4 seats	Booth K - 10 seats
Booth E - House P.A. (not available)	Booth L - TV 6 seats
Booth F - Radio - 9 seats	Booth M - 10 seats
Booth G - Scoreboard/Videoboard Control Room (not available)	Booth N - 10 seats

The second, or top floor, is used for members of the writing press. Featuring three separate levels, approximately 150 people can be accommodated in this area. All levels are equipped with video monitors throughout the press area and alcoves to facilitate easy Press/VIP Hospitality. Access to both levels of the Press Box is monitored through a visual credential search at the bottom of the Press Box as patrons enter the facility and board the Press Elevator. Depending on the parameters of the event, credentials may be handed out with tickets in advance for entry at any one of the regular admission gates, or a separate credential table may be set up at Gate 6 near the Press Box.

Additional remote camera locations can be made available on top of a number of Coliseum tunnels. Your Event Manager can advise you as to the correct procedure in determining additional camera positions.

Working press at the Sports Arena can be accommodated in a designated area adjacent to the bottom of the West Ramp. Phone lines to be used for transmitting newspaper copy or photos can be installed in this room. Additionally, there is a press lounge immediately adjacent to facilitate Press Hospitality.

The Sports Arena features a total of five fixed, pre-wired TV camera locations. Additionally, a six foot wide catwalk, 62 feet above the Arena floor, offers 360 degree access, completely circling the Arena for cameras or spotlights.

TECHNICAL SPECIFICATIONS (continued)

Facts and Figures

The following information should prove useful when planning Coliseum or Sports Arena events.

The Coliseum

Field Dimensions: East to West --- 560 ft.
North to South --- 250 ft.
Concrete Slab at east end of field --- 80' wide by 160' long

Concession Stands: Street Level -- 39 permanent, 20 portable
Concourse Level -- 23 permanent, 6 portable

Entrances: There are a total of seven entrance areas and 74 turnstiles.
Entrance/exits located at Gates 1, 4, 11, 16, 19, 23 and 28

Escalators: Three reversible escalators service the Coliseum. They are located at Tunnels 4, 11 and 19. Each escalator is 48 inches wide and has a capacity of 10,000 patrons per hour.

Seating: With the exception of bleacher seating erected in the East End Zone area, nearly all seats are theater-type, self-rising chairs. There are approximately 82,000 permanent chairs in the Coliseum. The remaining bench seating can accommodate approximately 9,000 patrons.

Rows 1-43 have a 12 inch rise
Rows 44-68 have a 15 inch rise
Rows 69-93 have an 18 inch rise

Scoreboards: The Coliseum's Mitsubishi Diamondvision Color Video Board, measuring 33' 7 1/16" by 44' 1 3/16", is currently the largest of its kind in the nation and, with 344,064 pixels, features excellent resolution.

The Coliseum Scoreboard, installed in September '03, features 89mm amber LED technology and can carry graphics, pictures and moving animation. The Scoreboard measures 37' x 19'

FACTS AND FIGURES - Coliseum (continued)

- TV Facilities:** A T.V. studio located in the press box controls the entire video and scoreboard system. Complete with sophisticated state-of-the-art broadcast capability, the studio can handle feeds from a multitude of sources, including live and closed-circuit broadcasts. Additional features include slow-motion and instant replay. There are a total of three fixed camera positions to provide live action coverage.
- Ticketing:** Walk-up ticketing for Coliseum events is handled through ticket batteries located at Gates 1, 4 and 19. Each battery can accommodate up to 10 ticket sellers for a total of 30 windows. There are an additional 4 windows for Will Call.
- Disabled Seating:** The Coliseum has space for 135 wheelchairs and 135 attendants in the West end of the Coliseum at row 43. Another eight sections located throughout the Coliseum at Ground level can accommodate another 200 wheelchairs. Additionally, eight ambulatory seating areas are available to accommodate disabled patrons who do not require the use of a wheelchair.

The Sports Arena

- Dimensions:** Vertical clearance to first girder -- 75 feet
Interior Length -- 437 feet
Interior Width -- 317 feet
Length of Arena floor between permanent seat lines -- 262 feet
Width of arena floor between permanent seat lines -- 144 feet
Length of floor between columns -- 278 feet
Width of floor between columns -- 160 feet
Total arena level floor space -- 130,000 square ft.
Total concourse level floor space -- 101,557 square feet
Minimum ceiling height beneath permanent seats -- 10ft., 4 in.
- Cat Walk:** Lower (for TV) -- 6 feet wide, 360 degrees, 62 ft. above arena floor
Upper -- 4 feet wide, 4 lengths across, 2 lengthwise, 75 ft. above arena floor.

FACTS AND FIGURES- Sports Arena (continued)

Escalators:	Three reversible escalators service the Sports Arena- two near the South doors and one near the North doors
Exhibit Area:	Arena level exhibit space -- 110,000 square feet Concourse level exhibit space -- 50,000 square feet Total Sports Arena exhibit space -- 160,000 square feet
Handicapped Access:	The Sports Arena is fully handicapped-accessible. Handicapped Parking stalls are located immediately adjacent to the Sports Arena at the South doors. Hand rails are located on both sides of the pedestrian ramp leading to floor level seating. Drinking fountains are wheelchair accessible as are the restrooms, dressing rooms and some telephone booths. An Assistive Listening system is available to aid the hearing-impaired.
Exit Doors:	Arena Level -- 66 Concourse -- 124 Total -- 190
Seating:	All fixed (permanent) seats are foam rubber, upholstered, theater-type individual chairs. Chair widths range from 20 - 22 inches. All fixed seats are on 15 inch risers. Spacing between rows is 32 inches between seat backs. There are a total of 12,389 permanent seats inside the Sports Arena.
Spotlights:	10 gladiators and 4 genarcos -- 5 on each side, 2 on each end
Ticket Windows:	Ticket Office Windows -- 8 Portable booths -- 2 (for a total of 7 windows)

