

## Knights' Moore

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players happy, an assistant general manager has to think about the fans who foot the bill.

"I'm used to playing. I'm not used to being on the front office side," he said. "I'm here to do the business side, which is fine with me, but I do want to learn more about it. From my perspective, it's a business but it's also entertaining. I see it as a business be we want fans to enjoy themselves and not worry about that."

Moore realizes he's in a special situation with Charlotte. As one of a few blacks in professional baseball's front offices, he acknowledges sport could do a better job of attracting qualified minorities.

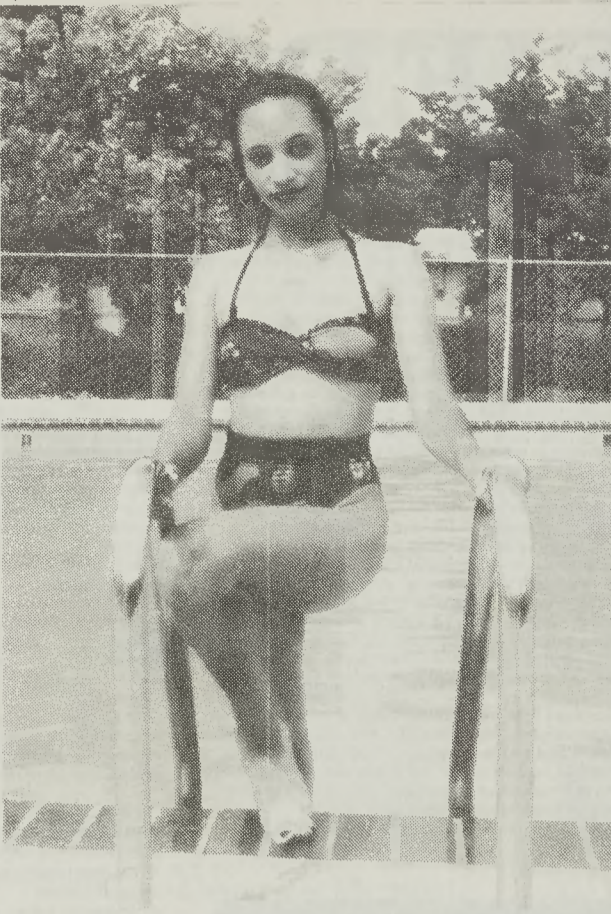
"They're there, but you have to find them," Moore said. "It's just a matter of them being found."

Moore remembers how poor a job baseball has done on the minor league level. At the winter meetings in Louisville, Ky., he could count the black executives on one hand. Make that two fingers.

"There had to be about 500 people there, and there was like only one other brother," he said. "And it wasn't like we were right next to each other."

Ultimately, Moore hopes to expand his experience to the upper reaches of the sports business. He'd like to have far-reaching powers in player negotiations and day-to-day operations.

"This is a position that I wouldn't be able to do what I'm doing as soon. It gives you more confidence to know that you came in here the right way," he said.

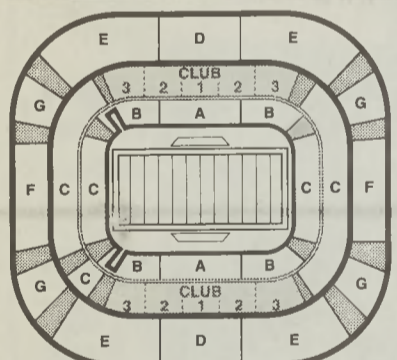


# BEAUTY OF THE MONTH

# SAMANTHA LEWIS

**Name:** Samantha Lewis.  
**Age:** 26.  
**Education:** Garinger High School. Now attending Kings College.  
**Hobbies:** Horseback riding; reading; poetry; drawing; traveling.  
**Professional affiliations:** Alexander III modeling.  
**Future goals:** Finish school and become a paramedic and nurse.

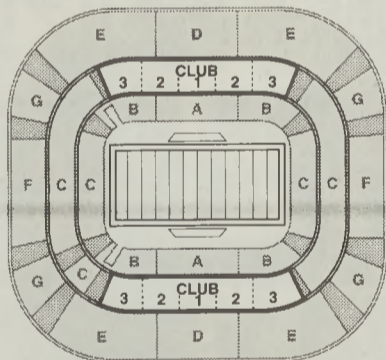
## Where Will You Be Sitting When The NFL Comes To The Carolinas? Seats Go On Sale July 1.



PSL Seats

Lower Level			Upper Level				
PSL	Deposit	Season Tickets*	PSL	Deposit	Season Tickets*		
A	\$5,400	\$1,800	\$600*	D	\$3,600	\$1,200	\$420*
B	\$3,900	\$1,300	\$500*	E	\$2,700	\$900	\$320*
C	\$2,400	\$800	\$350*	F	\$1,200	\$400	\$260*
Non-PSL, non-season tickets.			G	\$600	\$200	\$190*	

\* Season tickets include 10 games (8 regular and 2 pre-season). Prices based on current estimates. Actual ticket prices will not be established until the franchise is awarded.



Silver Club Seats

Silver Club Seat Sections			
First Year Terms*			
	Deposit	Amount Due 3/1/94	Subsequent Annual Fee
CLUB 1	\$2,238	\$2,237	\$2,975
CLUB 2	\$1,738	\$1,737	\$1,975
CLUB 3	\$1,238	\$1,237	\$975

\* These figures consist of a one-time charge of \$1,500 and the first year annual fee of \$2,975, \$1,975 or \$975.

The latest innovation in stadium comfort is club seating, and the Silver Club Seats of Carolina Stadium will be the standard by which all others are measured. Every seat has a sideline location in the rear portion of the Lower Level. Only Silver Club Seats combine the best of open air viewing and access to a luxurious, enclosed, climate-controlled lounge, exclusively for Silver Club patrons.

