



2025
NATIONAL CHAMPIONSHIP



PLAYOFF PLAYBOOK

**THE X'S AND O'S
FOR A SAFE AND ENJOYABLE
NATIONAL CHAMPIONSHIP
EXPERIENCE**

COLLEGE FOOTBALL PLAYOFF



COLLEGE FOOTBALL PLAYOFF



2025

NATIONAL CHAMPIONSHIP

MONDAY, JANUARY 20

ATLANTA, GEORGIA | MERCEDES-BENZ STADIUM | 7:30 P.M. ET

FOR ADDITIONAL EVENT INFORMATION, VISIT:

f X J S @ | COLLEGEFOOTBALLPLAYOFF.COM | #CFBPLAYOFF

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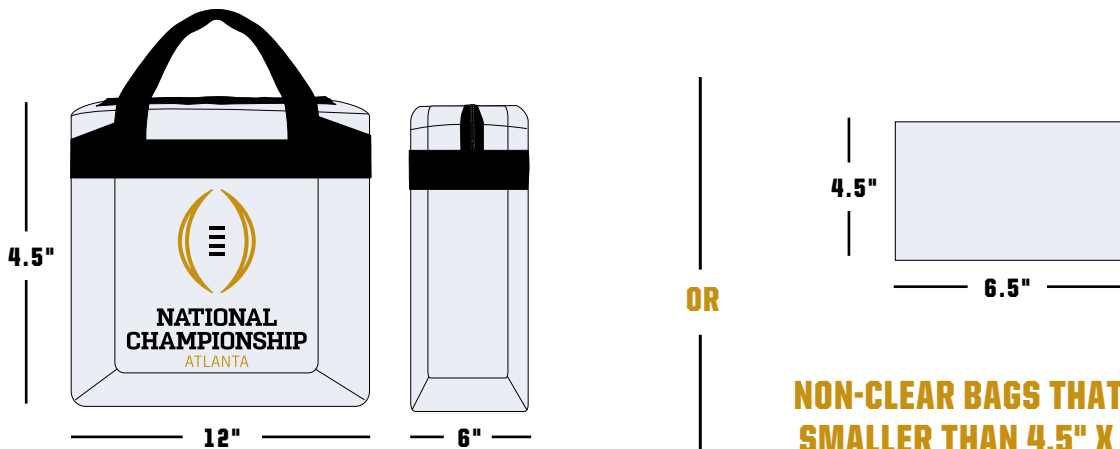
CLEAR BAG POLICY

A CLEAR BAG POLICY WILL BE ENFORCED AT THE 2025 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP.

ALL GUESTS AND ITEMS ARE SUBJECT TO PHYSICAL INSPECTION BY SECURITY PERSONNEL. ALL GUESTS SHOULD BE PREPARED TO OPEN THEIR BAGS AND MAY BE ASKED TO SHIFT AND POSSIBLY REMOVE THE CONTENTS. PLEASE LIMIT THE NUMBER OF ITEMS YOU BRING INTO MERCEDES-BENZ STADIUM ON GAME DAY.

Patrons are allowed to carry clear plastic, vinyl or PVC bags that do not exceed the dimensions **12" x 6" x 12"**. Bags may not have colored tinting or obstructive patterns. Simple logos are permitted. This includes clear backpacks, clear fanny packs and clear cinch bags that fit within the permissible dimensions. No buckles, grommets/hardware or décor can be concealing any part of the bag. Fans may also carry in small non-clear bags that do not exceed **4.5" x 6.5"** in size, with or without a handle or strap.

Diaper bags must be clear and comply with the CFP Clear Bag Policy and are subject to search upon entry. Exceptions to the CFP Clear Bag Policy will only be made for medically-necessary items after prior inspection by security.



CLEAR BAG NOT TO EXCEED 12" X 6" X 12"

NON-CLEAR BAGS THAT ARE SMALLER THAN 4.5" X 6.5"

***WITH OR WITHOUT A HANDLE OR STRAP**

ALL CLEAR BAGS WILL BE SUBJECT TO SEARCH UPON ENTRY INTO MERCEDES-BENZ STADIUM

Mercedes-Benz Stadium will offer a bag valet during the national championship game. The cost to check a bag is \$10. All bags that exceed the stadium's bag policy must be either returned to the owner's vehicle or checked at bag valet.

BAG VALET LOCATIONS CAN BE FOUND AT:

- Northside Drive sidewalk, near the Gate 1 Box Office

- Northwest corner of Georgia International Plaza off Andrew Young International Boulevard

MOBILE TICKETS

Attending the 2025 College Football Playoff National Championship is safe and secure with the help of mobile ticketing. All mobile tickets can be viewed and managed from your smartphone through the CFBPlayoff mobile app. For more information about managing your mobile tickets, visit www.collegefootballplayoff.com/mobiletickets.

FOLLOW THESE STEPS TO LEARN HOW TO VIEW OR MANAGE YOUR MOBILE TICKETS.

1



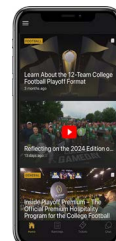
Download the
**CFBPLAYOFF
MOBILE APP**
onto your smartphone.

2



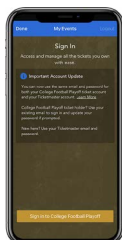
Once you have the CFBPlayoff mobile app downloaded onto your smartphone, **launch the app** from your phone's home screen.

3



Select
"TICKETS"
located on the bottom
right-hand corner.

4



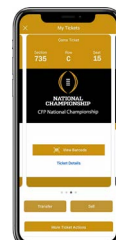
You will be prompted to **enter your College Football Playoff Account Manager credentials or your Ticketmaster login credentials** on the sign-in page.

5



After logging into the College Football Playoff Account Manager, **click the event banner** to view your mobile ticket(s).

6



THESE ARE YOUR MOBILE TICKET(S)! For easy access on game day, **add your mobile tickets to your phone's digital wallet.**

7



When you arrive at the gate on Monday, January 20, **open your phone's digital wallet app and select your GAME TICKET(S).** Scan your mobile ticket(s) at the gate
AND YOU'RE IN!

TICKET SCANNING + SECURITY

The College Football Playoff and Mercedes-Benz Stadium value the safety of our guests and seek to create a secure environment within the stadium for the 2025 College Football Playoff National Championship. Please continue reading below for more information on security and ticket scanning.



PRIOR TO GAME DAY, PLEASE REVIEW THE CLEAR BAG POLICY AND THE PROHIBITED ITEMS LIST.

Before reaching the stadium entries, download your mobile tickets and save them in your mobile wallet (if possible).

