

BREWERS.COM/GROUPS (414) 902-GRPS(4777)

THANK YOU FOR BEING A BREWERS GROUP LEADER



You're the star of your team-the linchpin to your group's success. You have put in all kinds of hard work and preparation; now it is our turn to help bring your group outing to life. This handbook is your road map to executing the perfect Group Outing-one that will create memories that last a lifetime. So follow along as we provide you all the details you need to host a memorable day at the ballpark.

GROUP LEADER CLUBHOUSE

This is your spot to access information on your Group Leader perks, get insider information and discover all of the details you need to make your group outing a huge success. To access this exclusive clubhouse, visit <u>brewers.com/groupleader</u>.

GROUP SURVEY

Following your group outing, we will send you an email with a short survey. We value your feedback and in an effort to continuously improve the Group experience, we look forward to hearing from you.

ALL-INCLUSIVE AREA PRESALE*

Purchase tickets to any of our amazing All-Inclusive Areas, and you will automatically be eligible to participate in our exclusive All-Inclusive Area Presale for next season. You'll receive the first opportunity to select your date and area prior to the general public.

GENERAL PRESALE*

Purchase group tickets to a Brewers game, and you will automatically be eligible to participate in our exclusive Group Ticket Presale for next season. You'll receive the opportunity to reserve your group tickets for the next season before they go on sale to the general public.

*Must subscribe to Brewers newsletter through your MLB account on Brewers.com.



GROUP LEADER PERKS & RESOURCES

As a Brewers Group Leader you have made a significant investment in our organization, and we are committed to providing you with all of the resources you need to make your experience an incredible one. In appreciation of your support, we are pleased to offer you perks and resources available exclusively to Group Leaders.

	GROUP SIZE						
BENEFITS	25- 99	100- 249	250- 499	500- 749	750- 999	1,000- 1,499	1500+
Tickets to future Brewers home game	2	4	4	4	4	4	4
Per-ticket handling fees waived	٠	•	•	•	•	•	•
Group name recognition	•	•	•	•	•	•	•
Block seating in your preferred location	•	•	•	•	٠	•	•
Option to purchase Added Value Tickets ^{\$}	•	•	•	•	•	•	
Referral Rewards Program*	٠	•	•	•	•	•	•
Create customized tailgate space [%]	•	•	•	•	•	•	•
Personalized service from your Group Sales Representative	•	٠	•	٠	•	•	•
Posters to help promote your event*	•	•	•	•	•	•	•
Charity fundraising for your group %	•	•	•	•	٠	•	•
Access to 2025 Group Presale*	•	•	•	•	•	•	
Postseason presale access for Wild Card and Divisional Series^	•	•	•	•	•	•	•
Concert ticket presale access^		•	•	•	•	•	
Solo recognition on main scoreboard			•	•	•	•	•
Opportunity to purchase Postseason strips				•	•		•
Sausage Race Finish Line participant#				•	•	•	•
Autographed baseball (1)				•	•		
On-field batting practice viewing for two [#]				•	•	•	•
Mascot appearance at Tailgate#				•	•		•
First pitch for a member of your group#					•	•	•
Two tickets to an All-Inclusive Area [#]						•	•
Private 20-person Club Suite							•

