

INAUGURAL SEASON



2011 FAN GUIDE

COLORADO

TM

FOOTBALL

PRESENTED BY



PIONEER PRESS

Putting Personality Back in Printing



STAND SHOULDER TO SHOULDER WITH YOUR BUFFS!

Our fight song inspired the creation of an all-encompassing effort to unify stakeholders toward a common goal of achieving excellence and escalating pride and passion in your Buffs.

Shoulder to Shoulder, we will FIGHT, FIGHT, FIGHT!

Be a complete Buffs fan and stand with us:

- 1) Own season tickets
- 2) Actively participate in the Buff Club
- 3) Instill your passion in others by referring or bringing a friend
- 4) Attend games, special events and watch parties
- 5) Support all sports
- 6) Support our Corporate Partners

Go Buffs!! Check out more at CUBuffs.com/ShoulderToShoulder.

2011 **COLORADO** FOOTBALL FAN GUIDE



COLORADO™

Dear Fans,

It's a historic time to be a part of Colorado Football! I'm thrilled that my first season as head coach for the Buffaloes coincides with CU's inaugural season in the Pac-12. We are all inspired by the escalated passion and renewed enthusiasm of Buffs nationwide and we're committed to bringing back old traditions, while building new ones.

Our beloved Folsom Field is one of the best places to watch college football! This Fall will be a tremendous opportunity to demonstrate our high energy and excitement by creating a welcoming experience for our new colleagues in the Pac-12. The team, our coaching staff and I look forward to us all standing "Shoulder to Shoulder" unified in the common goal of excellence.

As we embark upon this exciting new era for all of our student-athletes, alumni, faculty, the community, and fans, your loyal and generous involvement is more critical now than ever. Thank you for your tremendous support and interest in the Colorado Buffaloes. I look forward to seeing you this Fall.

Go Buffs!

Jon Embree



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2011 SCHEDULE

Sat.	Sept. 3	at Hawai'i
Sat.	Sept. 10	California
Sat.	Sept. 17	vs Colorado State (Invesco Field)
Sat.	Sept. 24	at Ohio State
Sat.	Oct. 1	Washington State
Sat.	Oct. 8	at Stanford
Sat.	Oct. 15	at Washington
Sat.	Oct. 22	Oregon
Sat.	Oct. 29	at Arizona State
Fri.	Nov. 4	Southern California
Sat.	Nov. 12	Arizona
Sat.	Nov. 19	at UCLA
Fri.	Nov. 25	at Utah

Home games in **bold**; Check CUBuffs.com for game times and TV.



CUSTOMER SERVICE DIRECTORY

Buff Club	303-492-2200
Buffs Mobile Alerts, powered by 	Text 72556 to sign up
Cheerleader, CU Express & Chip Appearances	303-735-2123
Facility Rental Opportunities	303-492-5318
Feedback	CUBuffs.com/feedback
Food Services/Centerplate	303-492-3663
In-Game Assistance	Text CU, message and seat location to 69050
Lost and Found	303-492-8337
Parking Services (including RV and Disabled)	303-492-7384
Partnerships & Advertising	303-469-9600
Premium Seating & Suites	303-492-2200
Season Ticket Hotline	303-492-5858
Sports Information	303-492-5626
Tickets	CUBuffs.com/tickets & 303-492-8337
University Police	303-492-6666



CUBUFFS.COM
Official Website



facebook
/coloradoathletics



twitter
@cubuffs





TIMELINE & TRADITIONS



TIME

EVENT

Tuesdays, 7 pm	The Jon Embree Radio Show at the West End Tavern
Night Before Game, 7 pm	Pearl Street Stampede in Downtown Boulder
4 hours prior to kickoff	Parking Lots & Ticket Office Open on Campus
3 hours prior	Ralphie's Corral Open at Benson Field
3 hours prior	Face Painting at the CU Book Store
2 hours, 30 minutes prior	Ralphie V at Ralphie's Corral
2 hours prior	KOA Radio Pregame Show LIVE at Ralphie's Corral
2 hours prior	Premium Seating Gate Opens
1 hour, 30 minutes prior	Gates Open
50 minutes prior	CU Marching Band Performs in Balch Fieldhouse
20 minutes prior	Pregame Show on Field
5 minutes prior	"Here Comes Ralphie!" presented by  cinchjeans.com 
Kickoff !	
Halftime	CU Marching Band Performance
5 minutes prior to 3rd Qtr	Run Ralphie Run - Colorado Takes the Field
Postgame	Fight Song/Alma Mater