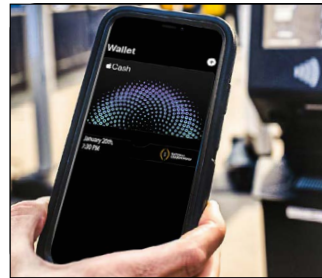
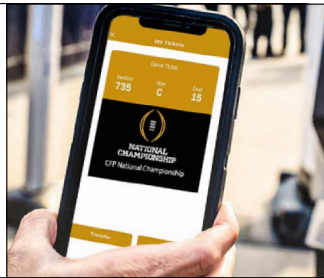
STEP

1

Ticket Saved to Mobile Wallet
WILL NOT
have a Barcode.



Hold Near Reader



Ticket on Mobile Web or App
WILL HAVE
have a Rotating
Barcode.



Screenshots won't get you in.

Once you arrive at your entry, proceed through security screening. Stadium staff may request additional screening if any prohibited items are detected.

To enter the stadium, either tap the back of your phone if your ticket is in your mobile wallet, or scan your barcode if the ticket is on the mobile web or the CFBPlayoff mobile app.

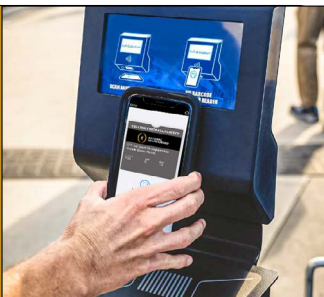
STEP

2



TAP

Ticket in Mobile
Wallet without
Barcode

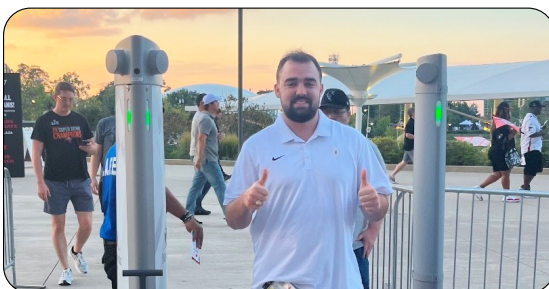


SCAN

Mobile Web or
App with Barcode

STEP

3

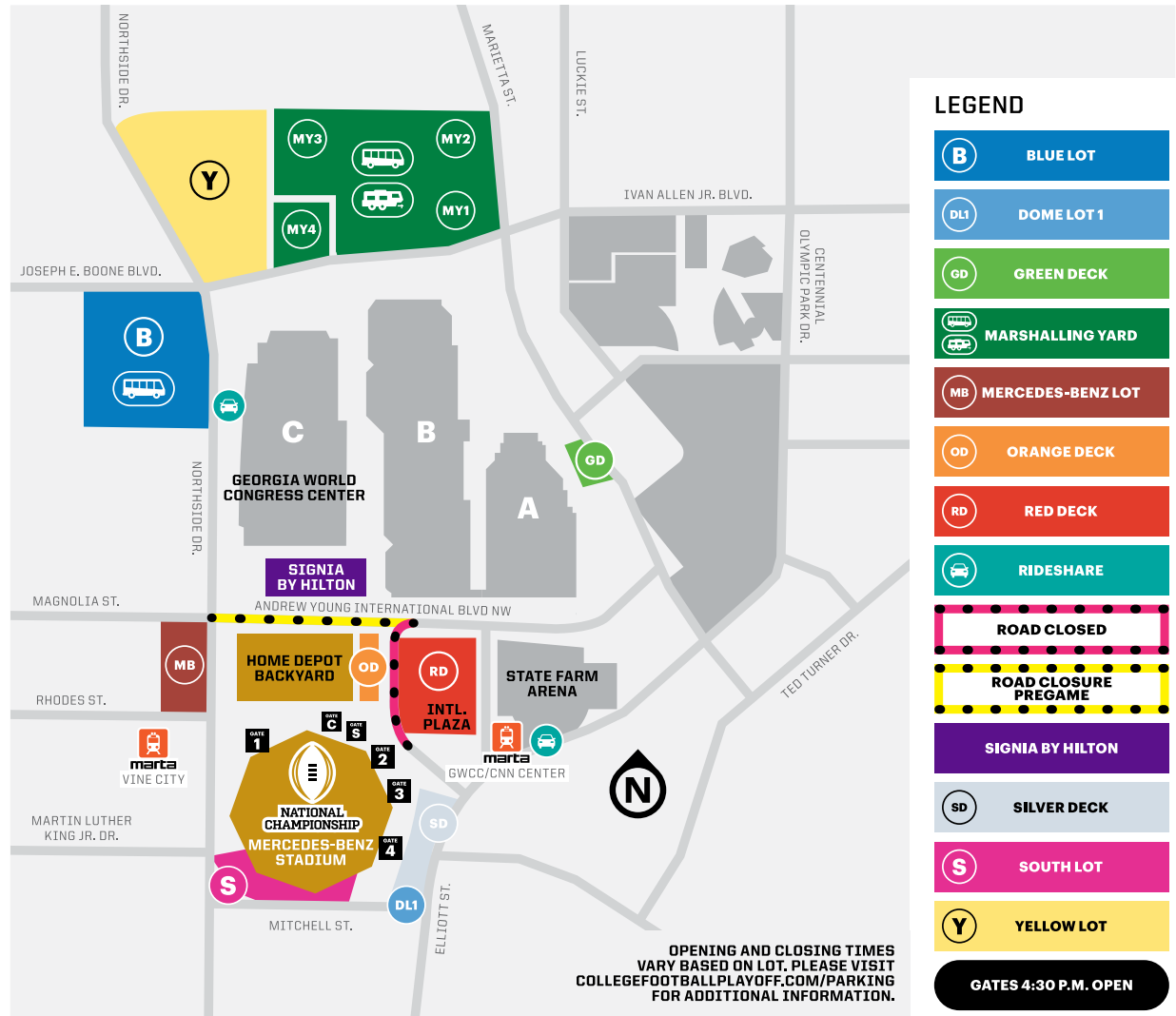


Once your tickets have scanned and the ticket pedestal **light turns green**, it is time to enter Mercedes-Benz Stadium and enjoy the national championship game. For more information on tickets, please visit www.collegefootballplayoff.com/mobiletickets.

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GAME DAY PARKING



ACCESSIBLE PARKING

Accessible parking will be available for purchase in select parking lots surrounding Mercedes-Benz Stadium. Please visit www.mercedesbenzstadium.com/parking-and-transportation for more information.

BUS PARKING

Bus parking is available for purchase for \$200 in the Marshalling Yard Lots. Please visit www.mercedesbenzstadium.com/parking-and-transportation for more information regarding hours and costs.

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GAME DAY PARKING

MARTA

Fans traveling into Atlanta for the game can access MARTA, the city's comprehensive rail and bus system, directly from Hartsfield-Jackson Atlanta International Airport. MARTA will take visiting fans directly into the downtown area with three stops within the hotel and stadium corridor. Located in the heart of downtown Atlanta, Mercedes-Benz Stadium is easily accessible via public transportation. The primary stop for Mercedes-Benz Stadium is GWCC/CNN Center station, which drops fans right at the stadium's doorstep, while the secondary stop, Vine City, is just a short walk across the street. For only \$2.50 each way, MARTA provides a stress-free journey to and from the game. For more information or to purchase tickets in advance, visit www.itsmarta.com. You may also download the MARTA Breeze app for a more streamlined and efficient experience.