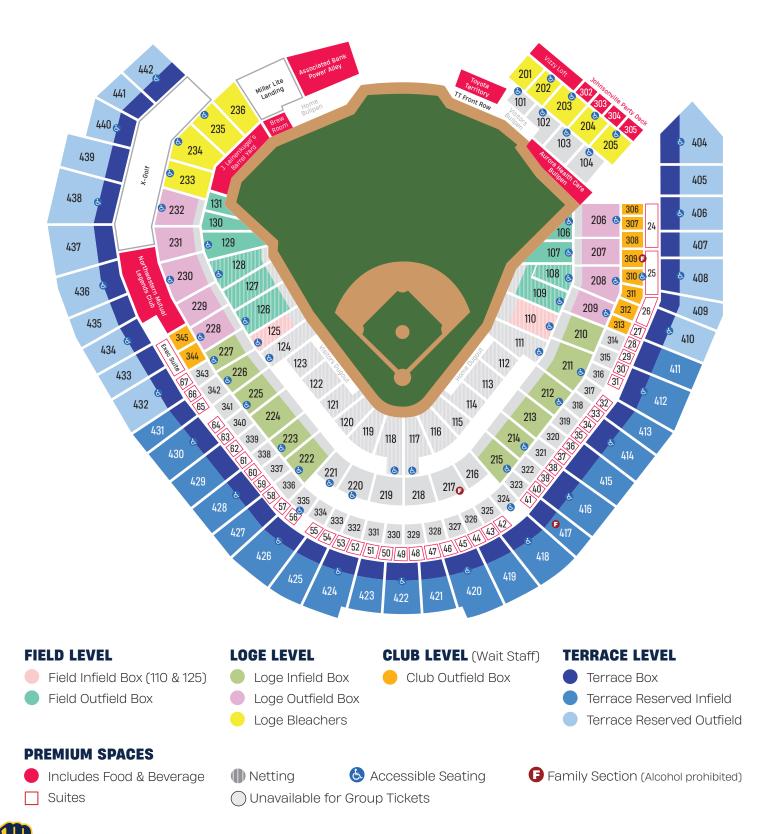
\$ Add money onto your group tickets good for concessions and retail. Receive \$1 bonus credit for every \$5 added.

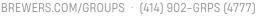
* Visit brewers.com/groupleader for details

% Please call our Group Sales Office for more information ^ Email required # Subject to availability

GROUP SEATING CHART

2024 GROUP SEATING CHART





DEMAND-BASED PRICING

Q: How do the Brewers decide when to change prices?

A&O

A: Demand-based pricing allows us to better analyze specific market conditions. There is no set schedule, and price adjustments will be made according to market demands.

Q: What seating locations are subject to demand-based pricing?

A: All stadium seats are subject to demand-based pricing.

Q: How does demand-based pricing affect the cost and payment of my group tickets?

A: For the Cubs Saturday, full payment is required at the time of booking. For all other Saturday and Fan Giveaway games a 50% down payment is required at the time of booking. The remaining balance is due 60 days prior to the game. For all other dates, a 50% down payment is required at the time of booking. The remaining balance is due 30 days prior to the game. Any group unpaid within 30 days of the game date will be required to pay the demand-based price when the purchase is completed.

Q: What happens if the demand-based price increases before I pay the balance due for my group tickets?

A: If you pay your balance due 30 days or more before your game date, the price of your unpaid tickets will not change. However, if you pay your balance within 29 days of your game date, the price of your unpaid tickets will be subject to the current demand rate and could potentially increase. All additional tickets are subject to demandbased pricing.

Q: How do I know I'm getting the best price for my tickets?

A: Buy early and save. Fans who plan ahead and buy their tickets early will get the best price for their seat locations.

2024 HOME SCHEDULE













VLFILMULII						
SUN	MON	TUE	WED	тни	FRI	SAT
1	2 STL TBD	3 STL 6:40	4 STL 6:40	5	6 COL 7:10	7 COL 6:10
8 COL 1:10	9	10	11	12	13	14
ARI	16 PHI 6:40	17 PHI 6:40	18 PHI 6:40	19 ARI 6:40	20 ARI 7:10	21 ARI 6:10
22 ARI 1:10	23	24	25	26	27 NYM 7:10	28 NYM 6:10
29 NYM	30					

All times CDT. Game dates and times subject to change.



