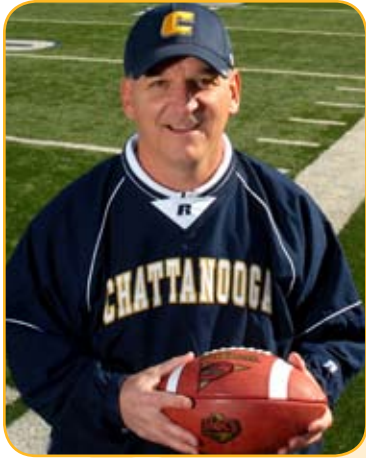




**CHATTANOOGA MOCS
FAN GUIDE**

2009



The goal of our program for the upcoming season is to "Restore the Glory" to Chattanooga Football and we are going to need everyone's help. As a member of two Southern Conference Championship teams during my playing days at UTC, I remember how much impact the fans had on us as student-athletes on game days. A full house at Chamberlain Field provided us with that extra boost we needed to get the win on many occasions.

I know that fan support is key in building a successful collegiate football program. I am asking you to join us for every home game in 2009. We are working hard to provide an entertaining and talented football team that all of the Mocs students, fans and alumni can be proud of.

With your help, I am confident that we can create an intimidating environment at Finley Stadium and help to "Restore the Glory" to Chattanooga Football.

Go Mocs!
Russ Huesman, Head Coach

We guide, encourage and support our Student-Athletes in their quest for comprehensive excellence—academically, athletically and socially. Above all else, we prepare our students for productive and meaningful lives.



RESTORE THE GLORY

2009 Home Schedule and Promotions

Date	Day	Opponent	Time
Sept. 3	Thursday	Glenville State <i>Opening Night!</i>	7:00 p.m.
Sept. 12	Saturday	Furman* <i>Youth Day</i>	6:00 p.m.
Sept. 26	Saturday	Wofford* <i>Homecoming Gold Rush!</i>	6:00 p.m.
Oct. 31	Saturday	Western Carolina* <i>Canned Food Drive Halloween</i>	2:00 p.m.
Nov. 14	Saturday	The Citadel* <i>Hometown Heroes Day Senior Day</i>	2:00 p.m.
Dec. 18	Friday	NCAA FCS Championship**	8:00 p.m.

* Denotes Southern Conference opponent. All times Eastern and subject to change. Please visit GoMocs.com for complete, up-to-date information.

** NCAA FCS Championship game tickets are only included in Skybox Suite season ticket packages. All 2009 Chattanooga Mocs season ticket holders will have an opportunity to purchase these tickets at discounted rates, in advance of their sale to the public. In September, each ticket holder will receive a letter from the Greater Chattanooga Sports and Events Committee with complete details of this offer.

ORDER TICKETS ONLINE AT GOMOCS.COM



WHY SEASON TICKETS?

- Best Seats for all 5 home games!
- 12% Savings compared to individual game tickets.
- Option to purchase 2009 NCAA Division I Football Championship Game tickets at a discount before they go on sale to the public.
- Free Show and Tell Pass with each account-“Show your friends how great it is to have Mocs tickets; give them this voucher to receive four free tickets to any Mocs Home Football Game.”
- Purchase your tickets months before they go on sale to the public.
- Best entertainment value in town.

Season tickets now on sale!
Order Form on the last page.

	Ticket Type	Season Price	Single-Game Price	% Saved on Season Prices
Reserved Chairback*	Public (2 & above)	\$ 88	\$20	12%
	UTC Faculty/Staff	\$ 44	\$10	12%
General Admissions	Adult (18 & Up)	\$ 44	\$10	12%
	UTC Faculty/Staff	\$ 22	\$ 5	12%
	Youth (17 & Under)	\$ 22	\$ 5	12%
	Alumni	\$ 22	\$ 5	12%

* A donation to the UTC Mocs Club is required to access reserved chairback seats. Please see benefits chart on page 7.