ON-SITE PARKING

Parking is available for purchase in select parking lots surrounding Mercedes-Benz Stadium. Please visit www.mercedesbenzstadium.com/parking-and-transportation for more information regarding hours, costs and tailgating.

RV PARKING

Patrons who arrive at the CFP National Championship with an RV will be allowed to park in the Marshalling Yard Lots. However, there is no overnight parking or hook-ups available. RV Parking is available for purchase at \$200. Please visit www.mercedesbenzstadium.com/parking-and-transportation to purchase a parking pass.

RIDESHARE

Mercedes-Benz Stadium offers two rideshare drop-off and pick-up locations near Mercedes-Benz Stadium. Rideshare Zone 1 is located on Northside Drive, in front of Georgia World Congress Center - Building C. Fans are encouraged to follow the wayfinding signs along the Northside Drive sidewalk towards Georgia World Congress Center - Building C to access this Rideshare location.

Rideshare Zone 2 is located on the Centennial Olympic Park Drive sidewalk near State Farm Arena. Fans exiting Gates 2, 3 and 4 are encouraged to follow the wayfinding signs from the stadium gates to Rideshare Zone 2 near State Farm Arena.

TAILGATING

For a list of approved tailgating lots, please visit www.mercedesbenzstadium.com/parking-and-transportation.

ALLSTATE CHAMPIONSHIP TAILGATE

Allstate Championship Tailgate is the gathering place for fans who want to experience extreme tailgating leading up to the College Football National Championship. The Allstate Championship Tailgate is free to the public in the Georgia International Plaza where fans can enjoy interactive games, sponsor activations, concessions and live ESPN broadcasts.



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CAPITAL ONE STAGE



KANE BROWN

Named "the future of country music" (Billboard), multi-platinum-selling, award-winning singer/songwriter Kane Brown recently announced his fourth studio album and tour, *The High Road*. Slated for release January 24, 2025, the album will include his 12th #1 single "Miles On It" with Marshmello, as well as his current radio single, "Backseat Driver." Brown's self-titled, two-time platinum debut album (2016) topped the Billboard Top Country Albums chart for more than 13 weeks and included the Diamond Certified "Heaven," and nine-time platinum "What Ifs". *Experiment* (2018) hit #1 on the Billboard Top 200 - making him the first country artist in more than 24 years to top the chart with a sophomore album. The multi-song project *Mixtape Vol. 1* earned an ACM Award nomination for Album of the Year (2021) and an ACM win for "Video of the Year." With 12 chart-topping singles and internationally sold-out tours, Brown continues to expand the perception of country music and break musical boundaries.



ASHLEY COOKE

Still early in her journey, Big Loud/Back Blocks Music artist Ashley Cooke has already earned 352 million global streams, bolstered by chart-climbing hits like "Never Til Now" with Brett Young, debuts at the Ryman Auditorium and Grand Ole Opry, and appearances on ABC's *The Bachelorette* and NBC's *TODAY*, plus tours with Luke Bryan, Jordan Davis, Cole Swindell, Brett Young and more. Her sun-kissed blend of two-lane pop country is on full display in her 2023 debut album shot in the dark, earning widespread critical acclaim. Cooke earned a CMT Award in 2024 for Breakthrough Female Video of the Year, as well as an ACM nomination for New Female Artist of the Year. She has also been recognized as a MusicRow Discovery Artist of the Year and "Next Big Thing," as well as iHeartCountry's "On The Verge" artist. Her award-winning single "your place" notched her first career #1 song in country radio.

NATIONAL ANTHEM

GRAMMY® AWARD-WINNING STAR COCO JONES TO PERFORM NATIONAL ANTHEM AT 2025 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP



SPELMAN COLLEGE GLEE CLUB TO PERFORM "AMERICA THE BEAUTIFUL"

FULL SLATE OF ENTERTAINMENT SLATED FOR NATIONAL CHAMPIONSHIP GAME

Prior to kickoff, GRAMMY award-winning singer/songwriter and actress Coco Jones will perform "The Star-Spangled Banner." The 27-year-old R&B breakout Def Jam/High Standardz recording artist from Nashville, who has enjoyed chart-topping platinum success, was nominated for five GRAMMY Awards in 2024 and her #1 hit "ICU" won for Best R&B Performance, while also leading to a Best New Artist nod at the BET Awards, the Soul Train Awards and the NAACP Image Awards. With her recent release of new songs, Jones will return to the GRAMMY's this year as "Here We Go (Uh Oh)" is currently nominated for Best R&B Performance and Best R&B Song. She captivated the world with her timeless artistry, sensual voice and emotive songs. Her latest project recently wrapped production on an upcoming romantic comedy, "That's Her", in which she is starring and executive producing.

Jones will be accompanied by award-winning musician, composer and arranger, Music Director Adam Blackstone. The National Anthem Ceremony will begin with the presentation of the Nation's Colors by a Joint Armed Forces Color Guard from the United States Central Command carrying flags representing the Army, Marine Corps, Navy, Air Force, Space Force and Coast Guard, followed by the unfurling of a giant American flag by volunteers from the Atlanta community. Continuing a CFP tradition, drummers from the participating team bands will also be included in the National Anthem presentation.

Before the National Anthem, "America the Beautiful" will be performed by members of the Spelman College Glee Club under the direction of Dr. Kevin Johnson. Celebrating its centennial year, the Glee Club is the oldest collegiate choir of African American women in the United States who have not only preserved the legacy of Black choral music but have also inspired generations of young women to find their voices and share their artistry with the world.

14-year old Johrgia Peaches, an 8th-grade student from Newnan, Georgia, will perform "America the Beautiful" in American Sign Language (ASL) and 20-year old Alexander Charlot, a 12th-grade student from Monroe, Georgia, will perform "Star-Spangled Banner" in ASL. Both attend the Atlanta Area School for the Deaf (AASD), a state school serving over 110 Deaf and Hard-of-Hearing students from over 27 school districts all over the metro Atlanta area.

As part of the CFP's salute to the armed forces, during "America the Beautiful," there will be a video feed of members of the United States Air Force, U.S. Airmen deployed overseas in an undisclosed location in the Middle East and during the National Anthem, members of the United States Army, 21st Theater Sustainment Command deployed in Panzer Kaserne, Kaiserslautern Germany, all of whom will be watching the national championship game. This year, the U.S. Army celebrates its 250th Anniversary has offered endless possibilities and opportunities for service to our nation.