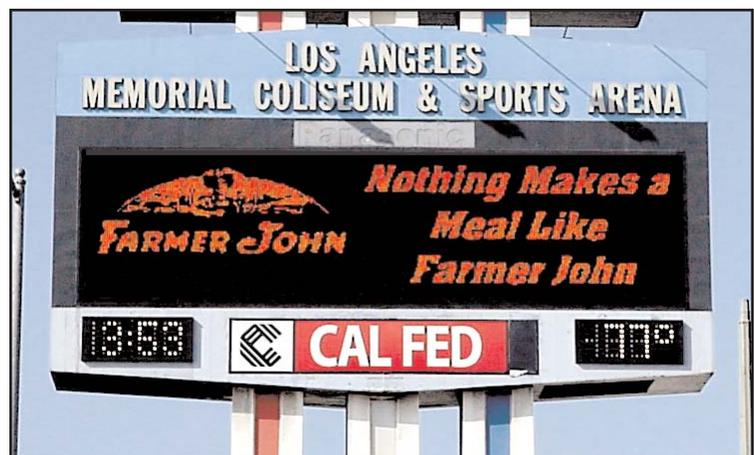
ADDITIONAL FACILITY FEATURES



The Coliseum's Mitsubishi Diamondvision Screen - With dimensions exceeding 44' x 33', this video board, featuring slow motion, can not only capture exciting live action, its crystal clarity is also ideal for playing your sponsors' commercials. Check with your Event Manager regarding Facility Policies.



110 Harbor Freeway Electronic Message Board - More than 300,000 motorists pass by this structure on the 110 Harbor Freeway every day, guaranteeing that your event information will be seen by a huge number of potential patrons.



ADDITIONAL FACILITY FEATURES (continued)



The Sports Arena Video Boards - Located at each end of the facility and operated via a control room at the top level of the Sports Arena, your sponsors' commercials can be shown in crystal clear color, accompanied by sharp sound via our house system.



Private Banquet/Hospitality Facilities - With a capacity of 300 and featuring a partition that can instantly create two separate areas holding 150 each, our Arena Club is the perfect place for pre- and post- event receptions, meet and greets or whatever hospitality demands your event might have. Our catering department can handle everything, leaving your sponsors, media partners and contest winners walking away with a great impression!

PARKING INFORMATION

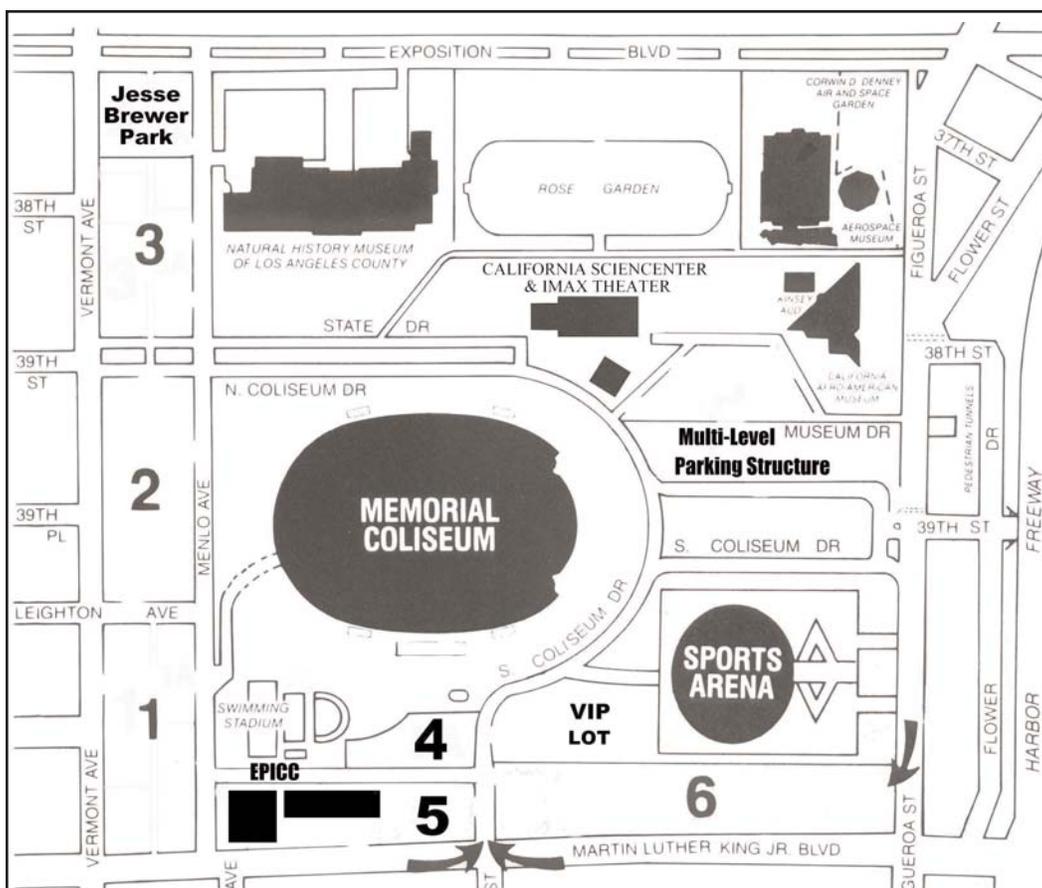
Parking for the Coliseum and Sports Arena is owned and operated by the State of California (contracted to Classic Parking Systems, Inc.). Six lots service the Coliseum and Sports Arena on Menlo and Vermont Avenues, between Exposition and Martin Luther King, Jr. Blvd. and on MLK between Menlo and Figueroa. A total of 20,000 parking spaces are available in the Exposition Park area, at USC, the Shrine Auditorium and at private lots within walking distance of the complex.

Event Parking Passes

Upon confirming your event, your Event Manager will distribute to you a mutually-agreed upon number of Guest Parking passes. Generally, these vehicles will be parked either in the VIP lot adjacent to the Sports Arena or along South Coliseum drive.

For information regarding Bus, Limousine or RV parking, you can call Classic Parking directly at 213/749-5654.

Below is an aerial view of the parking lots adjacent to the Coliseum and Sports Arena.



BUILDING SAFETY REQUIREMENTS

Permits

As the permits required for an event can vary considerably, please consult your Event Manager for the proper permits needed for your event.

Novelty Stands

All novelty stands used during an event must conform to City of Los Angeles Building and Safety Department Standards.

Seating Plans

You will find included in this guide a variety of approved seating plans for both the Coliseum and the Sports Arena. Any modifications to these plans can only take place with the approval of the Los Angeles County Fire Department.

