



Dear Season Ticket Holder,

Welcome to the 2013 Buffalo Bills season. Enclosed, you will find your 2013 Season Tickets and Season Ticket Holder pins. Be sure to double-check the dates, times and opponents on your game tickets prior to heading to Ralph Wilson Stadium to ensure you have selected the appropriate ticket(s) for each game.

As you prepare for the 2013 season, please note that in order to enhance public safety at Ralph Wilson Stadium, the NFL has implemented a new policy that limits the size and type of bags and seat cushions that may be brought into the stadium. Fans will be able to carry the following style and size bag, package, container and seat cushion at stadium plaza areas, stadium gates, or when approaching queue lines of fans awaiting entry into the stadium:

Bag Policy

- Bags that are clear plastic, vinyl or PVC and do not exceed 12" x 6" x 12", or
- One-gallon clear plastic freezer bag (Ziploc bag or similar), or
- Small clutch bags, approximately the size of a hand, with or without a handle or strap, may be carried into the stadium along with one of the clear bag options.

Seat Cushion Policy:

- Seat cushions must not exceed 15" x 15" and must not contain arm rests, zippers, pockets, flaps or metal backs.

A complete listing of stadium policies is available online on buffalobills.com. You will also receive a copy of the 2013 Stadium Guide and two Bills-branded clear vinyl bags prior to the start of the regular season.

The Bills are committed to improving the fan experience and appreciate the feedback of our fans to help us implement positive changes. If you have any additional questions regarding your account, please call the Bills Ticket Office at 1-877-BB-TICKETS (877-228-4257). Our staff will be happy to assist you.

We look forward to seeing you at Ralph Wilson Stadium in just a few short weeks. Thank you for your support of the Buffalo Bills.

Best regards,

A handwritten signature in black ink that reads "Chris B. Colleary". The signature is stylized with a large, sweeping flourish at the end.

Christopher B. Colleary
Sr. Director of Ticket Operations & Customer Service

Please review the reverse side of this letter for additional fan experience enhancements!



Additional New Fan Experience Enhancements

- Drinking and smoking at the gate entry queue lines is prohibited.
- Binge drinking will not be permitted in the stadium parking lots – no kegs, funnels or binge drinking games. Please drink responsibly.
- Please refrain from bringing glass bottles - please use plastic cups or aluminum cans to help fellow fans avoid broken glass and flat tires.
- Bills Guest Services Tailgate “Go Blue” Teams will distribute complimentary recycling and garbage bags to help keep tailgate and entry gate areas clean for your return.
- 128 new uniformed Erie County Sheriff and select undercover police will help enforce the Bills Fan Code of Conduct in the parking lots, at the gates and inside the stadium.
- A new video surveillance security system will be installed for added fan security.
- The new open container/public consumption law in Orchard Park will be enforced by the Orchard Park Police. Fans will not be permitted to walk the streets or sidewalks of Orchard Park with any open alcoholic beverages.
- All stadium parking lots will be one car, one space parking. Most parking lots have been striped with oversized spaces for your tailgating experience.
- Westbound traffic on Route 20A/Big Tree Road will be closed postgame to allow for an additional exit lane and easier, safer departure for fans exiting from Drive 1 and traveling east on Route 20A/Big Tree Road.

Game Day Fan Hotline

“If you see something, say something”

To Report An Issue:

Fans are encouraged to help Lead the Charge and report any Code of Conduct issues or security concerns by contacting a stadium Team Member. Please text or call the Game Day Hotline.

- **Text:** **BILLS <space>, followed by your location and issue to 69050**
- **Call:** **(716) 312-8933**

The NFL, Buffalo Bills, and team partners value your support, enthusiasm and cooperation. Thank you for adhering to the Fan Code of Conduct and for helping create a safe, friendly and exciting atmosphere for everyone to enjoy.

Season Ticket Holders are responsible for the conduct of persons occupying their seats. People that do not adhere to the Fan Code of Conduct will result in having season ticket privileges revoked without reimbursement to the account holder.

MAKE MOM PROUD and Go Bills!