On the day in which the country annually pays tribute to the late Rev. Dr. Martin Luther King Jr., Dr. Bernice A. King, CEO of The Martin Luther King, Jr. Center for Nonviolent Social Change and daughter of Dr. Martin Luther King Jr. and Coretta Scott King, will participate in the coin toss on the field. A global thought leader and advocate for peace, Dr. King continues her parents' legacy through her work advancing nonviolent social change and social justice initiatives.

As part of the CFP Foundation's Extra Yard for Teachers (EYFT) initiative, the 2024 Teacher of the Year from each U.S. state and territory will be honored on the field during the pregame celebration. This is an opportunity for fans to applaud these educators for their hard work and dedication and furthers the CFP Foundation's mission of elevating the teaching profession.

Celebrating a college football tradition, the marching bands of each participating team will be featured performers on the field during pregame and at halftime.

During the national championship game, the College Football Playoff will recognize Medal of Honor recipient Corporal (Retired) Kyle Carpenter, who demonstrated extraordinary courage in Helmand Province, Afghanistan, on November 21, 2010, by shielding a fellow Marine from a grenade blast, saving his life. Despite severe injuries, Carpenter's selfless actions embody the highest traditions of the Marine Corps and continue to inspire Americans.

ESPN sideline reporter Stormy Buonantony will return as the in-stadium emcee of the national championship game for the third straight year and will be joined by renowned DJ Mal-Ski, who will energize the crowd with his signature high-energy performance. This year, DJ Mal-Ski will be joined by six drummers from the Clark Atlanta University Drumline, under the direction of Torre Goodson, for a dynamic collaboration blending live percussion with electrifying beats. As one of the nation's Historically Black Colleges and Universities (HBCU), Clark Atlanta's drumline is part of the celebrated Mighty Marching Panthers Band and known for their precision, pageantry, and show-stopping performances.

COIN TOSS



DR. BERNICE A. KING TO PARTICIPATE IN COIN TOSS ON DAY NAMED IN HONOR OF HER FATHER REV. DR. MARTIN LUTHER KING JR.

Dr. Bernice A. King is a global thought leader, strategist, solutionist, orator, peace advocate, and CEO of the Martin Luther King, Jr. Center For Nonviolent Social Change (The King Center), which was founded by her mother as the official living memorial to the life, work, and legacy of her father. In this position, Bernice continues to advance her parents' legacy of nonviolent social change through policy, advocacy, research, as well as education & training through the Kingian philosophy of nonviolence, which she re-branded Nonviolence365™ (NV365).

Through her work at The King Center, she educates youth and adults around the world about the nonviolent principles and strategies modeled by her parents.

Under her leadership, the Center has implemented numerous initiatives reaching over 500,000 people around the world, including the Beloved Community Leadership Academy, Students with King, NV365 Education & Training, and The Beloved Community Talks, a courageous conversations platform about the difficult racial and social justice issues impacting our world. Dr. King led the development of an NV365 certification program for trainers, which provides individuals with the opportunity to teach the NV365 curriculum on behalf of The King Center. She is an instructor for the program and a trainer.

Dr. King received both a Juris Doctor (JD) and a Master of Divinity (MDiv) Degree from Emory University, and a Bachelor's Degree in Psychology from Spelman College. From 1990 -1992 she served as a law clerk for Judge Glenda Hatchett, the Chief Judge of The Fulton County Juvenile Detention Court. She served for seven years as an Assistant Pastor of Greater Rising Star Baptist Church in Atlanta where she organized and developed several new ministries. In 2007, she established the Be A King Scholarship in honor of her mother at Spelman College. Dr. King spearheaded the 2013 "Let Freedom Ring" event commemorating the 50th Anniversary of The March on Washington and her father's "I Have a Dream" speech. The global event included President Barack Obama, President Bill Clinton, and President Jimmy Carter, members of Congress, as well as many other international leaders, dignitaries, and entertainers. In March 2018, Dr. King was fortunate to have a private audience with his holiness, Pope Francis. In 2020, she was influential in encouraging Atlanta Business leaders to actively support major racial equity and social justice issues, including the successful passage of Georgia's Hate Crime legislation.

Dr. King has received numerous awards and recognitions. She is the recipient of two Phoenix Awards. She received her first in 2020 from The Congressional Black Caucus Foundation, where The Phoenix Award recognizes individuals who have made significant contributions to society and is their highest award. The second Phoenix Award was received in 2023 from the City of Atlanta. It recognizes outstanding achievements and service to the city, state, nation, and world, and is the highest award an individual or group can receive from the Mayor of the City of Atlanta. In addition to these awards, in 2021, she received the Atlanta Business Chronicle Lifetime Achievement Award for Diversity, Equity, and Inclusion. She also received an honorary Doctor of Divinity from Wesley College and Clinton College, an honorary Doctor of Humane Letters from Spelman College, and an honorary Doctor of Laws from Grinnell College. As a noted author, she has to her credit, "Hard Questions, Heart Answers," as well as a children's book entitled "It Starts with Me," which is a part of The King Center's Be Love movement.

She is a member of the State Bar of Georgia, admitted since 1992; a registered mediator through the Georgia Office of Dispute Resolution; a member of Alpha Kappa Alpha Sorority Incorporated (AKA), the Rotary Club of Atlanta, the International Women's Forum (IWF), the National Council of Negro Women (NCNW), and the 50th Anniversary class of Leadership Atlanta (2020); a board member of The King Center, and The National Black Bank Foundation (NBBF). Dr. King is also Advisory Council Chair for Ready Life, a Fintech (Financial Technology) Services company that provides a novel pathway to home ownership without a credit score. Additionally, she serves as Senior Vice President of Corporate Strategy and Alliance for Redemption Holdings, an investor Company acquiring an existing profitable bank to build a tech-enabled minority focused financial institution (A Black Bank). Dr. King is an innovative, inspirational, and transformational leader. She is devoted to advancing the legacy of her parents, and to ensuring that new generations of influencers are introduced to their teachings, The King Center, as well as the work of creating the Beloved Community, with Nonviolence365 as the pathway.

PLAYFF

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SCHEDULE AND SEATING

GAME DAY SCHEDULE

10 A.M. ET

**CFP TICKET SERVICES OPENS, GATE 1
MERCEDES-BENZ STADIUM PARKING LOTS OPEN**

*Please visit www.mercedesbenzstadium.com/parking-and-transportation
for opening times of additional lots as times will vary.

4:30 P.M. ET

MERCEDES-BENZ STADIUM GATES OPEN

7:30 P.M. ET

KICKOFF

**END OF 2ND
QUARTER**

CFP TICKET SERVICES CLOSES

**ONE HOUR
POSTGAME**

MERCEDES-BENZ STADIUM PARKING LOTS CLOSE



PROHIBITED ITEMS

Guests are encouraged to leave prohibited items at home or in their vehicles. All guests are subject to search prior to entry. Any guest intentionally possessing a prohibited item at Mercedes-Benz Stadium could result in denial of entry and/or ejection without refund, loss of ticket privileges for future games/events and/or possible arrest and prosecution.