Wiring

Vendors and exhibitors using the Los Angeles Memorial Coliseum and Sports Arena must adhere to the Building and Safety Requirements set forth by the City of Los Angeles Building and Safety Department.

Among these regulations are the following:

- All extension cords used during an event must carry a ground.
- No items can be wired together with wire nuts and tape, unless they are placed in proper electrical boxes. All such items must have a proper connector.
- All wiring must be properly insulated, with all single wire positioned in conduit.
- No bare single wiring can be exposed at any time.
- All lighting must employ the correct corresponding wire size.
- All outside power sources must have the proper permits to be used.

Pyrotechnics

All use of pyrotechnics in conjunction with an event must have the expressed written approval of the Los Angeles County Fire Department. Your Event Manager can give you more details as to how to secure proper permits.

BUILDING SAFETY REQUIREMENTS (cont'd)

Search Procedures

In order to ensure the safety of our patrons, Management must retain the right to determine the search parameters of any event taking place in the Sports Arena or Coliseum. As the likelihood of illegal items being brought into the facility varies considerably from event to event, so do search procedures. These procedures may vary from a visual search only, where patrons are scanned as they walk through the entrance doors in single file, to a full search, where a pat-down or metal detection device may be employed.

Eviction Policy

The following behaviors are grounds for eviction from the Coliseum or Sports Arena:

- The use of offensive, threatening or profane language
- Possession of items not allowed in the facility, including but not limited to weapons, fireworks, horns, whistles, sound devices, clubs, poles, sling shots, fish nets, back packs and large containers, frisbees, skateboards, live pets (except seeing eye or hearing dogs)
- Failure to wear shoes, thongs, sandals or other appropriate footwear
- Refusing to vacate an area or seat that the patron does not have either a ticket or credential permitting access to.
- Throwing objects, spitting or dropping liquids or ice on seating areas below or onto playing surface/stage

On-Site Fire Inspector

Certain events may require the presence of an on-site Fire Marshall. Responsibility for this cost will be that of the promoter.

Your event manager can answer any remaining questions you might have regarding the building safety requirements specific to your event.

EXPOSITION PARK

“Playground for the Mind and Body”

The Los Angeles Memorial Coliseum and Sports Arena are located in Exposition Park, where quite a number of exciting improvements have changed the face of this area. These improvements have been, and are continuing to be made, under the auspices of the Exposition Park Master Plan. This Plan was honored with the American Institute of Architects Urban Design Award of Excellence, an honor bestowed on only ten projects in the entire country annually.

The completion of the \$140 million California ScienCenter is a strong source of civic pride, as evidenced by the more than two million visitors that came through its doors in just the first year of operation.

Jesse Brewer Park, at the northwest corner of Exposition Park, added a substantial amount of green space to the area, and an additional corner park, this time at the southwest corner of the Park, is slated for completion soon. In creating a promenade to connect the two parks, as well as to beautify the area, more than 100 trees have been planted in the vicinity.

The Exposition Park Intergenerational Community Center (EPICC), includes new sports and recreational facilities, as well as the refurbished 1932 Olympic Swim Stadium (open for public use during the summer months), and the creation of additional senior and child care facilities. The Olympic Rings used in the 1984 Los Angeles Olympiad are now proudly displayed on the exterior wall of the EPICC structure.

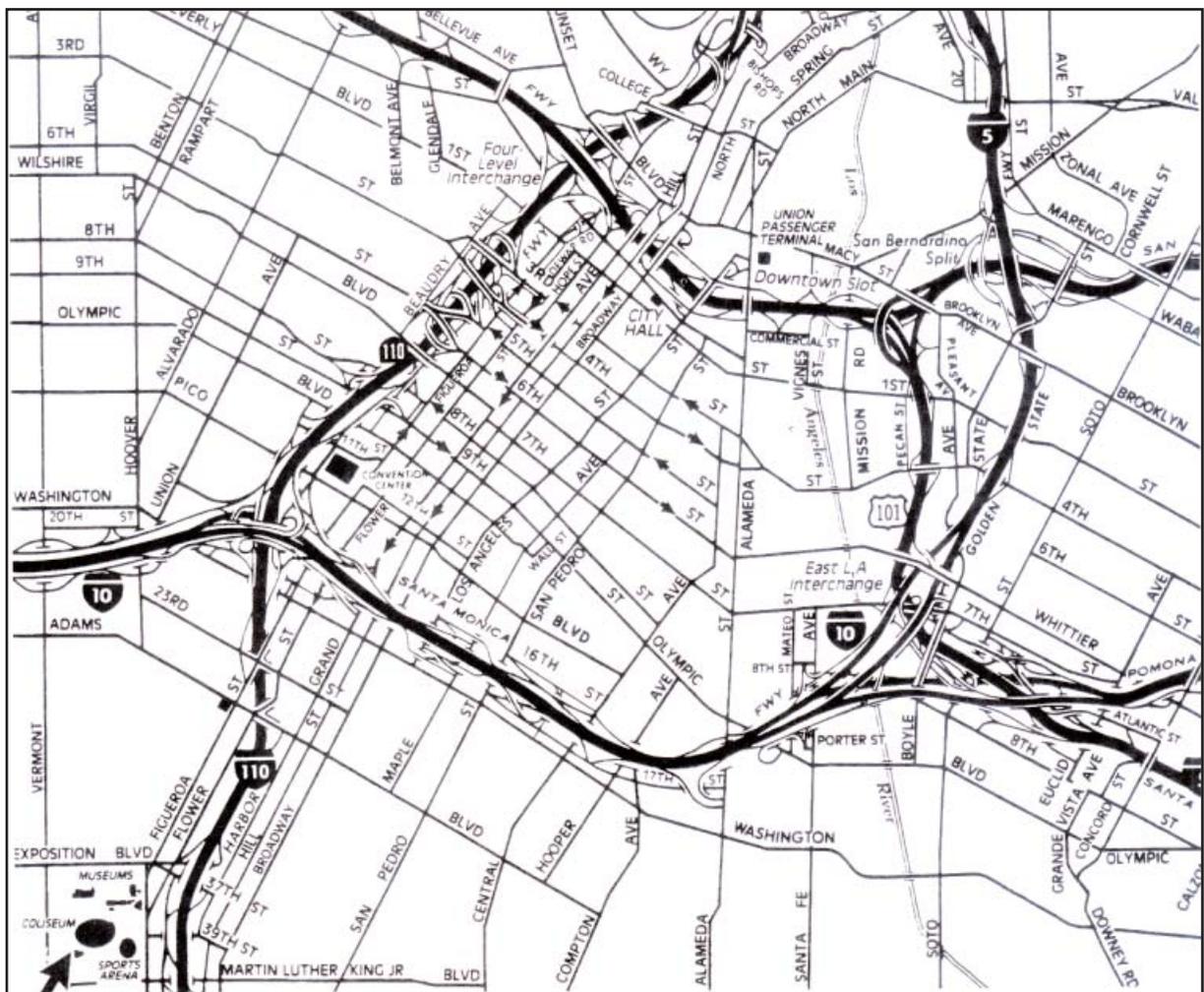
A centrally-located, subterranean parking facility to better accommodate Exposition Park visitors was completed in early 2004. Featuring incremental parking for more than 2000 cars, this undertaking blends landscaping and thematic elements from the Exposition Park Master Plan to allow for a seamless entry into Exposition Park from the adjacent Harbor Freeway. This in turn makes the Coliseum and Sports Arena, as well as the California Science Center, the California African American Museum, the Natural History Museum of Los Angeles County and other Park attractions, even more accessible than before.