For information and pricing on Skybox Suites for the 2009 season, please contact Brian DeWine, Chattanooga Athletics Ticket Manager at (423) 425-5273.



On behalf of over 300 UTC Student-Athletes, thank you very much for your support to UTC Athletics. Your commitment to the Mocs through attendance, loyalty and financial support, aids our student-athletes in their goal of success in the classroom, on the playing field, and in life.

Through our mission we guide, encourage, and support our Student-Athletes in their quest for comprehensive excellence – academically, athletically, and socially. Above all else we prepare students for productive and meaningful lives. Our six governing values include: Integrity, Respect, Positive Attitude, Premier Service, Accountability, and Continuous Improvement.

As the cost of education continues to rise, the need to offset scholarship expenses remains one of our most pressing and critical annual needs. By joining the UTC Mocs Club, your membership gift – no matter what the size – will help provide a UTC student-athlete with the resources needed to achieve comprehensive excellence.

Go Mocs!
Brandon Potts

“The Mocs Club has helped me fulfill my dream of becoming a collegiate student-athlete by working to fund athletic scholarships at UTC. I am grateful for the support that the Mocs Club provides, which has ultimately helped me become an honor roll student while competing in two sports at UTC.”

—Chris Lewis-Harris
Football/Track & Field, SO
4x100M Relay All-SoCon
Athletic Director's Honor Roll



WHAT ARE THE BENEFITS OF THE UTC MOCS CLUB?

Perhaps the greatest benefit of UTC Mocs Club membership is that your annual contribution creates scholarship opportunities for the student-athletes who work hard to represent our University and community with pride. More than 300 Mocs strive to honor your annual loyalty and dedication to their quest for comprehensive excellence. This chart illustrates some of the benefits associated with your yearly UTC Mocs Club membership.

To join or get more information about the UTC Mocs Club, contact Brandon Potts at (423) 425-4233.



2009-10 BENEFITS CHART

Only unrestricted gifts secure benefits in the UTC Mocs Club

	Scrappy \$75	Choo-Choo \$150	Starter Moc \$250	Blue Moc \$500	Silver Moc \$700	Gold Moc \$1,400	Diamond Moc \$2,500	Conductor \$5,000	The Inner Circle \$10,000	Full Scholarship \$17,010#
Current Year Membership and Tax Deduction	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Welcome Package (Window Decal, Membership Card)	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Mocs Points Accumulation (begin implementing in 2010-11)	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑
Priority Men's Basketball 2009 Season Tickets Available (max #)	1 Blue	1 Blue	2 Blue	4 Blue, 1 Gold	6 Blue, 2 Gold	8 Blue, 6 Gold	8 Gold	10 Gold	12 Gold	16 Gold
Priority Football 2009 Season Tickets Available (max #)*†	2 Blue	4 Blue	6 Blue	8 Blue	10 Blue	12 Blue	16 Blue	Unlimited Blue	Unlimited Blue	Unlimited Blue
Reserved Men's Basketball Parking (Season Ticket Holders)		Lot 31	Lot 31	Lot 33	Lot 33	Lot 32	Lot 20	Lot 20	Lot 20	Lot 20
McKenzie Arena Event Ticket Priority				☑	☑	☑	☑	☑	☑	☑
Fball/Bball Pre-Game Hospitality Room Passes = # Season Tickets					☑	☑	☑	☑	☑	☑
Reserved Football Parking (Season Ticket Holders only)*					VIP Lot	VIP Lot	VIP Lot	VIP Lot	VIP Lot	VIP Lot
Media Guide from the Sport of Your Choice (Available for pick-up only)**						☑	☑	☑	☑	☑
Donor Recognition Gift							☑	☑	☑	☑
Porky's Open Entries and Special Event Guests								1	2	4
Basketball VIP Courtside Seating Access								1 game	3 games	Season
Away Game Football OR Basketball Trip***									☑	☑

† Giving levels for seat qualification are PER ACCOUNT, not per seat.