For game updates and timeline changes, visit CUBuffs.com/gameday

2011 **COLORADO** FOOTBALL FAN GUIDE



CONFERENCE OF CHAMPIONS



FALL SPORTS HOME SCHEDULES

CROSS COUNTRY

Sat. Oct. 1 26th Annual Rocky Mountain Shootout

Meet held at the Buffalo Ranch Cross Country Course on South Campus

SOCCER

Sun., Aug. 21 Northern Colorado

Sun. Aug. 28 Wyoming

Sun. Sept. 11 Denver

Fri., Sept. 30 Arizona

Sun. Oct. 2 Arizona State

Sun. Oct. 6 Oregon

Fri., Oct. 28 UCLA

Sun., Oct. 30 USC

Home matches held at Prentup Field (33rd & Colorado)

VOLLEYBALL

Aug. 26-27 Home Matches - TBA

Sept. 10-11 Home Matches - TBA

Tue., Sept. 13 Utah

Fri. Sept. 23 Oregon

Sat. Sept. 24 Oregon State

Fri., Sept. 30 USC

Sun., Oct. 2 UCLA

Fri., Oct. 4 Arizona

Sat., Oct. 15 Arizona State

Thu., Nov. 3 Stanford

Sat., Nov. 5 California

Fri., Nov. 18 Washington State

Sat., Nov. 19 Washington

Home matches held at Coors Events Center

Parking is free, for tickets visit CUBuffs.com/tickets or 303-49-BUFFS

COMING NOVEMBER 2011 – COLORADO BASKETBALL



The men's and women's basketball teams will open play in November at the Coors Events Center. For ticket information, visit CUBuffs.com/tickets or call 303-49-BUFFS. Check out all of CU's sports as they enter the Pac-12 and stay tuned to CUBuffs.com for all schedule and ticket information.



CATCH THE RIDE



FREE RIDE FROM THE WEST END TAVERN TO CU HOME FOOTBALL GAMES
park downtown (free garage parking on game days) and catch a
complimentary banjo billy bus ride to and from cu home football games

www.thewestendtaVERN.com // 303.444.3535 // 926 Pearl Street, Boulder

CU Home Game Tailgate Specials



**Only a few blocks
from Folsom Field!**

ZOLO
southwestern grill

SPECIALS

Game Day Coin Style Margaritas \$5
Black and Gold Margaritas \$5
Big Red F Top Rope Lager \$3.50 // Zolo Hot Wings \$4

www.zologrill.com // 303.449.0444 // 2525 Arapahoe Ave, Boulder

GO BUFFS!

**bring this coupon
on in for
an appetizer on us!**

expires 12/31/2011



**926 Pearl Street, Boulder
303.444.3535**

**KITCHEN OPEN DAILY
11:30am-10pm**

**HAPPY HOUR
Monday-Friday 3pm-6pm
Thursday 10pm-close
Friday-Saturday 10pm-11pm**

**BRUNCH
available Sunday until 4pm**

**BOULDER FARMER'S MARKET
Saturday and Wednesday
through November**

**facebook.com/thewestendtavern
twitter.com/westendtavern**

GO BUFFS!

**bring this coupon
in for chips & guac
on us!**

expires 12/31/2011



**2525 Arapahoe Ave, Boulder
303.449.0444**

**Brunch Sunday
11am-2:30pm**

**Lunch Daily
11am-4pm**

**Dinner Nightly
4pm**

**Happy Hour Daily
3pm-6pm**

**facebook.com/zologrill
twitter.com/zoloboulder**

Go Buffs!™

Bank of the West is proud to be
the Official Bank of CU Athletics



Just like the CU Buffs, we play to win every time we take the field.

For over a century, Bank of the West has offered consumers and companies of all sizes the strength and stability to help them bank with confidence. Combine this with our exceptional service that's put our customers first since 1874 and you have a strong, well-capitalized bank that knows what it's about—taking care of you and your money. We look forward to being a part of your financial team.

