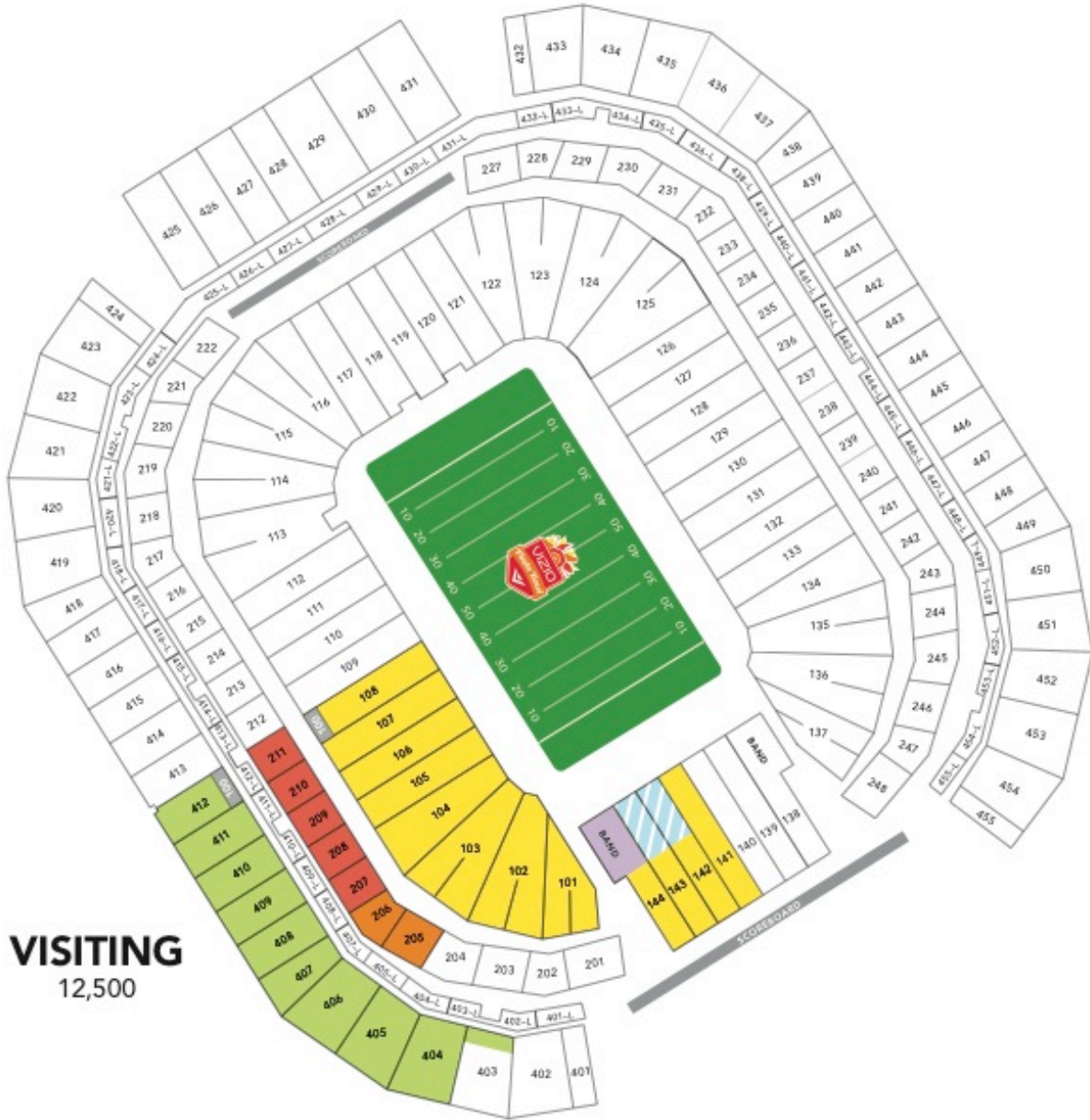




# TEAM TICKET PRICE

CONFERENCE	CLUB LEVEL PREMIUM	CLUB LEVEL REGULAR	LOWER LEVEL	UPPER LEVEL	STUDENT LEVEL	BAND	PRICE	ALLOTMENT (Approximate Totals)
\$150	\$300	\$255	\$150	\$150	\$50	\$0		
200	636	274	7,090	4,000	500	500		

**DECEMBER 31, 2014**  
UNIVERSITY OF PHOENIX STADIUM



Ex. A Participating Institution Agreement – Ex. 1 Stadium Diagram – 1

## Article IV

### Tickets and Suites

**4.1 Ticket Allotment for Institution.** The Institutions competing in the Fiesta Bowl shall purchase from the Bowl a minimum of Twenty-Five Thousand (25,000) tickets in the aggregate. The Bowl shall initially allot Twelve Thousand Five Hundred (12,500) tickets each to the Institution and the competing institution.

The Institution's tickets shall have the seat locations shown on Exhibit 1, which is attached hereto and made a part hereof and shall be as follows:

- (a) A minimum of Four Thousand (4,000) tickets in each team's allotment in the lower level or club level of the stadium beginning at the 50-yard line;
- (b) A maximum of Four Thousand (4,000) tickets in each team's allotment located in the section or sections immediately adjacent to the 50-yard line in the upper level of the stadium; and
- (c) A minimum of Two Thousand (2,000) and a maximum of Five Thousand (5,000) tickets in each team's allotment located in the lower corner or end zone in the lower level and contiguous to the seats described in Section 3.6(g)(i) or club level of the stadium, with at least five hundred (500) of such end zone seats being designated as student seats.

For those tickets initially allotted to the Institution, the Bowl shall set aside groupings of seat locations ("blocks") assigned to the Institution. Such blocks shall have specific and defined perimeters. Only tickets allotted to the Institution will be included the blocks so defined.

The price of tickets purchased by the Institution for the Fiesta Bowl shall not exceed One hundred fifty dollars (\$150.00) except that the price of student tickets in each Institution's allotment shall not exceed fifty dollars (\$50.00) and the price of club level seats purchased by the Institution shall not exceed the lesser of the price of other club-level tickets with comparable seating not sold to a participating Institution or Three Hundred Dollars (\$300.00). It is acknowledged and agreed that the Bowl shall determine pricing of other tickets for the Game. Payment for the tickets allotted to the Institution shall be made to the Bowl on or before February 15 after the Game. The Bowl shall be entitled to withhold from the payment otherwise due to the Escrow Agent under the College Football Playoff Agreement the full amounts therefor if such payment has not been made in full as of the date such payment is due to the Escrow Agent.

Should the Institution or the competing institution desire to re-allot tickets for purchase by the competing institution, the Institution shall contact the Bowl and the Bowl shall be required to assist in administering such transactions. The Bowl shall contact the competing institution and offer it the opportunity to purchase the tickets before any third party is given access to any of the tickets. Notwithstanding the foregoing, the Bowl may reasonably adjust the location of the re-allotted tickets to avoid conflict between fans of the Institution and the competing institution. In no case shall the Institution or the competing institution be permitted to trade, barter or re-allot

its original tickets without working such arrangement through the Bowl. Should the Institution be unable to sell all of its allotted tickets for the Fiesta Bowl, then the Institution shall return all unsold tickets to the Bowl. Such unsold tickets shall arrive at an address designated by the Bowl no later than ten (10) days before the Fiesta Bowl. If the Bowl is able to sell to the competing institution or any third party any of the unsold tickets returned by the Institution, the Bowl shall refund to the Institution an amount equal to the aggregate purchase price paid to the Bowl by the competing institution or any third party in connection with the sale of such tickets.