† Valid Finley Stadium Preferred Seat License Holders (PSL) not subject to football priority ticket donation.

† Reserved Parking is based upon availability.

* Applicable for 2009 football season ** Contact the Mocs Club for pick-up *** Football (at Alabama); Basketball (TBA)

Full Scholarship giving level represents the average of a UTC in-state and out-of-state full athletics scholarship.

NOTE: Separate gifts within the same fiscal year are not required for donors to purchase both men's basketball and football season tickets.

ORDER TICKETS ONLINE AT GOMOCS.COM

C HUESMAN'S HUDDLE

HAVE EXTRA TICKETS TO THE GAME?

Want to purchase season tickets and donate them to a local charity or needy family?

Through Huesman's Huddle we are proud to coordinate the donation of your extra tickets so Mocs fans in need who would otherwise not have the chance to go to a game can experience UTC Football! Please call (423) 425-5273 for more details!



Mocs Sports Properties ("MSP") is the multimedia rights holder and sports marketing arm for athletics at The University of Tennessee at Chattanooga Mocs. We are aimed at making an impact on your business by reaching the loyal Mocs fans and alumni throughout the region and the state of Tennessee.

MSP provides one-stop shopping for businesses and corporations looking for advertising, marketing or association with Mocs sports programs. Through targeted business solutions, MSP can customize specific packages to meet your corporate objectives. Sponsorship opportunities include:

For sponsorship opportunities contact the MSP Sales Office at (423) 425-5800.

GO MOCS!

- **RADIO**
- **TELEVISION**
- **SIGNAGE**
- **EVENT IMPACT AND GAMEDAY MARKETING**
- **PRINT AND DIRECT MAIL**
- **HOSPITALITY**
- **ATHLETIC TRADE AND LOGOS**
- **CROSS-RETAIL AND PROMOTIONS**
- **OVERALL MARKETING PARTNERSHIPS**
- **WEB PRESENCE ON GOMOCS.COM**

ORDER TICKETS ONLINE AT GOMOCS.COM





Catch Chattanooga's Team as the 2009 football schedule is packed with five exciting home games including the Thursday Night Home Opener.

	Ticket Type	Single-Game Price
Reserved Chairback	Public (2 & up)	\$20
	UTC Faculty/Staff	\$10
General Admissions	Adult (18 & Up)	\$10
	UTC Faculty/Staff	\$ 5
	Youth (17 & Under)	\$ 5
	Alumni	\$ 5

Single game tickets go on sale August 20th!



Bring your group to the game!

Looking for ways to boost employee morale, reward your customers and employees, or spend quality time with friends and family? Chattanooga Mocs Football provides the best place in the area for your fall group outing. Gather 10 or more people and take advantage of these great benefits:

- Reduced ticket prices.
- Video Board recognition.
- No waiting in ticket lines—have your tickets mailed directly to you!

10 or more fans = \$4 per ticket!

To book your group outing, call our Group Sales Representative at (423) 425-2257. Reservations for Group Tickets must be received 24 hours prior to the game.



ORDER TICKETS ONLINE AT GOMOCS.COM

Great Opportunity

Corporate areas in the Party in the Pavilion are a great opportunity for your organization to...

- Show Customer Appreciation
- Entertain Clients
- Reward Employees

All you have to do is show up and we will do the rest! Don't miss out on this unique opportunity!



What You'll Find

The First Tennessee Pavilion is packed with fun things like...

- Inflatables and games for youth
- Live remotes from local radio stations
- TV's so that you won't miss any other college football action
- And much, much more!



Corporate Rates and Benefits

- Your company will receive a designated section within the pavilion.
- Each company employee/guest will receive food, beverage, and a game ticket.

Hours

The Party in the Pavilion begins 3 hours prior to kick-off on the day of the game and will end 30 minutes prior to the start of the game with the Marching Mocs marching through the First Tennessee Pavilion into Finley Stadium.