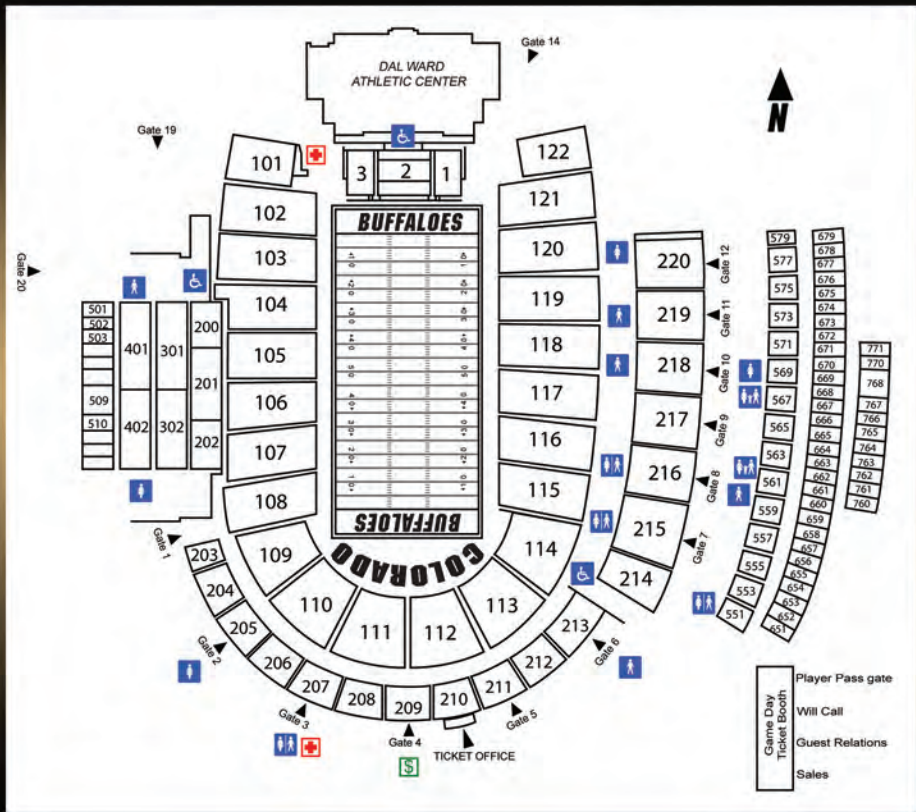
Visit us online at bankofthewest.com or at your local branch.



©2011 Bank of the West.



 **STADIUM MAP**





STADIUM POLICIES

The University of Colorado Athletic Department wants all fans to have a safe and enjoyable experience while taking in a football game at Folsom Field. The following policies and regulations are designed to be practical, functional, and to allow for the safety of our fans, student-athletes and event staff. Our objective is to provide the best possible service and gameday experience for all fans and guests of the Colorado Buffaloes.

ATMs

Bank of the West ATMs are located along the main concourse of Folsom Field. There is a permanent ATM located outside of the ticket office between gates 4-5.

BEHAVIOR POLICY

Colorado provides a memorable game day experience for all fans. Please help us to enhance the fan experience by demonstrating sportsmanship at all times. If you encounter unruly behavior, please contact a game management representative. Spectators must remain off the playing field at all times. The University of Colorado reserves the right to remove from the stadium, without refund, any individuals disrupting other fans, team representatives, or officials. See the Code of Conduct on page 14.

CONTAINER POLICY

Fans are allowed to bring into Folsom Field a NON-DISPOSABLE container no bigger than two-liters or one half gallon in size or one factory sealed bottle of WATER up to one liter in size. NOT ALLOWED are gallon thermoses, ice chest of any size, cans or glass. University officials will ask you to open backpacks and bulky parcels for visual inspection. This policy is for the safety of our fans, student athletes and event staff.

ELDERLY / DISABLED SHUTTLE

The University of Colorado supplies a shuttle from three hours prior to kickoff until one hour after the game is over from lot 205 (Euclid Auto Park) at no additional cost. The shuttle picks up at the auto park and drops off in front of the stadium outside

gates 1 and 6. The shuttle runs continuously throughout the game. Euclid Auto Park is open to the public for a nominal fee on a first-come, first-serve basis. A disabled entrance is available behind the ticket booth, which is located on the southeast corner of the stadium and the southwest corner of Franklin Field.

EMERGENCY ASSISTANCE

In case of emergency, please call University Police at 303-492-6666. Additionally, an in-game assistance text number is available. Text your message, seat location and "CU" to 69050.

FIRST AID

Emergency medical treatment is available inside Gate 3 on the southwest side of Folsom Field. There are also first aid teams roaming throughout the stadium area. In case of emergency please contact an usher or police officer.

GATES OPEN

Premium seating patrons can enter through any stadium gate beginning two hours prior to kickoff. Gates open to the general public one-and-a-half hours prior to kickoff.