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NEIGHBORING HOTELS

Following is a list of hotels within a close proximity to the Los Angeles Memorial Coliseum and Sports Arena. The properties listed represent a variety of amenities and price ranges. For any additional questions regarding hotel accommodations for events at the Coliseum or Sports Arena, please call our Marketing Department at 213/765-6357.

<u>HOTEL</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>
Omni Los Angeles Hotel	251 S. Olive Street	213/356-4032
Biltmore	506 South Grand Avenue	624-1011
Bonaventure	404 South Figueroa Street	624-1000
Holiday Inn	1020 S. Figueroa Street	748-1291
Hyatt Regency	711 South Hope Street	683-1234
Wilshire Grand Hotel	930 Wilshire Blvd.	688-7777
Radisson Hotel Mid-town	3540 S. Figueroa Street	748-4141



Los Angeles Memorial
Coliseum and Sports Arena

LOS ANGELES MEMORIAL COLISEUM AND SPORTS ARENA SEATING INFORMATION

On the following pages you will see some of the possible seating configurations used for the Coliseum and Sports Arena. In each illustration, the seating information pertains only to the field or floor level of each facility. As every event may vary in terms of staging, lights, sightlines, capacity needed and other factors, please be sure to discuss the needs of your particular event with your Event Manager.

In addition to the seating configurations that follow, the Sports Arena can also be used with an open floor level for dances and similar events the approved capacity of approximately 8500 at floor level. This capacity, by far the largest general admission floor capacity of any indoor venue in the Los Angeles area, assumes that there will be a stage positioned at the North end of the facility and two mixing positions toward the south end of the floor.

The Sports Arena also features a total of 4057 seats at loge level and 8313 seats on the concourse.