For additional information related to policies at Mercedes-Benz Stadium, please visit www.mercedesbenzstadium.com/a-to-z-guide.

- **AEROSOL CANS OR PRESSURIZED CONTAINERS.**
- **ALCOHOL, ILLEGAL DRUGS OR HARMFUL CHEMICALS.**
- **ANIMALS (EXCEPT SERVICE ANIMALS).**
- **ANY CLEAR BAG LARGER THAN 12" X 6" X 12" OR THAT DOES NOT COMPLY WITH THE CFP CLEAR BAG POLICY.**
- **BATTERIES: LOOSE BATTERIES, OR BATTERIES NOT USED IN A WORKING, PERMITTED DEVICE WILL NOT BE ALLOWED INTO THE STADIUM. GUESTS SHOULD BE PREPARED TO DEMONSTRATE THE BATTERIES OPERATIONAL USE IN A PERMITTED DEVICE TO SECURITY PERSONNEL UPON REQUEST.**
- **BOTTLES, CANS, GLASS, THERMOSES/CUPS AND OTHER BEVERAGE CONTAINERS.**
- **CAMERAS WITH LENS LONGER THAN 6" (DETACHABLE OR NON-DETACHABLE) AND CAMERA BAGS THAT DO NOT MEET THE CFP CLEAR BAG POLICY.**
- **CHAIRS, BOOSTER SEATS, STOOLS OR OTHER SEATING DEVICES.**
- **DEVICES DEEMED SUSPICIOUS BY STADIUM SECURITY IN THEIR SOLE DISCRETION ARE PROHIBITED.**
- **DEVICES THAT MAY INTERFERE WITH AND/OR DISTRACT ANY SPORTS OR EVENT PARTICIPANT, OTHER GUESTS, AUDIO OR AUDIO/VISUAL TELECAST OR RECORDING OF THE GAME OR EVENT OR ANY TECHNOLOGY-RELATED SERVICE PROVIDED IN THE STADIUM.**
- **HOVERBOARDS.**
- **INFLATED BALLS, INCLUDING BEACH BALLS OR ANY MISSILE OR OBJECT THAT CAN BE USED AS A PROJECTILE.**
- **LARGE UMBRELLAS (MUST BE UNDER 33 INCHES TO BE ALLOWED IN THE BUILDING).**
- **LASER POINTERS AND LIGHTS.**
- **MASKS THAT COVER OR CONCEAL IDENTITY; MASKS RELATED TO HEALTH PROVISIONS ARE PERMITTED.**
- **MONO/TRIPODS AND SELFIE-STICKS.**
- **NOISEMAKERS, INCLUDING BUT NOT LIMITED TO, WHISTLES AND HORNS.**
- **OUTSIDE FOOD AND DRINK.**
- **PYROTECHNICS AND FIREWORKS OF ANY KIND INCLUDING, BUT NOT LIMITED TO, FLARES, SMOKE BOMBS OR INCENDIARY DEVICES.**
- **REMOTE CONTROLLED AIRCRAFT OR UNMANNED AIRCRAFT SYSTEMS (DRONES).**
- **SIGNS OR FLAGS (NO LARGER THAN 3' X 5'), SHAKERS, POM-POMS OR ANY ITEM WITH A POLE OR STICK.**
- **WEAPONS OF ANY KIND INCLUDING, BUT NOT LIMITED TO, KNIVES (OF ANY LENGTH), PEPPER SPRAY, STUN GUNS, CONCEALED WEAPONS AND FIREARMS.**

ANY ITEM OR ACTION DEEMED DANGEROUS, UNNECESSARY, INAPPROPRIATE OR SUSPICIOUS BY NATURE BY ANY MBS TEAM MEMBER.

***Diaper bags must be clear and comply with the CFP Clear Bag Policy and are subject to search upon entry. Exceptions to the CFP Clear Bag Policy will only be made for medically-necessary items after proper inspection by security personnel.**

CODE OF CONDUCT

Mercedes-Benz Stadium is committed to creating a safe and enjoyable atmosphere for all national championship guests. All fans are expected to adhere to the Fan Code of Conduct while inside the stadium and on the surrounding property. Violations to the Fan Code of Conduct include, but are not limited to:

Intoxication or other signs of alcohol or substance impairment that results in irresponsible behavior. Behavior that is unruly, disruptive, threatening, or illegal in nature, or conduct that results in damage to the venue or other personal property.

Possession of an unauthorized device or other prohibited items. Failing to follow instructions of law enforcement, security personnel and/or guest services regarding stadium operations, policies and/or emergency response procedures.

Foul or abusive language, offensive language or obscene gestures, to include the use of such language or gestures concerning a person's race, ethnicity, color, gender, religion, creed, disability, age, sexual orientation, gender identity/expression or national origin; or to instigate, incite or encourage a confrontation or physical assault.

Displaying signs, symbols or images for commercial purposes or for electioneering, campaigning or advocating for or against any candidate, political party, legislative issue, or government action. Verbal or physical harassment of officials, players, staff or other fans.



Any behavior that otherwise targets other fans or interferes with other fans' enjoyment of the game, such as reasonably obstructing the view of other guests.

Interference with the progress of the game (including throwing objects, declining to return a ball that enters the stands or attempting to enter the field or any other location other than that permitted by the fan's ticket or credential).

Making unauthorized transmissions or play-by-play accounts of the CFP National Championship. Trespassing, soliciting, peddling and loitering are prohibited.

Mercedes-Benz Stadium is a non-smoking, non-vaping and tobacco free campus. The use of any tobacco-based products, e-cigarettes and vaporizers, inside of the stadium or within the immediate gate plazas, is strictly prohibited.

Any conduct deemed inappropriate or dangerous to fans, participants or team members. Mercedes-Benz Stadium personnel will promptly intervene when necessary to ensure the Fan Code of Conduct is enforced. Mercedes-Benz Stadium reserves the right to refuse entry to anyone who has engaged in harassment of officials, team members, staff and/or other fans or who have otherwise violated this Fan Code of Conduct using social or digital media or other forms of communication.

2025

EVENT SCHEDULE

JANUARY 18 - 20 | ATLANTA, GEORGIA



SATURDAY, JANUARY 18 - MONDAY, JANUARY 20
GEORGIA WORLD CONGRESS CENTER - HALL A



SATURDAY, JANUARY 18TH - SUNDAY, JANUARY 19TH
STATE FARM ARENA



SATURDAY, JANUARY 18
GEORGIA WORLD CONGRESS CENTER - HALL A



SUNDAY, JANUARY 19
GEORGIA INTERNATIONAL PLAZA



SUNDAY, JANUARY 19
GEORGIA AQUARIUM

IMPORTANT CONTACT INFORMATION

CITY OF ATLANTA EMERGENCY INFORMATION

While in the City of Atlanta, guests are encouraged to sign up for event-specific safety notifications by texting **CFPAtlanta** to **24639**. The CFP has partnered with the City of Atlanta to share important information on traffic management, event protocols and emergency alerts using this system. These alerts will only be sent during the national championship weekend, and users may opt out at any time.