IN-GAME TEXT ASSISTANCE

If you are in need of assistance or witness a code of conduct violation, you can discretely text "CU," your message and seat location (section, row and number) to 69050 to request assistance.

PROHIBITED ITEMS

Folsom Field complies with all TSA and Homeland Security prohibited items lists. In addition, prohibited items include containers larger than two-liters, open water bottles or any water bottle larger than one-liter, thermoses, ice chests and coolers, cans, glass or plastic bottles, large bags and strollers. All fruit must be sliced and quartered.

TICKETS

All patrons, regardless of age, must be in possession of a ticket.

PARKING

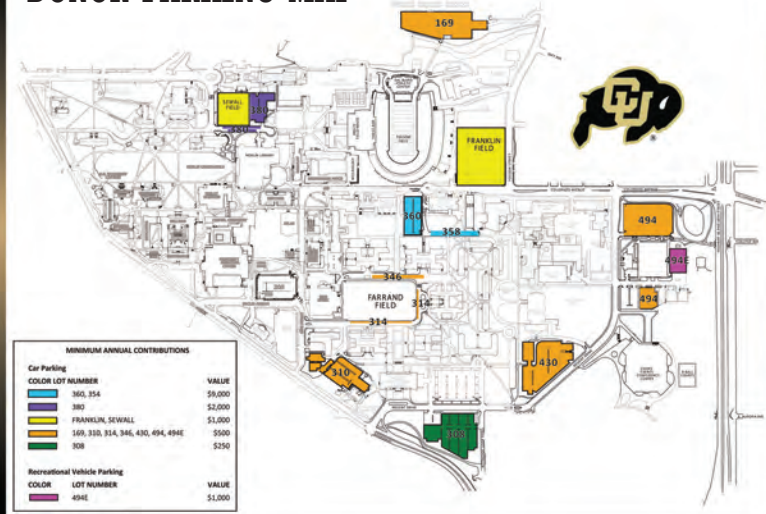
DONOR PARKING

- Only park in the lot to which you were assigned.
- You will be required to follow the given directions to enter and exit campus.
- Lots officially open 4 hours prior to kickoff.
- Spaces are only guaranteed in donor lots up to a half hour prior to kickoff.
- Donor RV parking is available for season parking pass holders in Lot 494E along Regent & Colorado. Overnight parking is not allowed.

PUBLIC PARKING

- Public campus parking is extremely limited on game day beginning 4 hours before kickoff and 1 hour after the game. All public parking is available off of Regent Drive and University Avenue.
- Parking is sold on a first come first serve basis at \$20 per vehicle.
- Parking off campus at East Campus (with free bus shuttle to the stadium) is available for \$10. Please call parking services for more information.
- Dedicated ADA accessible shuttles for those with disabilities or in need of extra assistance will be available from Lot 205 (Euclid Auto Garage). The shuttle will run continuously from Lot 205 to Folsom Field beginning 3 hours prior to kickoff and 1 hour after.
- For RV or handicap parking availability please contact parking services at 303-492-7384.
- Allow yourself extra time as traffic may be heavy.

DONOR PARKING MAP





TAILGATING



The Colorado Buffaloes encourage all fans to come early and tailgate, enjoying the most beautiful campus in the country! Tailgating has always been a major part of the Colorado football experience. When the Buffs are at home, CU campus parking lots are filled with fans standing Shoulder to Shoulder with friends, family and guests proudly wear your black and gold.

The Buffs encourage fans to arrive when the lots open (4 hours prior to kickoff) and enjoy tailgating, but we ask that you follow some important guidelines:

- Your tailgate can not block aisles for cars and pedestrian traffic—if it does you will be promptly asked to move it
- The use of any glass containers is prohibited
- The use of charcoal grills is prohibited. (Gas barbeques are allowed)
- No overnight parking
- One space per tailgate and parking permit (do not take up an additional space unless you have an additional parking permit for that space)
- Parking permits must be present at all times or your vehicle will be susceptible to being towed at your expense
- No marketing or promotion collateral allowed, unless approved in advance by the CU Athletic Department

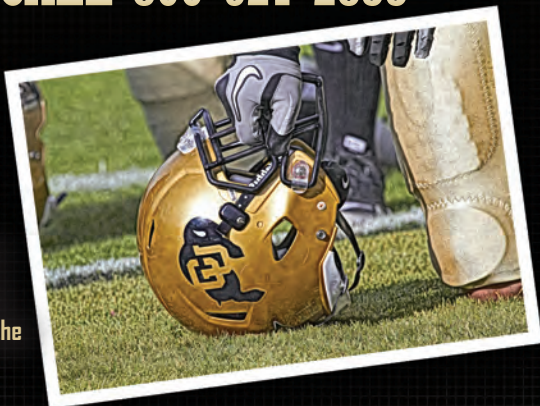
Ralphie's Corral is another tailgating option available to the general public beginning three hours prior to kickoff at Benson Field just south of the stadium. Food is available to purchase and activities are aplenty for old and young fans alike!