ALL-INCLUSIVE AREAS DETAILS

	FOOD SERVICE HOURS	FULL BUFFET OFFERING	BEVERAGES	SEATING	
ASSOCIATED BANK POWER ALLEY	BEGINS: One hour before first pitch ENDS:	 Johnsonville Brats with Sauerkraut Johnsonville Hot Dogs with Onions Grilled Hamburgers Side Salads Chicken Tenders Wisconsin Mac & Cheese 	 Unlimited soft drinks Two Molson Coors Domestic Beers 	General Admission	
	Two hours after first pitch	Kettle Chips Assorted Cookies			
AURORA HEALTH CARE BULLPEN	BEGINS: One hour before first pitch	 Johnsonville Brats with Sauerkraut Johnsonville Hot Dogs with Onions Nachos with Beef Side Salads 	· Unlimited soft drinks	General Admission	
	ENDS: Two hours after first pitch	 Chicken Tenders Wisconsin Mac & Cheese Kettle Chips Assorted Cookies 	 Two Molson Coors Domestic Beers 		
BREW	BEGINS: One hour before first pitch	 Choice between Ballpark or Barrel Yard packages 	 Unlimited soft drinks Two Molson Coors 	General	
ROOM	ENDS: Two hours after first pitch	Visit Brewers.com/allin for full details	Domestic Beers or One Mixed drink	Admission	
JOHNSONVILLE PARTY DECK	BEGINS: One hour before first pitch	 Johnsonville Brats with Sauerkraut Johnsonville Hot Dogs with Onions Grilled Hamburgers Side Salads 	· Unlimited soft drinks	Assigned Seating	
	ENDS: Two hours after first pitch	 Chicken Tenders Wisconsin Mac & Cheese Kettle Chips Assorted Cookies 	 Two Molson Coors Domestic Beers 		
VIZZY LOFT	BEGINS: One hour before first pitch	 Johnsonville Brats with Sauerkraut Johnsonville Hot Dogs with Onions Grilled Hamburgers 	 Unlimited soft drinks Two Molson Coors Domestic Beers or Vizzy Hard Seltzers 	General Admission	
	ENDS: Two hours after first pitch	 Side Salads Chicken Tenders Wisconsin Mac & Cheese Kettle Chips Assorted Cookies 			
NORTHWESTERN MUTUAL LEGENDS CLUB	BEGINS: 90 min. before first pitch	Dishes Prepared by the Club Chef Carving Station Appetizers and Gourmet Salad Station	· Unlimited soft drinks and coffee	General Admission	
	ENDS: Conclusion of 6th inning	 Johnsonville Brats with Sauerkraut Johnsonville Hot Dogs with Onions Cheese Nachos Assorted Desserts 	Two Molson Coors Domestic Beers or Glasses of House Wine		
TOYOTA TERRITORY	BEGINS: One hour before first pitch	 Johnsonville Brats with Sauerkraut Johnsonville Hot Dogs with Onions Grilled Hamburgers 			
	ENDS: Two hours after first pitch	 Grined Hamburgers Side Salads Chicken Tenders Wisconsin Mac & Cheese Kettle Chips Assorted Cookies 	 Unlimited Soft Drinks Two Molson Coors Domestic Beers 	General Admission	

NOTES: • For vegetarian & other special requests, please call (414) 902-4736. (Not available in the Northwestern Mutual Legends Club) • To order additional drinks for your group, you may run a tab at the bar with a credit card. Please notify the bartender when you arrive.

PARKING AT THE BALLPARK MAP & PRICING



PRICING	ADVANCE* MON-FRI / SAT-SUN & All Cubs Games	DAY-OF-GAME MON-FRI / SAT-SUN & All Cubs Games		
General Parking	\$13 / \$15	\$15 / \$20		
Preferred Parking	\$18 / \$20	\$25 / \$40		
Bus Parking	\$55 / \$70	\$75 / \$100		
*See next page for additional details on Advance Parking.				

PARKING AT THE BALLPARK Details

HOW TO PURCHASE ADVANCE PARKING

PURCHASED MORE THAN 7 DAYS IN ADVANCE OF THE GAME:

Advance parking can be purchased through your Group Sales Representative by calling (414) 902–GRPS (4777).