Minimum requirement of 25 per Corporate Group to make reservation. Spaces are limited. Orders received first will be given priority.

For pricing and more information, contact Mocs Sports Properties at (423) 425-5800.

Have your youth team be on the field as the Mocs run through the Tunnel!

Each game a limited number of youth teams will have the opportunity to form the "human tunnel" as the Mocs run out of the locker room on gameday.

Call (423) 425-2257 to reserve this special outing.

\$6 PER TICKET

HURRY... SPACE IS LIMITED!



ORDER TICKETS ONLINE AT GOMOCS.COM

Proud Hotel Sponsors of your Chattanooga Mocs!



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Making the right call off the field is just as important.



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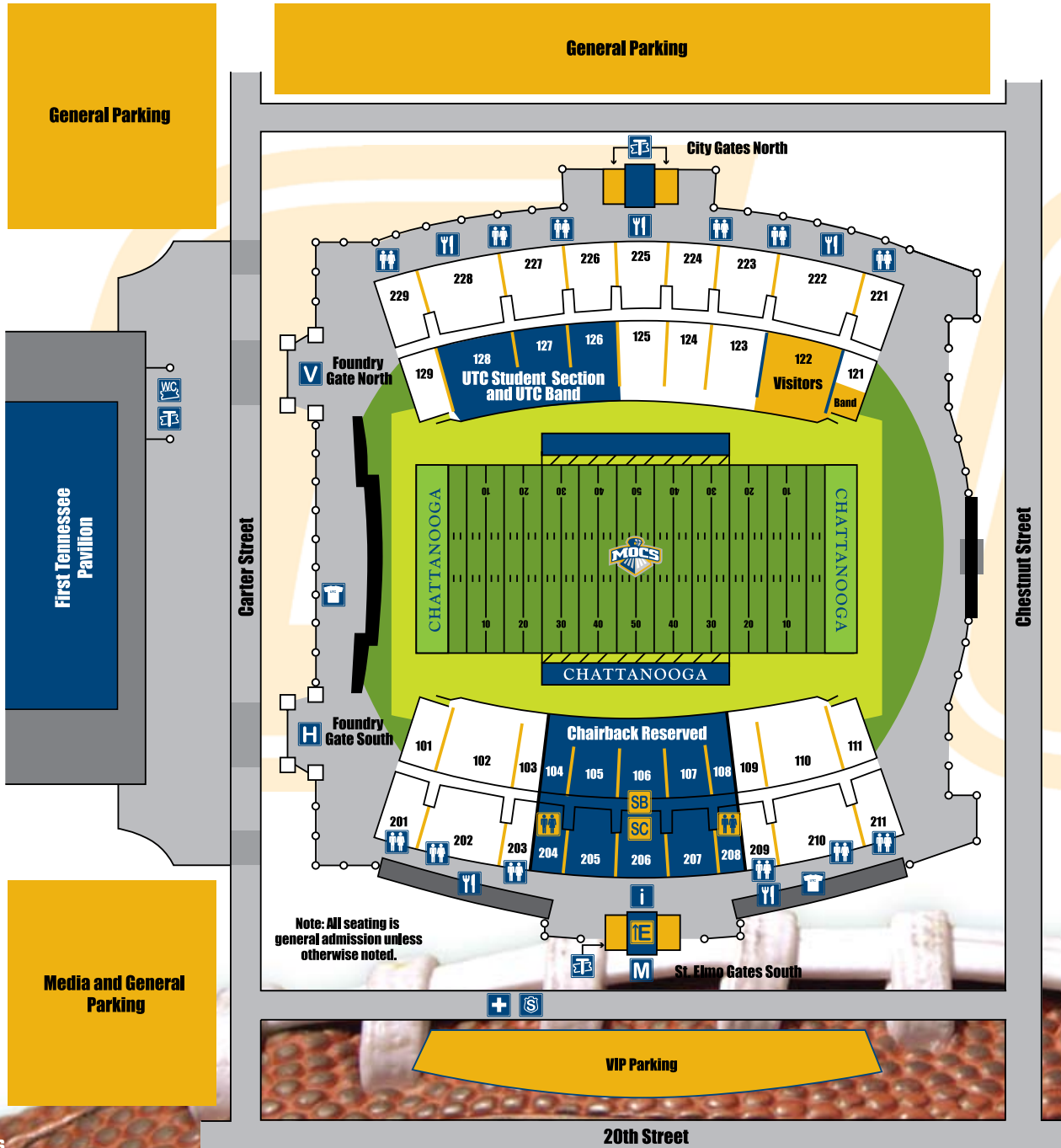
**HEALTHY
COMPETITION**
healthycompetitionTN.org