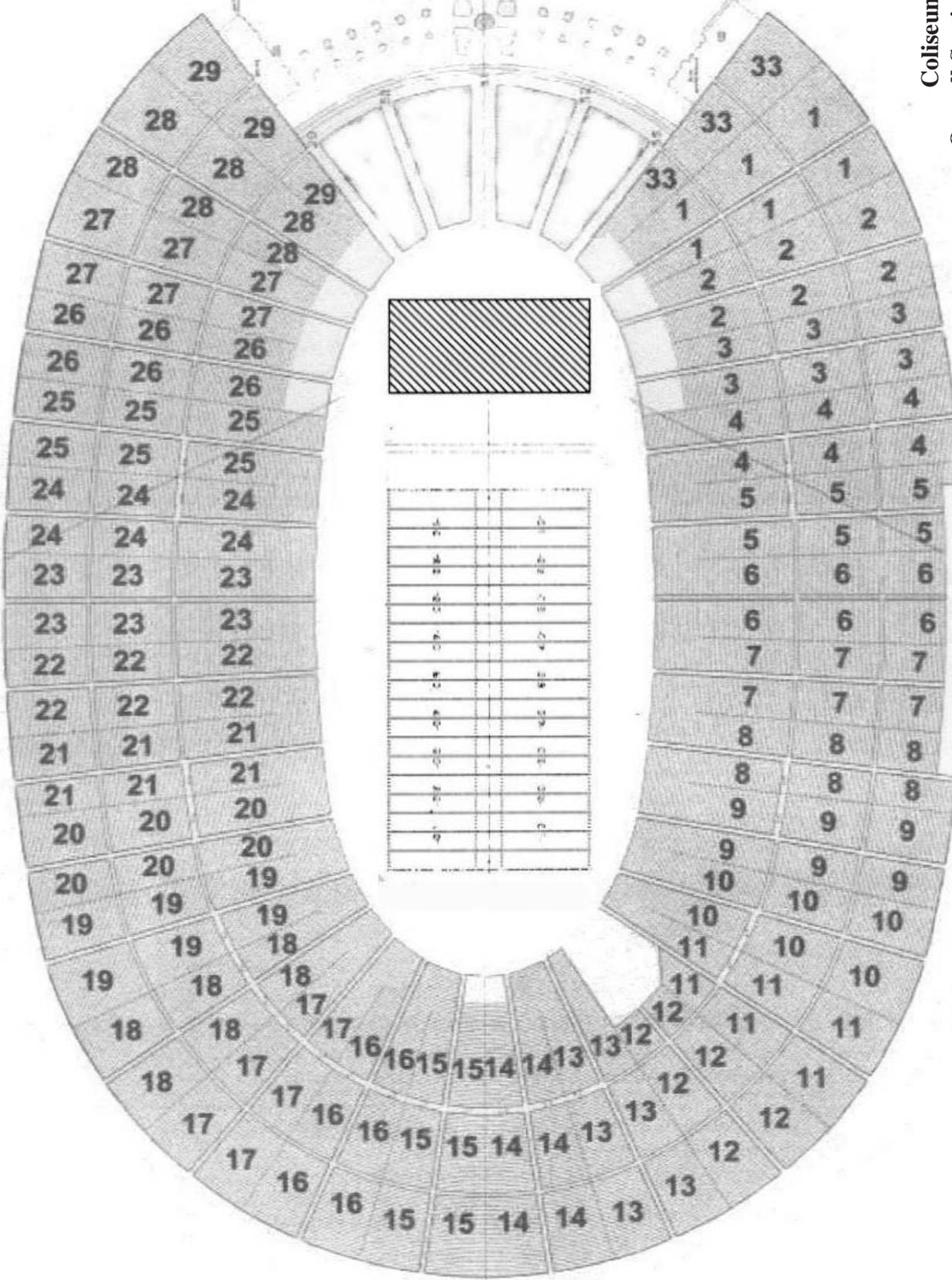
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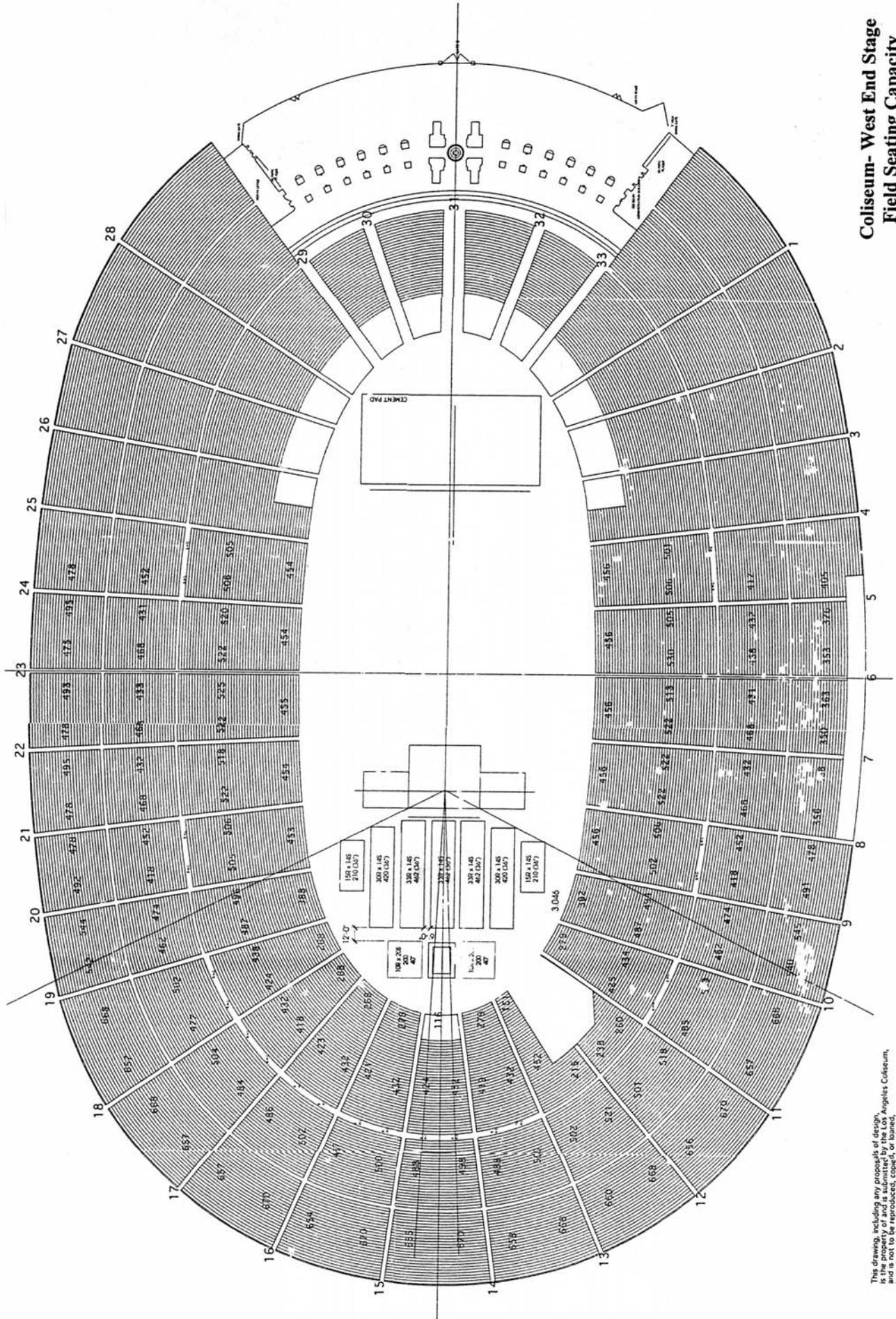