MERCEDES-BENZ STADIUM EMERGENCY INFORMATION

In the event of an emergency at Mercedes-Benz Stadium, event staff, event security and police officers are available to assist all guests. Pertinent information regarding the emergency and evacuation procedures will be provided over the public-address system and on the stadium televisions and scoreboards.

Guests are encouraged to report issues or concerns inside of the stadium by calling 470-341-5020 or texting 470-444-0234 with a brief description of the issue.

FIRST AID

Guests that require medical assistance are encouraged to contact any nearby stadium Team Member or Security Personnel. Guests who begin to feel ill, or who need assistance, may also call the Stadium Operations Center at 470-341-5020 or text 470-444-0234. First-Aid stations are located at sections 133, 243 and 345.

GUEST EXPERIENCE

There are six Guest Service Centers located throughout the stadium, they are located at Sections 116, 201, 244, 301 and at both Gate 1 and Gate 2 entrances. Guest Service Centers assist guests with lost and found items, reuniting parents and children, guest feedback, stadium directions, mobility assistance and general information.



TICKETS

AUTHORIZED TICKET DISTRIBUTORS

The College Football Playoff, including its sponsor and stakeholders, Playoff Premium, the Atlanta 2025 Football Host Committee, Ticketmaster (Fan-to-Fan Ticket Exchange) and participating teams and conferences are authorized ticket distributors. All persons are advised to purchase tickets from authorized ticket distributors.

In order to safely secure seats, it is recommended that guests review the official fan-to-fan resale site for potential seats to purchase, by visiting the **2025 College Football Playoff's National Championship** Ticketmaster website. To view available ADA seats, adjust the filter to 'Show Accessible Tickets.' If ADA inventory is unavailable, guests are encouraged to check periodically around the week and weekend before the game, to view new listings. ADA exchanges are limited in availability only on the day of the game once stadium gates have opened. Fans with valid game tickets may visit any Guest Services Center inside the stadium to inquire about accessible seating relocation. **Please be aware that these exchanges and relocations are subject to limited availability and will be processed in the order they are requested.**

CFP TICKET SERVICES

CFP Ticket Services is located at Gate 1, Windows 5-10, near the NW corner of Mercedes-Benz Stadium and will open at 10 a.m. ET on game day. For CFP ticket questions, please email tickets@collegefootballplayoff.com or chat with us at www.collegefootballplayoff.com/chat.

PLAYOFF PREMIUM

Playoff Premium is the official premium hospitality program for the College Football Playoff National Championship. The unique suite and ticket packages available through Playoff Premium include the best seats on game day and an unparalleled multi-day experience leading up to the national championship game with access to exclusive parties, private hospitality, premium gifting and a dedicated concierge service. Additional information can be found at www.playoffpremium.com. REVELxp is the exclusive Playoff Premium provider.

RESALE OF TICKETS

Fans who purchase tickets from someone other than Ticketmaster or participating institutions or conferences do so at their own risk. The tickets could be counterfeit. The College Football Playoff is not responsible for and will not provide a replacement or refund of any kind for invalid tickets purchased through an unauthorized secondary ticket provider.

SCALPING AND PROFITEERING POLICIES

The resale or attempted reselling of tickets on Mercedes-Benz Stadium property is prohibited by law. Violators will be removed from the premises and subject to arrest and prosecution as appropriate.

STUDENT-ATHLETE GUEST TICKET DISTRIBUTION

Student-athlete guests must enter Mercedes-Benz Stadium near Gate 1 near the north part of the stadium via a pass list on game day starting at 4:30 p.m. ET.

TICKET POLICY

All individuals, regardless of age, require a ticket for stadium entry. Lap passes are not issued.

STADIUM INFORMATION

MERCEDES-BENZ STADIUM | 1 AMB DR NW, ATLANTA, GA 30313

BANNER, FLAGS AND SIGNS

Handheld banners and signs smaller than 3' x 5' are permitted in Mercedes-Benz Stadium, provided they are not commercial, political or obscene. Signs may not be affixed or hung anywhere within Mercedes-Benz Stadium. Signs may not be displayed obstructing the views of other fans nor stadium scoreboards/advertising signage. Signs cannot utilize wood, metal, plastic or similar types of materials for support. Signage cannot be battery operated or contain lights. Signage not permitted within the stadium will be disposed of by stadium security unless the guest wishes to return it to their vehicle before entry. Mercedes-Benz Stadium Management and the College Football Playoff reserve the right to prohibit or remove signs that do not meet these guidelines and may modify these requirements as necessary.

CAMERAS

Guests are welcome to use still cameras for personal use at Mercedes-Benz Stadium. Tripods, monopods, "selfie sticks" and cameras with a lens longer than 6" (detachable and attachable) will not be permitted into stadium. Video cameras and video recording of events with other devices at Mercedes-Benz Stadium is prohibited.

CASHLESS STADIUM

Mercedes-Benz Stadium is a cashless facility, and all guests should prepare accordingly. All points of sale at the stadium accept cards or mobile payments only. The stadium is equipped with two ReadySTATION kiosks to convert cash to a prepaid debit card that can be used anywhere VISA is accepted. ReadySTATIONS are located in Section 122 and outside the Main Team Store on 100 Level Concourse.

CHARGING STATIONS

There are charging stations located throughout Mercedes-Benz Stadium to ensure all guests can recharge their mobile devices throughout the game. The charging stations are located in the Delta Club, Mercedes-Benz Club, throughout the 100-300 Level Concourses and in Gate 1 and 2 at the Guest Services Location.

LOST AND FOUND

Guests who need to claim or report lost items should do so at the nearest Guest Service Center located at Sections 116, 201, 244, 301 and at both Gate 1 and Gate 2. Guests who have lost items lost at the CFP National Championship should call the Guest Services Hotline at 470-341-5000 (select option #3 for Guest Service) for information and/or fill out the **Lost Claim form** online. Items lost at the event are held in a locked storage area for 30 days and are then disposed of or donated to a charitable

organization. Mercedes-Benz Stadium and the College Football Playoff cannot be held responsible for lost or damaged items. For assistance retrieving items left behind at the Mobile Locker Truck on event day, please email hello@themobilelockerco.com.

NOISEMAKERS

Musical instruments or any type of noise-making devices are not permitted inside Mercedes-Benz Stadium. This includes items like air horns, cowbells and whistles.

RESTROOMS

Restrooms are located throughout Mercedes-Benz Stadium. All restrooms are accessible, and nearly all are equipped with a baby-changing table. Please ask any staff member for directions to the closest restroom. All-inclusive restrooms are located on the first, second and third level concourses.

SMOKING

Mercedes-Benz Stadium is a non-smoking, non-vaping and tobacco free campus. The use of any tobacco-based products, e-cigarettes and vaporizers, inside of the stadium or within the immediate gate plazas, is strictly prohibited.

