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**Athletics employs new ticket system**

**Crystal Allen**  
*Reporter*

Students used to flashing their Phoenix cards at the gates of Williams High School are finding procedure a little different at Rhodes Stadium.

"With the new stadium, we knew we were going to have an increase in ticket sales this year," ticket manager Kelly Lloyd said. "We decided on advance ticket sales to take away from lines at the gate and to do more season tickets."

Advance tickets are available at the ticket office in Koury Center 101. The Athletics department purchased a new computer system, TicketMaker, to print out stadium tickets. The program tracks donor information, views seats and constantly updates itself.

Prior to ticket sales opening up to students, 1,000 season tickets were sold along with 5,000-6,000 single game tickets. The stadium

seats 8,250 fans with an additional 3,000 seats on the grassy banks behind the endzones. About 1,800 of the tickets are reserved for students.

Students must show their Phoenix card and their ticket in order to gain admission into the game. "We decided that both were needed in order to prevent non-students from using student tickets," Lloyd said. "We want to create a student atmosphere and generate spirit." Each student is allotted one free ticket and each faculty member is allowed two.

The advance tickets are specially marked and an usher will show ticket holders to their designated area. "We have a reserved-seating stadium to take care of those who have donated toward the stadium," Lloyd said.

The Elon Athletics Foundation (EAF), which consists of donors to the various athletic programs at the university, has the upper half of the

stadium reserved.

EAF members were able to purchase and name a seat in the reserved section.

"It's a nice perk for donors," Lloyd said. "They get to sit in a seat with their name on it."

There is no general admission seating in Rhodes Stadium. The tickets have a section, row and seat number on them. Lloyd emphasizes that reserved seating will be enforced by ushers.

If tickets are not purchased in advance, the ticket booth at Rhodes Stadium will open two hours prior to every home game. The tickets will cost \$15, payable by cash only.

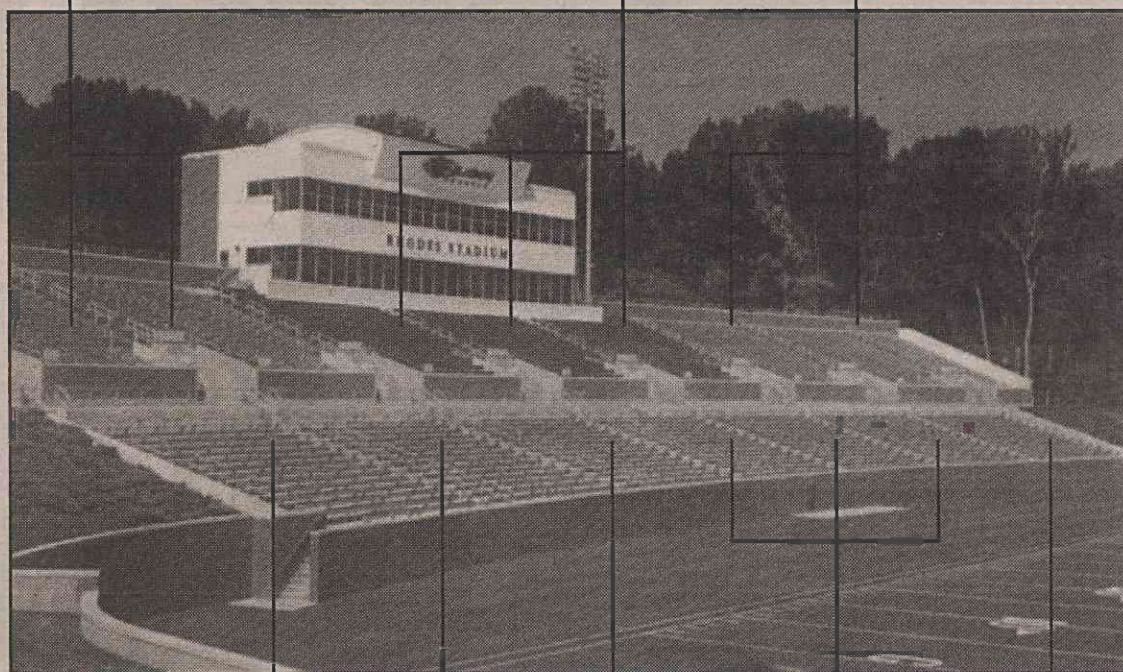
All tickets are non-refundable and non-exchangeable. Gates open 90 minutes before kickoff and no re-entry to the stadium is allowed.

"Come early!" Lloyd said, "Not just for the first game, but for all games. We don't want people out of a seat in the stadium. That's why we are opening up advance ticket sales."

Sections 200-202: Reserved

Sections 206-208: Reserved

Sections 203-205: Elon  
Athletics Foundation



Section 101:  
Reserved

Section 103:  
Reserved

Section 107:  
Students/Band

Section 102:  
Faculty/Staff

Sections 104-106:  
Students

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