Peristyle

Coliseum
Overall Seating Plan

Press Box



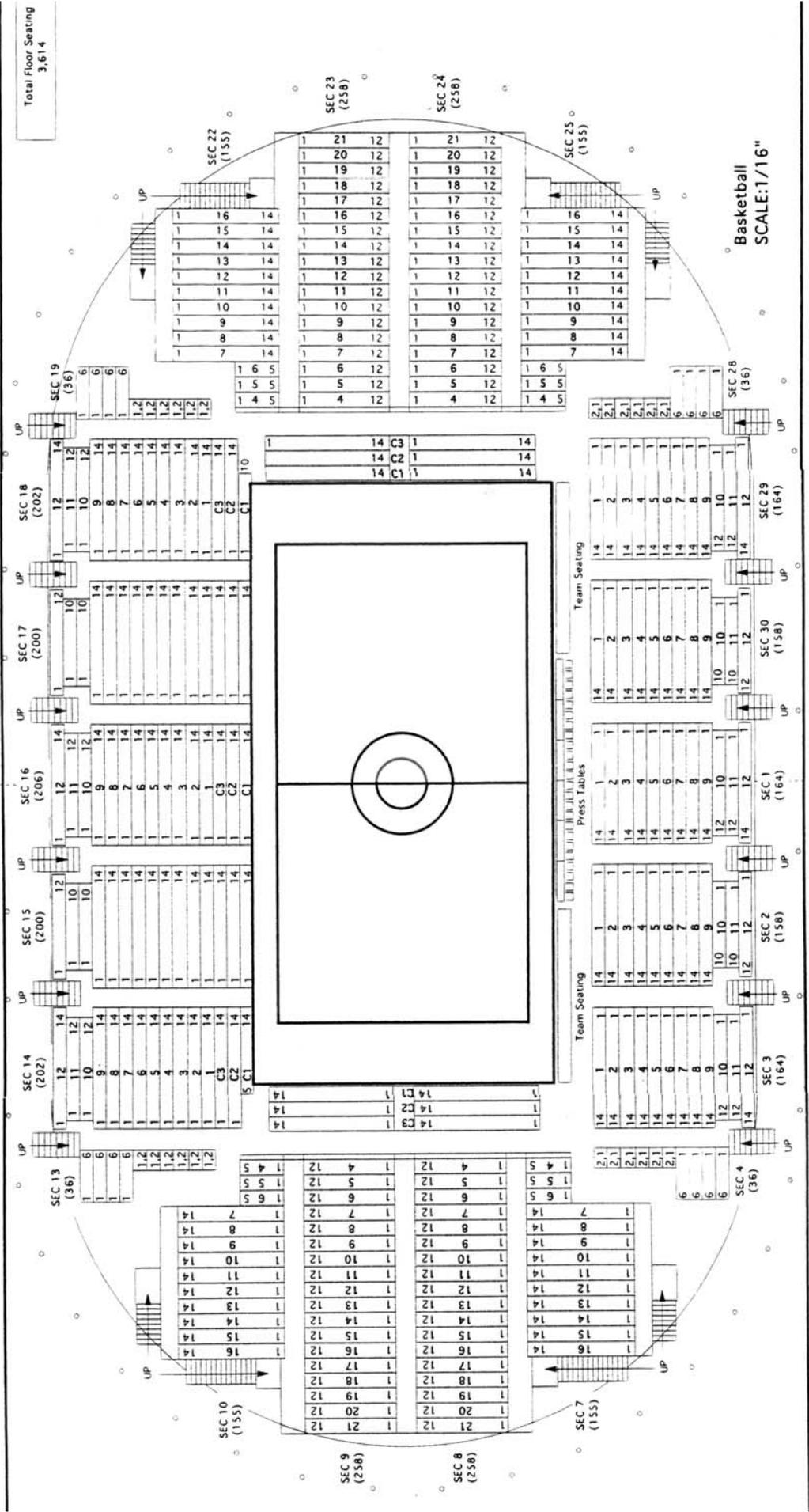


**Coliseum- West End Stage
Field Seating Capacity
3,046**

100' 0"

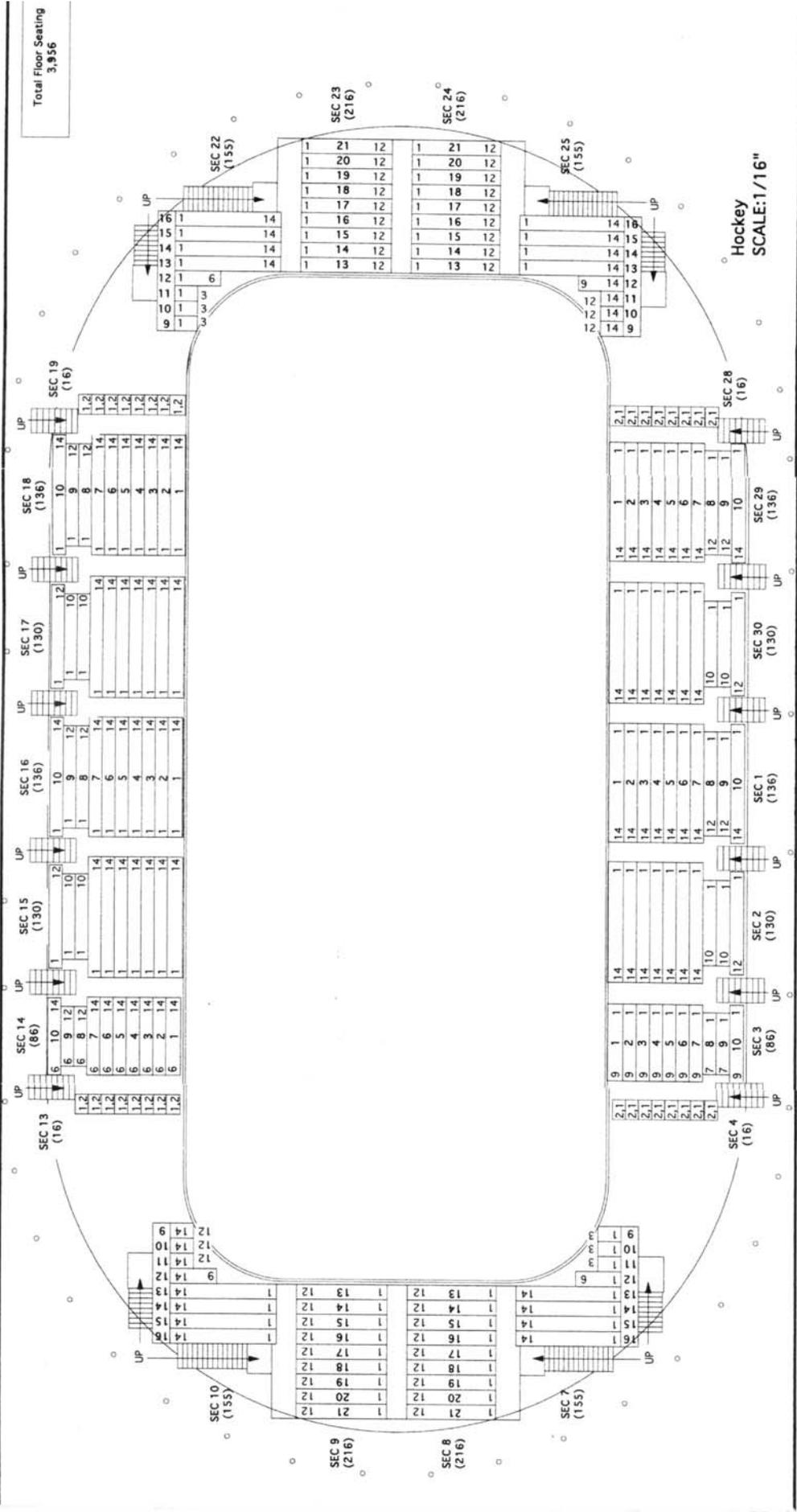
This drawing, including any proposals of design, is the property of and is submitted by the Los Angeles Coliseum, and shall remain the property of the Los Angeles Coliseum, in part or whole without the permission of the Los Angeles Coliseum.