We would appreciate your cooperation in vacating the parking lots one hour after the game has ended.

BUFF GO CLUB

JOIN TODAY - CALL 800-621-2833

The Buff Club raises private support for scholarships, capital projects and academic services to help Colorado student-athletes compete at the highest level of collegiate athletics. When you invest in the continued success of our student-athletes, you become a member of the Buff Club. Members experience amazing match-ups, access to champions and the rich tradition of Colorado Athletics.



Buff Club members provide student-athletes with opportunities for growth and excellence both in the classroom and on the playing field. Buff Club members play a key role in building the foundation of success, by realizing that it takes more than cheering for the Buffs on Saturdays to uphold our tradition of commitment and integrity. It takes a willingness to assist financially.

We all have the opportunity to stand Shoulder to Shoulder every day for Colorado student-athletes.

DO YOUR PART TODAY BY:

- Joining the Buff Club and giving generously
- Encouraging your family, friends and colleagues to join
- Purchasing season tickets and attending games

The Buff Club's goal is to double current membership from 5,000 to 10,000 members by 2014.

For information on how you can join the Buff Club, please call 303-492-2200, or 800-621-2833.

THANK YOU & GO BUFFS!



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 **ROAD GAME TICKET INFORMATION**



Q: What's the big road game this year?
 A: All seven of them!

The athletic department in conjunction with the entire University has opted to make all away games "big road games" for the 2011 season. We will be hosting events at all seven away games this season. Please check CUBuffs.com for more information or call the Buff Club at 303-492-2200.

Q: How do I order away game football tickets?
 A: By calling 1-800-GO-BUFFS or visiting cubuffs.com/ tickets

Q: How are away game tickets allocated and how many can I order?
 A: Tickets are allocated based on priority points. The limit is 8 per account.

All away game tickets are allocated based on priority points. Allocation includes number of tickets one can order and area within stadium where your tickets are allocated. Priority points are earned through donation levels, years of being a season ticketholder and years of being a consecutive donor. Please note tickets are not guaranteed and are based on availability.

Q: What is the best way to get to a game?
 A: Travel on a Frontier flight. Please check frontierairlines.com for the best travel deals to all of the cities in the Pac-12.



Follow the Buffs on the road. Book your away trip now at FrontierAirlines.com



THE ORIGINAL PANCAKE HOUSE

2600 Canyon Blvd, Boulder
 303-449-1575



**VOTED BEST PANCAKE
 IN BOULDER COUNTY!**

Hours:
 Mon - Fri:
 6:30 am-2:30 pm
 Sat - Sun:
 7:00 am - 3:00 pm

Bring in this coupon to
Buy 1 Entrée,
Get 1 FREE
 7 Days a Week, Expires 11/30/11

Equal or lesser value with purchase of two drinks. One coupon per table.
 Not to be combined with other coupons or discounts.



SPORTSMANSHIP

FAN CODE OF CONDUCT COLORADO BUFFALOES – COMPETING WITH CLASS

The University of Colorado is committed to creating a safe, comfortable, and enjoyable sports & entertainment experience. The University of Colorado recognizes intercollegiate athletics as an important part of the student and alumni experience. We as fans should credit student athletes for their commitment to academic and athletic excellence and their efforts to compete within the rules of each sport. We also need to promote the Pac-12 Conference by upholding high standards of scholarship, competitive performance and spectator behavior.

The University of Colorado welcomes you as our guest to Folsom field, you as college football fans have a right to expect an environment where:

- Student-Athletes, Coaches, and team personnel will respect and appreciate each and every fan.
- Guests will be treated in a consistent, professional and courteous manner by all stadium and team personnel.
- Guests will enjoy the football experience free from disruptive behavior, including foul or abusive language or obscene gestures.
- Intervention with an impaired and intoxicated guest will be handled in a prompt and safe manner.