### Special Amenities

- Annual fee includes cost of season tickets.
- The extra comfort of 21 inch-wide armchairs (regular seats are 19 inches wide).
- Prime sideline location viewing.
- Exclusive access to the Executive Concourse with wide-screen televisions and plush seating throughout.
- Expanded selection of the finest food and beverages.
- Attendant service to seats.
- Parking privileges in specially reserved lots.

### Costs And Terms Of Payments

1. One-half of first year fee is payable with application and the second one-half on or before March 1, 1994. First year fee includes one-time charge of \$1,500.
2. After the first year, annual fees for Silver Club licenses are \$2,975, \$1,975 and \$975 depending on the location of the seats. Premiums will increase by not more than 3% per year after the fourth year.
3. Licenses are available for terms of 8 years and 10 years.
4. Silver Club Seat licenses are transferable under certain conditions and subject to restrictions set forth in the license, a copy of which will be forwarded when application is processed.
5. Application deposits will be held in escrow pending award of NFL expansion franchise.

## Questions You May Have

### What Is A PSL?

A PSL (Permanent Seat License) provides the buyer a permanent license to purchase NFL season tickets, including the restricted right to transfer the license. One hundred percent of the money raised by all PSLs purchased by Carolina NFL fans will go to build Carolina Stadium.

### Why Are You Selling PSLs?

Our competition features publicly funded stadiums. However, we believe there are greater needs in the Carolinas for public funds and that the stadium should be partially financed by the users of the facility. Those fans who participate in this way will be rewarded by their ability to permanently control the purchase of NFL season tickets for the seats they obtain.

### When And Where Will Applications Be Accepted?

Applications will be accepted beginning July 1 and until September 3. Applications will only be received at the Official Post Office Box, which will not be open before Monday, June 28, and will not be collected for the first time until July 1. Applications arriving before June 28 will be returned, but all applications arriving June 28-July 1 will be considered first day priority. This gives all Carolinians, regardless of location, equal opportunity for first day priority.

### How Do You Determine My Seat Location?

Priority is established on a first-come, first-served basis starting July 1. All applications received on July 1 will have a higher priority than all applications received July 2, continuing on that basis until the stadium is filled or until the September 3 deadline.

### Further Questions? Call 1-800-NFL IN95 (635-4695)

Color brochures with applications are available at Belk, Hardee's, First Citizens, First Union, NationsBank & Wachovia.

### Can I Send My Order By Overnight Courier Service Or Deliver It In Person?

No. Only applications to Carolina Stadium Corp., P.O. Box 34111, Charlotte, NC, 28234-4111, will be accepted. Again, this assures equal opportunity for all Carolina NFL fans.

### Is Block Seating Available?

Yes. Fans wishing to sit together may apply for a block of seats. ALL APPLICATIONS MUST ARRIVE IN THE SAME ENVELOPE. No one can be added at a later date. All block members will be seated as close together as seating configuration will allow.

### How Do I Pay For My PSL?

There are three installment payments. The initial one-third payment is due with this application. The second will be due March 1, 1994, and the third and final payment will be due Jan. 6, 1995.

### What Happens If I Do Not Make Either My Second Or Third Payment?

ALL PREVIOUS PAYMENTS AND ASSOCIATED PRIVILEGES WILL BE FORFEITED.

### What Happens If We Don't Get A Franchise?

The NFL's decision will occur before your second payment is due. If we are not selected, your full deposit will be returned to you within 10 business days, with interest.



## Seat License Application

This is only an application for Permanent Seat Licenses (PSLs) and/or Silver Club Seat Licenses. Upon receipt of your application and your deposit, Carolina Stadium Corp. (CSC) will mail to Purchaser a contract for PSLs or Silver Club Seat Licenses, as appropriate, to be signed and returned to CSC within ten days. If the completed contract is not returned as required, your deposit will be returned and your priority forfeited.

Seat licenses will be on sale until they are sold out or the September 3 deadline. You will receive the best seats available in the section you have chosen. If that section is sold out, you will receive the best seats available in your second preference. If your choices are not available, please indicate below your preference for placement on a waiting list or return of your deposit.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone: Work ( ) \_\_\_\_\_ Home ( ) \_\_\_\_\_  
 Social Security or Tax ID #: \_\_\_\_\_ (must be completed)  
 Amount of Check Enclosed: \_\_\_\_\_ or charge to: \_\_\_\_\_  
 Visa or MasterCard #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Signature of Purchaser \_\_\_\_\_ Date: \_\_\_\_\_

Section Preference	Check First Preference.	Deposit	x	#SEATS	=	TOTAL
CLUB 1	<input type="checkbox"/>	\$2,238	x		=	
CLUB 2	<input type="checkbox"/>	\$1,738	x		=	
CLUB 3	<input type="checkbox"/>	\$1,238	x		=	
A	<input type="checkbox"/>	\$1,800	x		=	
B	<input type="checkbox"/>	\$1,300	x		=	
C	<input type="checkbox"/>	\$800	x		=	
D	<input type="checkbox"/>	\$1,200	x		=	
E	<input type="checkbox"/>	\$900	x		=	
F	<input type="checkbox"/>	\$400	x		=	
G	<input type="checkbox"/>	\$200	x		=	
2nd preference					Total Deposit Due:	

(Base payment on 1st preference)  
 If 1st or 2nd preference is unavailable, would you prefer (check one):  Place on waiting list.  Return deposit.  
 Season Ticket costs are not included in PSL prices. Season Tickets will be billed separately on an annual basis. Silver Club Seat licenses include season tickets.

Please make checks payable to and mail to:  
 Carolina Stadium Corp. • P.O. Box 34111 • Charlotte, NC 28234-4111