Total Floor Seating
3,614



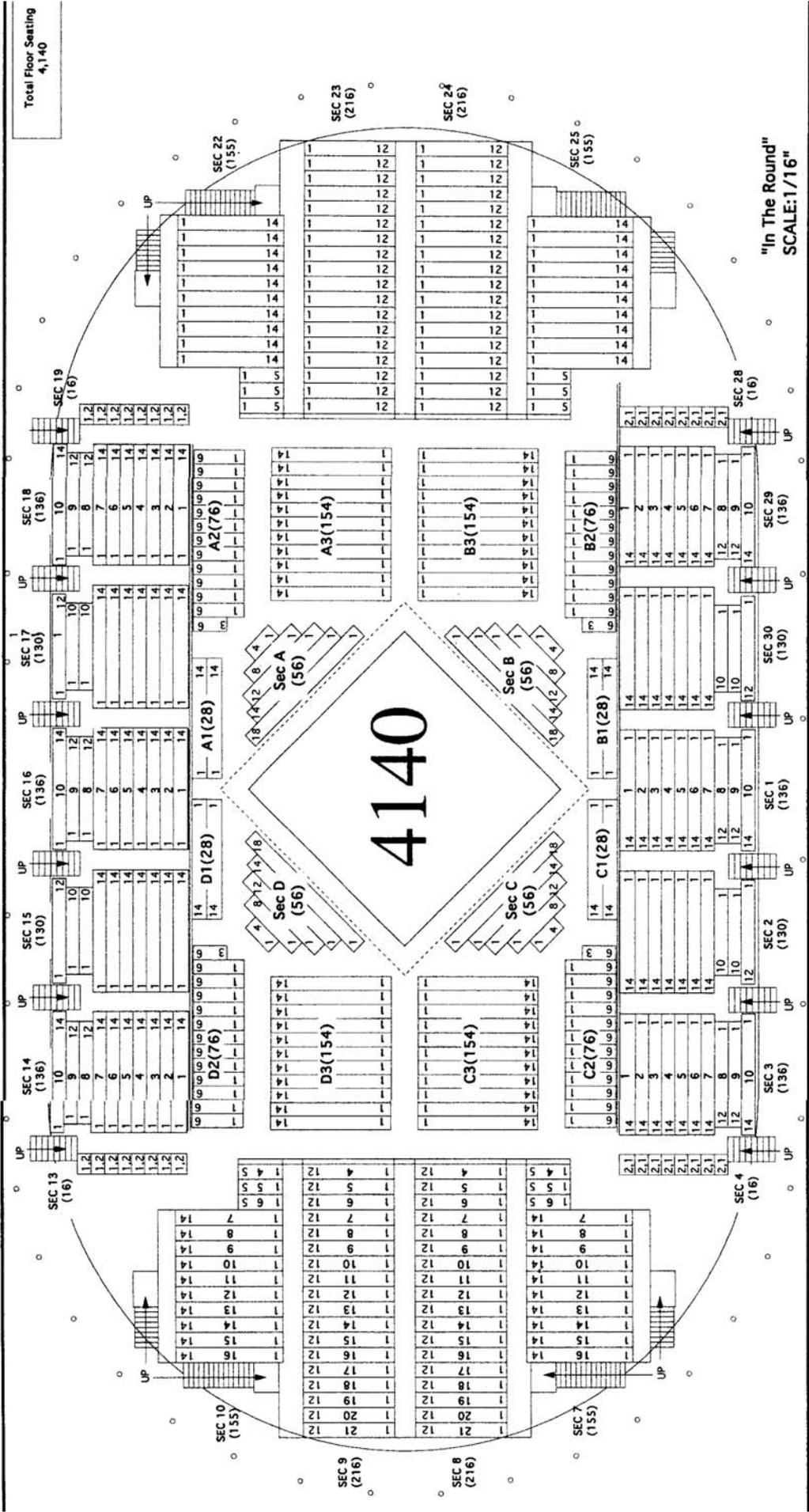
Basketball
SCALE: 1/16"