C STADIUM MAP

PARKING, CONCESSIONS, SHOPPING AND MORE!

Order tickets online today at GoMocs.com



Note: All seating is general admission unless otherwise noted.

- Bookstore and Souvenirs**
- Concessions**
- Elevator**
- First Aid**
- Home Player Pass/Team Will Call**
- Information**
- Media Entrance**
- Restrooms**
- Security**
- Stadium Club** Located on Concourse Level
- Tickets**
- Visitor Player Pass/Team Will Call**
- Will Call: General Public and Media**

SB Sky Box Located on the 2nd and 3rd floors

		PRESS BOX (Includes Coaches, AD's and Press)										CHANCELLOR'S BOX									
221	311	310	309	308	307	306	305	304	303	302	301	300	299	298	297	296	295	294	293	292	291

Get your tickets ordered today!

By Phone: (423) 266-MOCS (6627)

Online: www.GoMocs.com

Order Form: Fill out the order form OR Mail to:
 on the next page, then **Chattanooga Athletics Ticket Office**
 Fax to: (423) 425-2160 The McKenzie Arena, Dept 3503
 615 McCallie Ave
 Chattanooga, TN 37403

What if I just want to purchase Individual Game Tickets?

Purchase and print your tickets at home at www.GoMocs.com or call (423) 266-MOCS to place your order on or after August 20.

What if I am interested in a Group Outing?

Call our Group Sales Representative at (423) 425-2257 to arrange your special event.

What if I am interested in the Party in the Pavilion?

Contact Mocs Sports Properties at (423) 425-5800.

When do I receive my season tickets?

Tickets will be mailed in the middle of August.

For additional questions, please contact Brian DeWine at (423) 425-5273.

Season Tickets	Price	Qty	Total
Skybox Reserved	Please contact the UTC Athletics Ticket Office at (423) 425-5273 for Skybox pricing and availability.		
Reserved Chairback *Donation Required	Public (2 and above)	\$ 88	\$
	UTC Faculty/Staff	\$ 44	\$
	UTC Mocs Club Donation (see page 7)	-	\$
General Admission	Adult (18 and up)	\$ 44	\$
	UTC Faculty/Staff	\$ 22	\$
	Youth (17 and under)	\$ 22	\$
	Alumni	\$ 22	\$
Handling Fee <small>(Please add \$3 per season ticket on all Reserved Chairback and General Admission orders.)</small>			\$
Total Payment			\$

Full Name _____ Email Address _____

Address _____ City _____ State _____ Zip _____

Phone _____ Referred By _____

Check (UTC Athletics) Visa MasterCard

Credit Card Number _____ Expiration Date _____

Signature _____

* UTC Mocs Club

A donation to the UTC Mocs Club is required to access reserved chairback seats. Please see the benefits chart on page 7 or call (423) 425-4233 for more information.

Office Use Only			
Clerk	Date Received	Seats	Date Mailed



Chattanooga Athletics Ticket Office

The McKenzie Arena, Dept 3503
615 McCallie Ave
Chattanooga, TN 37403

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