PURCHASED LESS THAN 7 DAYS IN ADVANCE OF THE GAME:

Advance parking can only be purchased in person at the Ticket Office. Day-of-game rates apply on parking purchased for that day's game.

ACCESSIBLE PARKING

- Accessible parking spaces are available on a first come, first served basis to those displaying a valid state issued hang tag or license plates.
- If you have pre-purchased parking and do not have an appropriate hang tag or license plate, you will be directed to the area indicated on your parking pass.
- If all marked accessible parking spots are exhausted for an event, a parking attendant will direct you to the best available parking.
- Violators who park in accessible parking and fail to display proper plates or permits may be ticketed and/or towed at owner's expense.
- · For additional information, please call (414) 902-4979.

BUS PARKING GUIDELINES

- All commercially licensed oversized vehicles (buses, limos) and non-commercially licensed RVs over 36 feet in length must park in the bus area designated in the American Family Lot, accessible only via Brewers Boulevard.
- Buses are not permitted to enter parking areas via the Mitchell Boulevard entrance off of I-94 East or Westbound.
- No extra spaces can be reserved for tailgating near the buses. If you would like extra space around your bus, the purchase of a custom tailgate space is recommended by calling (414) 902–GRPS (4777).

SPECIAL NEEDS BUS PROCEDURES

Only buses with senior citizens and/or persons with special needs are permitted to drop off at a location other than the bus parking area.

Buses utilizing the special needs drop-off should adhere to the following guidelines:

DROP OFF

- · Bus must arrive at least one hour prior to game time.
- The drop-off area is on the west side of the ballpark (see parking map for exact location). Please enter by taking I-94 to Brewers Boulevard South, followed by the ballpark exit, and stay in the left-hand lane. When you reach the end of the ramp, turn left at the traffic signal, and a parking attendant will assist you.
- Bus drivers and group leaders will receive a number from the parking staff. The bus may conduct a U-turn and proceed back over Brewers Boulevard to the bus parking area, east of Brewers Boulevard and the ballpark, or it may continue along the ring road toward the bus parking area.

PICK UP

- Group Leaders should present their number to the parking staff stationed at the pick-up/drop-off location when their entire group is present and accounted for. Staff will radio to the bus parking area and their bus will be released.
- For pick-up at the conclusion of the game, buses should utilize the same drop-off location and may not pick up at the transit area or Hot Corner.

PARKING LOT OPENING TIMES*

- · Open three (3) hours prior to scheduled start time
- · For 6:40pm start times, parking lots open at 4:10pm

GATE OPENING TIMES*

• Gates open 90 minutes prior to the scheduled start **Subject to change.*



TAILCATING RENTALS & CATERING

TAILGATE RENTALS

- All tailgate rentals, excluding portable restrooms, must be placed through Arena Americas at (414) 831–7047.
- All tent rentals require a minimum of two grids. Contact your Account Executive to ensure you have the proper space requirements.
- Arena Americas will issue a 10% surcharge for all new rental orders placed within seven days of your event.
- Arena Americas will have your rented inventory delivered and set up at your tailgate space upon your arrival at the ballpark.
- Arena Americas will begin taking down tents approximately 30 minutes after the game starts.
- Please inform your Account Executive of any rentals prior to the day of your event to ensure your rental is in the proper location.

RESTROOM/SINK RENTAL

- Tailgate parties of over 200 people should consider providing portable restrooms for their group.
- Arnold's Environmental Services is the exclusive provider of portable restrooms and sinks at the ballpark. For more info, please contact Arnold's Environmental Services at (262) 675–2497.
- Please inform your Account Executive of any rentals prior to the day of your event to ensure your rental is in the proper location.

PUBLIC RESTROOMS

- The Tailgate Haus is the closest area to the tailgate grids that offers public restrooms, opening three hours before game time and closing 30 minutes after the game begins.
- Portable restrooms are also located throughout the Uecker and Yount Parking Lots.

CATERING

All caterers must be licensed to operate at the ballpark.