- Guests will sit only in their ticketed seats and show their tickets when requested.
- Guests will not engage in fighting, throwing of objects or attempting to enter the field, and those who engage in any of these actions will immediately be ejected from the game.
- Guests will comply with requests from stadium staff regarding stadium operations and emergency response procedures.

The stadium staff has been trained to intervene where necessary to help ensure that the above expectations are met. Guests are encouraged to report any inappropriate behavior to the nearest usher, security guard or guest services staff member. Guests who choose not to adhere to these provisions will be subject to immediate ejection without refund and revocation of season tickets and may also be in violation of State Statutes or Municipal Ordinances resulting in possible arrest and prosecution. The University of Colorado thanks you for adhering to the provisions of the University of Colorado Fan Code of Conduct.



- Homemade Breakfast
- Best Priced Sandwich Menu in Town! (Monday - Friday)
- Steaks & Fresh Fruit
- **New!** Italian Garden Veggie Soup

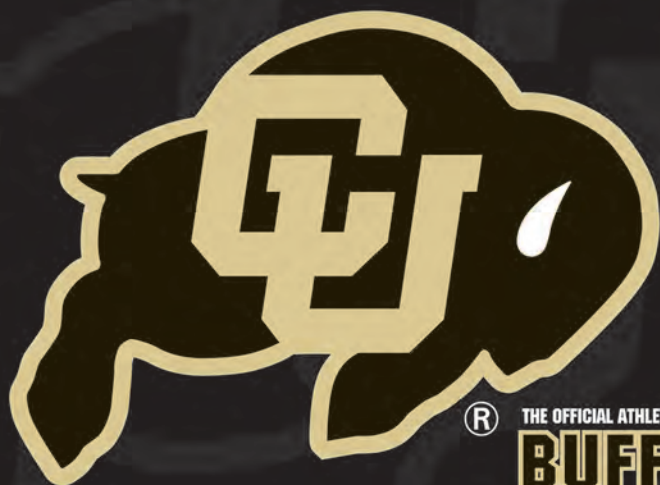
Bring in this coupon to

**Buy 1 Entrée,
Get 1 FREE**

7 Days a Week, Expires 11/30/11

Equal or lesser value with purchase of two drinks. One coupon per table.
Not to be combined with other coupons or discounts.

GET FIT WITH **THE BUFFS**



® THE OFFICIAL ATHLETIC CLUB OF THE COLORADO
BUFFALOES

WORKOUT FREE FOR 1 WEEK
with VIP Club Access

Complimentary Indoor Cycling and Group Fitness

State-of-the-Art Cardio Equipment | Personal Training | Whirlpool

Age Specific Childcare | Free Hot Yoga | Corporate Partnership

6 Convenient Front Range locations

ColoradoAthleticClub

Boulder | DTC | Downtown | Inverness | Monaco | Tabor Center

Visit ColoradoAthleticClubs.com or call **303.861.5646** to get started today.

* Restrictions may apply. Must be local resident, age 18 & over with valid photo ID. One pass per person. First time guest only. Boulder guest access offer includes indoor Club facilities only, outdoor pool access is excluded. Offer expires September 30, 2011. ©2011 Wellbridge



RALPHIE'S GREEN STAMPEDE

presented by 

In an aggressive effort to recycle, eliminate waste and cut even more carbon emissions, CU introduced "Ralphie's Green Stampede" a zero-waste and carbon-reduction program at Folsom Field, in 2008. The goal is to move toward zero-waste at Folsom Field during the football season and invest in local carbon-reduction projects to match energy used to power the stadium, for team travel and other football-related energy use. CU anticipates recycling or composting at least 80 percent of the waste generated at Folsom Field this year.

CU anticipates recycling or composting at least 80 percent of the waste generated at Folsom Field this year.

According to U.S. Environmental Protection Agency information and other sources,

Folsom Field was the first major sports stadium in the nation, professional or collegiate, to collect all materials in recycling or compost containers, eliminate trash cans

and transform its materials collections systems into a zero-waste process.

As part of the zero-waste effort, food service contractor Centerplate Inc. has converted all food and beverage containers in Folsom to recyclable or compostable materials.





Make the right call with Dex.

With everything from tickets to sports bars, gear and more,
Dex makes your sports world hum.

DexKnows.com®

Need it? Dex it.™

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Mobilize your search

Everything you need to make your world hum is right here.

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Need it? Dex it.™