Total Floor Seating
3,956



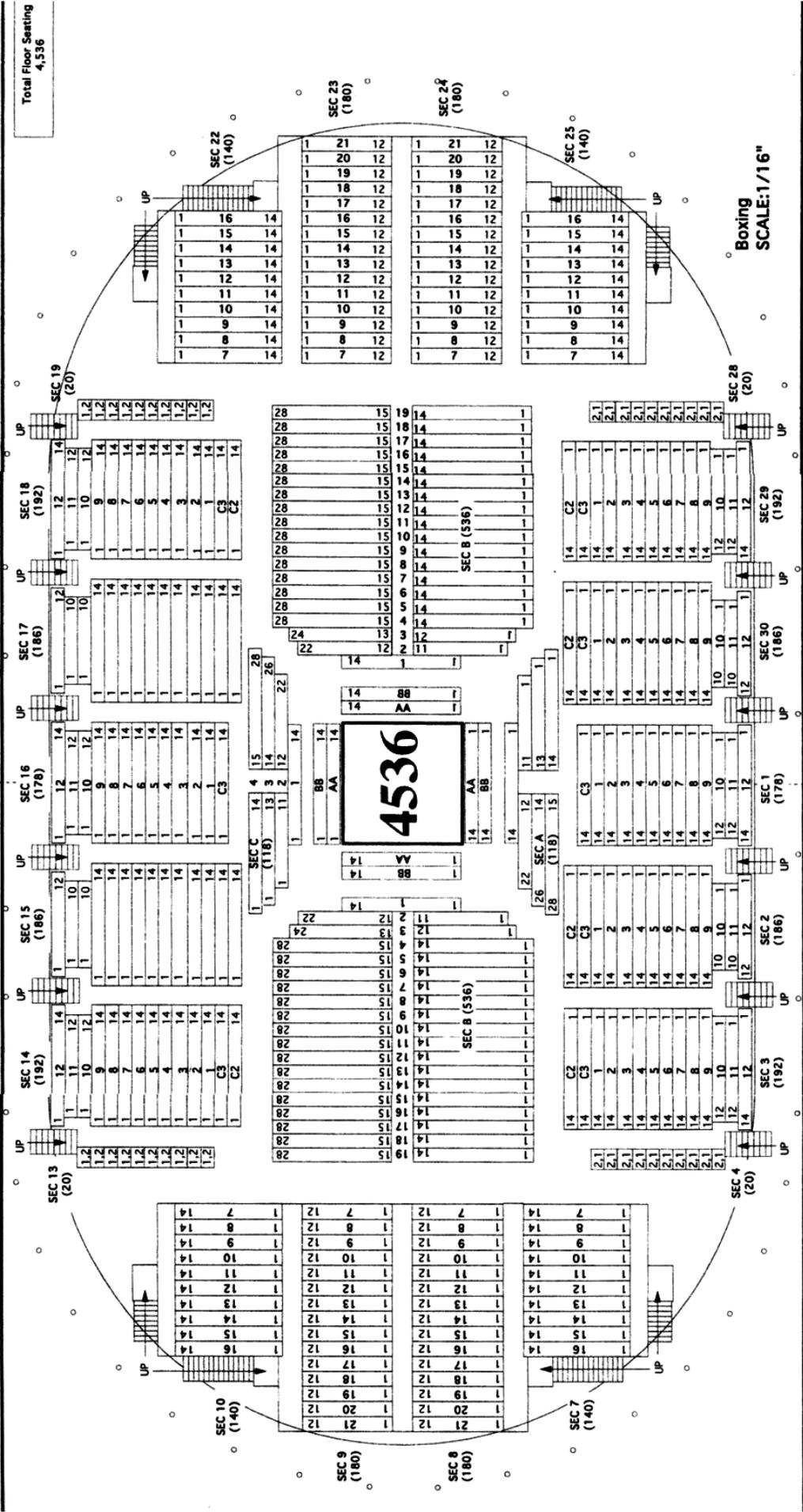
Hockey
SCALE: 1/16"

Total Floor Seating
4,140

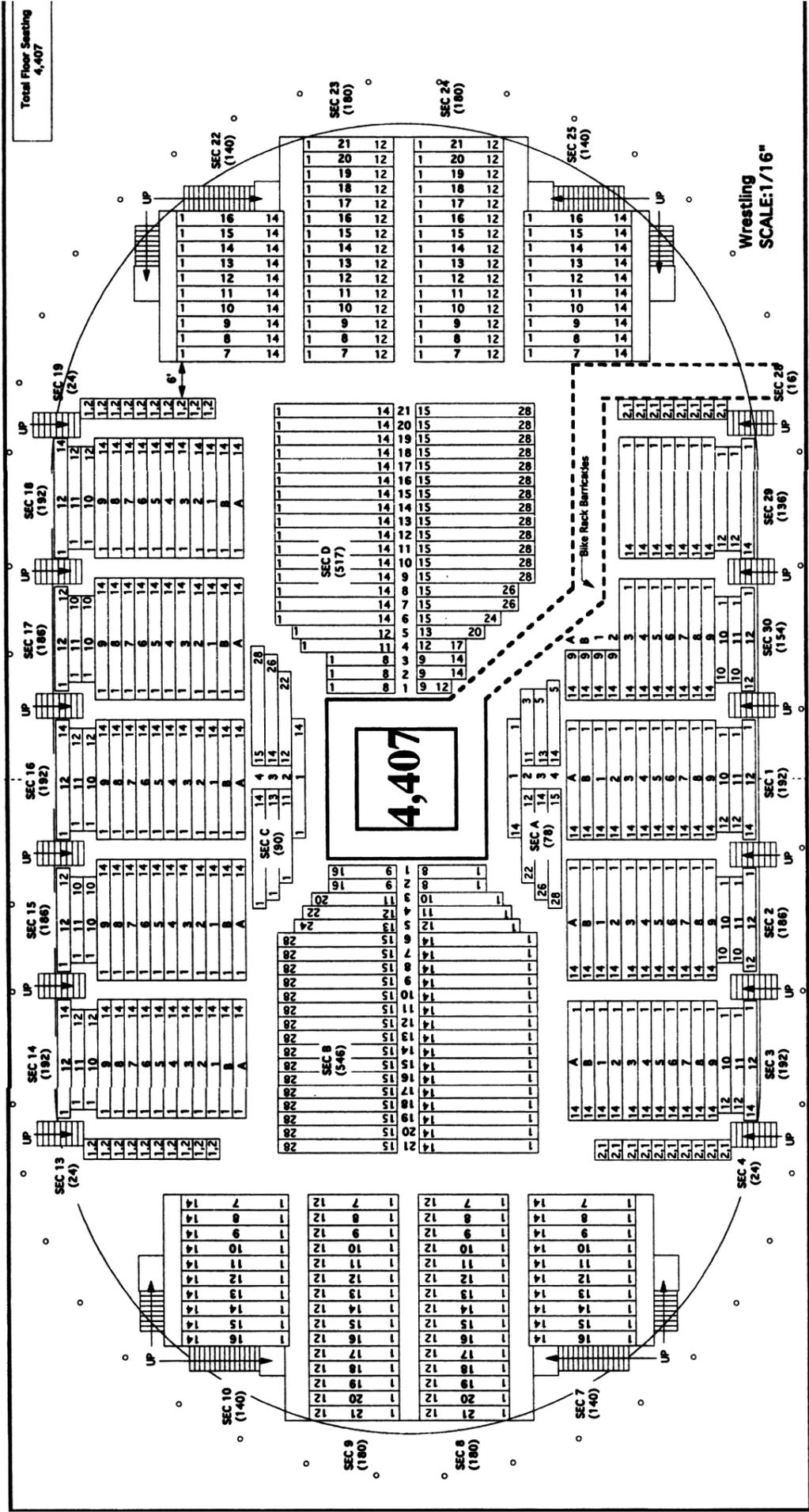


"In The Round"
SCALE: 1/16"

Total Floor Seating
4,536



Total Floor Seating
4,407



Wrestling
SCALE: 1/16"