DELAWARE NORTH CATERING

Delaware North Catering is the official caterer. For information, please call (414) 902-4736.

THIRD-PARTY CATERERS

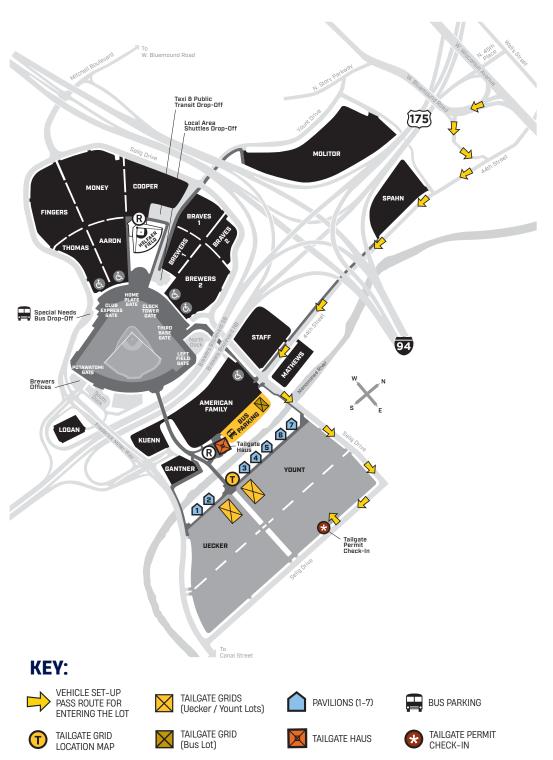
- Outside caterers are permitted to cater events in the ballpark parking lots.
- Third-party caterers must meet all the requirements to be properly licensed and pay a licensing fee with the Brewers.
- All events catered by a third party must take place in the designated tailgate space in the Yount and Uecker parking lots.
- When using a third-party caterer, you may be subject to their fees.
- Below is a list of approved third-party caterers (subject to change):
 - · All Occasions/Bubb's BBQ
 - · Bunzel's Meats and Catering
 - · Matty's Bar & Grill
 - · Premier Catering
 - · Saz's
 - · Zilli Hospitality Group



TAILGATE FACILITIES

PAVILION & TAILGATE HAUS PROCEDURES

- Pavilions and the Tailgate Haus are available for rental through the Group Sales Office. These venues are not open to the general public.
- Pavilions and the Tailgate Haus open three hours prior to game time.
- Parties having their event catered by Delaware North Catering must call (414) 902-4736 to place their order.
- Food and beverage service begins two hours prior to game time for parties catered by Delaware North Catering.
- Members of these parties must pay for parking.
- Parties renting Pavilions may request one set-up pass. Please ask your rep for details. Set-up vehicles should arrive one hour prior to parking lots opening. Advance General Parking must be purchased to utilize set-up pass. See parking lot opening times on page 7.
- No outside food or beverage may be brought into Pavilion 3 or the Tailgate Haus.





CUSTOM TAILGATING

ARRIVING AT THE BALLPARK

- Up to two vehicle set-up passes may be requested for each grid. Grid space can be accessed up to one hour before parking lots open. See parking lot opening times on page 7. (Early arrival accommodations should be made through the Group Sales Office).
- Set-up vehicles MUST park on your grid space.
- All members not involved in the tailgate set-up may arrive when lots open and go to the Tailgate Grid Location Map 🛈 to find their party.
- All members of your tailgate without a set-up vehicle pass, not parked on your grid space, must pay for parking.
- Buses are not allowed to park on the tailgate grids. Buses are required to park in the Bus Parking lot (see 🛱 on map on right).
- For pricing and availability for the tailgate grid in the American Family Lot, please contact the Brewers Group Sales Office at (414) 902-GRPS (4777).