UMBRELLAS

Large umbrellas are prohibited. An umbrella must be under 33 inches to be allowed in the building and must remain closed inside the building. Guests are asked to leave large umbrellas in their vehicles prior to entering the stadium.

FOR PARENTS AND CHILDREN

ALL-INCLUSIVE RESTROOMS

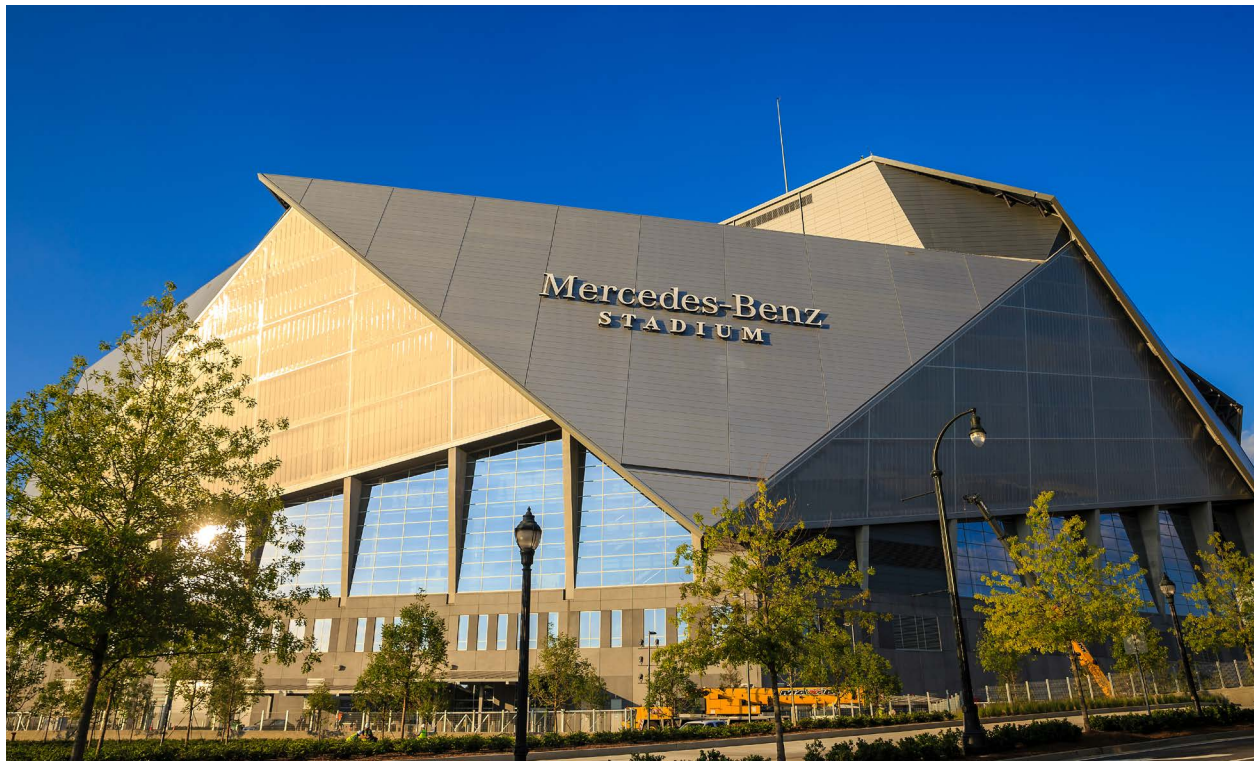
All restrooms are accessible, with dedicated stalls designed to accommodate individuals with disabilities and nearly all these stalls are equipped with a baby-changing table. For exact locations, please reference the **Stadium Map** on the Mercedes-Benz website. Women, Men and Family Restrooms are listed for each level.

NURSING LOUNGE

Breastfeeding or pumping parents are welcome to breastfeed their child wherever they feel comfortable. There are lactation suites located at Sections 132 and 332 in addition to the built-in rooms located near Sections 116 and 219, for your privacy and convenience.

STROLLERS AND CAR SEATS

Strollers and car seats are permitted inside Mercedes-Benz Stadium but are not permitted in stadium seating areas. Strollers and car seats must be checked at the Guest Services locations at Gate 1, Gate 2, Section 116 and Section 244.



GUESTS WITH DISABILITIES

ACCESSIBLE SEAT EXCHANGE

During the event, fans with valid tickets who are not able to get to their seat due to a disability or impairment may visit a Guest Services location to inquire about an accessible relocation seat. Please be advised that such exchanges and relocations are very limited and subject to seat availability. Accessible relocations are accommodated on a first-come, first-serve basis. Guest Service Centers are located at Gate 1, Gate 2 and Section 116.

ASSISTIVE LISTENING SYSTEM (ALS)

Mercedes-Benz Stadium is equipped with an Assistive Listening System (ALS). The service provides assistive listening for all public-address announcements. Handheld devices are available first come first serve and can be checked out with a valid government ID at Guest Services Centers located at Sections 116 and 244.

CLOSED CAPTIONING

The captioning is displayed on ribbon boards specifically designated for closed captioning, located in the southwest and northeast corners of the bowl. Public announcements and videos will be captioned, but not music.

ELEVATORS, ESCALATORS AND RAMPS

Public elevators and escalators are available throughout the venue. Priority access to elevators will be given to guests and Team Members with limited mobility. Whenever possible, guests are encouraged to use escalators, stairs, and ramps.

A ramp on the stadium's north side offers access to all levels and provides a convenient exit route. This ramp leads directly to Gate 1 plaza and provides easy access to the Northside Drive Pedestrian Bridge, Vine City-MARTA, The Home Depot Backyard, Soccer Ball Plaza and nearby parking areas.

INTERACTIVE DIGITAL MAP

When you arrive at the stadium, please visit the **Mercedes-Benz Stadium Maps** page to access the interactive digital map. This map helps guests navigate to attractions, restrooms, concessions, your ticket section and other key areas throughout the stadium. The navigation tool can be routed for guests who are traveling to the stadium in wheelchairs. *For your reference, Gates 1 and 2 are recommended ADA-accessible entrances.

SENSORY ROOMS/KITS

Mercedes-Benz Stadium is pleased to offer sensory inclusion services, including an enhanced sensory room and sensory kits at all Guest Services Centers. The sensory room, located near Section 133 on the 100 Level Concourse, is open from 4:30 P.M. ET until the end of the CFP National Championship. Children must be accompanied by an adult to use the room. For help finding the sensory room, please contact a Guest Services team member. Access may be limited based on availability and needs.

GUESTS WITH DISABILITIES

SERVICE ANIMALS

Certified service animals are welcome within Mercedes-Benz Stadium. All other animals are prohibited.