SETTING UP

- All vehicle set-up pass holders must use the vehicle set-up pass route (see 🖒 on map on right).
- Set-up vehicles are required to enter together with Set-up pass(es) at the 44th St. Entrance just north of the ballpark.
- Your exact grid location for you and your group members will be posted on the Tailgate Grid Location Map (see 🗇 on map on right); your location will not be communicated prior to your arrival.
- You will be checked in and escorted to your site by a Tailgate Coordinator. Please do not go to your tailgate site without an escort.

CLEANING UP

TAILGATE SPACE

- Tailgate Permit Holders, as well as caterers, are responsible for thoroughly cleaning the tailgate area before departing.
- · In the event the Permit Holder's tailgate space is not cleaned, a cleaning fee of \$250 will be assessed. Permit Holder acknowledges and accepts this fee by and through the use of the tailgate space.
- Be sure to bring trash bags for garbage. Leave used trash bags by the trash receptacles.

GRILLS/FIRE

- Concrete charcoal barrels are located throughout the parking lots for disposal of all hot coals.
- Always pour water over your coals before disposing of them.
- Never put hot coals in or under your car.



CONTACT US

SALES OFFICE DIRECTORY

Jim Bathey	Vice President – Ticket Sales
	Senior Director – Ticket Sales
Dan Winkelman	Senior Director- Group Sales
Chris Kimball	Director- Group Sales
Steve Rosenthal	Director- Single Game and Inside Sales
Kara Kabitzke	Senior Manager - Client Services
Jake Mentch	Manager - Group Sales & Service
Ryan Blaire	Senior Account Executive – Group Sales
Maya Kelnhofer	Account Executive - Group Sales
Teddy Sibilsky	Account Executive - Group Sales
Sean Tormey	Account Executive - Group Sales
Ben Wilkins	Account Executive - Group Sales
Bill Junker	Senior Account Executive - Ticket Sales
Adam Anderson	Account Executive - Ticket Sales
Kelli Pickrel	Account Executive - Ticket Sales
Kobe Vines	Account Executive - Ticket Sales
Jason Fry	Senior Account Executive - Client Services
Nate Hardwick	Senior Account Executive - Client Services
Jeff Hibicke	Senior Account Executive - Client Services
Jason Massopust	Senior Account Executive - Client Services
Christian Niewinski	Senior Account Executive - Client Services
April Trewyn	Account Executive - Client Services
Ellie Hope	Coordinator- Season & Group Events
Jordan Adkins	Sales Representative – Ticket Sales
Ryan Anhari	Sales Representative – Ticket Sales
Morgan Bolz	Sales Representative – Ticket Sales
Devonta Davis	Sales Representative – Ticket Sales
Nick DeLuca	Sales Representative - Ticket Sales
Jack Slattery	Sales Representative – Ticket Sales

GROUP SALES OFFICE HOURS

MONDAY - FRIDAY

SATURDAY - SUNDAY

3 hours prior to game time to 30 min. after first pitch Additional hours as announced.

PHONE NUMBERS

Group Sales......(414) 902-GRPS (4777) Fax Number......(414) 902-4056

MAILING ADDRESS

Milwaukee Brewers Group Sales Office One Brewers Way Milwaukee, WI 53214

GROUP TICKET OPPORTUNITIES

- Make sure we have your email address and add groupsales@brewers.com to your address book.
- Subscribe to Brewers emails by logging onto mlb.com/accounts, go to Email Newsletters, select Brewers as your team, and click on Brewers Newsletter.

WEB PAGE QUICK REFERENCE

brewers.com/groupleader

- · Important Dates
- Group Leader Tools Group Leader VIP Offers, Group Leader Handbook, Tailgate Checklist, Group Leader Poster, Ticket Distribution Checklist
- · Group Leader Perks
- · Referral Rewards
- Shuttle Services
- Meet the Team

6

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brewers.com/groups

- · Seating & Pricing
- · Group Tailgates
- · All-Inclusive Areas
- · Luxury Suites
- · Fundraising
- · Group Programs
- · Group Leader Clubhouse
- · Group Leader Perks