WHEELCHAIR INFORMATION

During the CFP National Championship, wheelchair service is available to help guests from stadium gates to their seats and back to the gates after the game. To access this service, scan the nearest QR code at your gate and a stadium worker will be be to assist you to and from your seat. This service is offered at Gate 1, Gate 2, Silver Deck, North Club and North Suites.

Reservations are not required for this service; guests can simply request assistance upon arrival by speaking with a Guest Service team member at their entry gate.

ADDITIONAL RESOURCES

We are committed to ensuring that all guests have an enjoyable and accessible experience at the CFP National Championship. If you have any questions or require assistance during your visit, please do not hesitate to reach out to the Mercedes Benz Stadium Guest Service team.

You can reach out to the CFP Mobility Assistance Program to help with planning and preparation. Contact us via email at CFPMobilityAssistance@gmail.com or by phone at **469-249-1610**.

ALCOHOL POLICY

Mercedes-Benz Stadium follows the Georgia state law that prohibits the sale of alcoholic beverages to persons under the age of 21. To achieve this goal, the following policies have been established to promote the responsible and safe use of alcohol.

- **All guests purchasing alcohol must present a valid ID for each purchase.**
- **No alcohol will be sold to guests who appear to be impaired.**
- **There is a two (2) alcohol drink limit, per transaction.**
- **Alcohol sales on the concourses and in the seating, areas will generally terminate at the end of the third quarter.**
- **Management reserves the right to cut off alcohol sales at its discretion.**
- **Guests passing alcohol to minors will be ejected and subject to arrest.**
- **Guests possessing alcohol, who do not have proof of being at least 21 years of age, may be ejected.**
- **Mercedes-Benz Stadium Staff reserves the right to refuse the sale of alcohol to any guest.**
- **Glass beverage containers may not be removed from Club/Suite areas.**
- **Students in participating institution sections are required to pour their beverages into stadium-provided cups. This applies to all seat holders in these sections.**

Alcoholic beverages may not be brought into the stadium. Any attempt to bring alcohol into the stadium will be considered a violation of the Fan Code of Conduct and may result in the guests being ejected, arrested or tickets being revoked. All guests must finish and dispose of alcoholic beverages before exiting the stadium property.

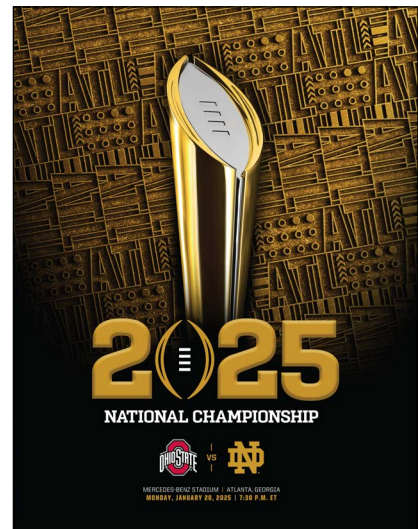
CFP MERCHANDISE

Guests are encouraged to gear up in official College Football Playoff tees, jackets, hats, polos and more. Purchases of official CFP merchandise benefit the College Football Playoff Foundation and its Extra Yard for Teachers Initiative. An amazing collection of novelty items and collectibles will also be available at locations throughout Mercedes-Benz Stadium and online at www.shop.collegefootballplayoff.com.

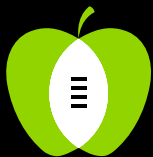
SOUVENIR PROGRAMS

The College Football Playoff National Championship official souvenir program will be available for purchase at all merchandise locations throughout Mercedes-Benz Stadium.

Mercedes-Benz Stadium is a cashless facility and all guests should prepare accordingly. All points of sale for merchandise and programs are credit card or debit card only.



EXTRA YARD^{FOR}TEACHERS



**EXTRA YARD
FOR TEACHERS**

COLLEGE FOOTBALL PLAYOFF
FOUNDATION

The College Football Playoff (CFP) Foundation is the 501(c)3 non-profit organization serving as the community engagement arm of the College Football Playoff. Educators are inspired and empowered by the CFP Foundation through recognition, resources, recruitment, and retention programs. Through partnerships with institutions of higher education, sports organizations, corporations and non-profits, the CFP Foundation makes a significant contribution to PK-12 education.



RECOGNITION

We bring sports and education communities together to elevate the teaching profession.



RESOURCES

The majority of our investments go directly to teacher and classroom resources so that their students get what they need.



PROFESSIONAL DEVELOPMENT

We inspire and empower teachers through events and professional development programs.



RECRUITMENT

We work with universities, high schools and other non-profit organizations to attract quality future educators and keep great teachers in the classroom.

\$80M in support
of education

550k teachers
supported

12M students
reached

60k schools
benefited

@CFPEXtraYard #GreatTeachersChangeLives

PLAYOFF GREEN IS A GLOBAL LEADER IN EVENT SUSTAINABILITY. WITH OVER 5 YEARS OF BOOTS-ON-THE-GROUND ACTIVATIONS, THE COLLEGE FOOTBALL PLAYOFF IS COMMITTED TO MINIMIZING OUR ENVIRONMENTAL IMPACT, MAXIMIZING OUR REACH, AND DEMONSTRATING SUSTAINABILITY BEST PRACTICES FOR FUTURE EVENTS.

Leave No Trace

Mitigating the environment impacts across waste, energy, and water through innovative operations from **load-in to load-out** at all major CFP locations.

See the [2023 Playoff Green Impact Report](#)

Mercedes Benz Stadium and State Farm Arena were two of the first stadiums in the world to receive the *Platinum TRUE Certification, which means they keep 90%+ of all waste out of the landfill.

*Total Resource Use and Recovery administered by the Green Business Certification Inc. (GBCI)

Activate Youth

Supporting the needs of the local youth through **empowerment and education**.

In 2023, Playoff Green repurposed a field from Championship Tailgate to Ted Watkins Memorial Park in Los Angeles, providing a sports field for local youth in an under-resourced community.

Energize Fans

Inspiring and teaching fans to act on climate change and critical socio-environmental challenges in their communities.



📍 @CFPGreen

Share the love, leave us a quote, and get featured on our social media for composting or recycling!

HOW YOU CAN PARTICIPATE?

Separate your waste!

Across the entire CFP campus, you will find **color-coordinated bins** to separate your recycling (bottles, cans) from your food waste and the compostable food packaging products.

Nearly all the **food packaging** across the CFP Campus is **made of plants** and can be composted at an industrial compost facility.

Walk or bike or use MARTA!

It is simple, but it goes a long way. Transportation is a major contributor to U.S. greenhouse gas emissions.

There are **250 bike racks** available for use around the stadium and on the Georgia World Congress Center campus. Mercedes-Benz Stadium offers a free bike valet service.

Mercedes-Benz Stadium has **two MARTA rail stations** (Vine City and GWCC/CNN/State Farm Arena) located within ¼ mile of the stadium.



COLLEGE FOOTBALL PLAYOFF