



**UPGRADE**  
SEAT  
**PROCESS**



**STEP-BY-STEP GUIDE**

# 2024 FOOTBALL SEAT UPGRADES



**WELCOME**

**UK Athletics is pleased to offer the Kentucky Football Virtual Venue™ platform, a visual and interactive tool that will allow you to participate in our 2024 Kentucky football seat upgrade process online. The UK Ticket Office and K Fund Office are happy to assist you online and over the phone during this time.**

This unique technology will provide you the ability to view, compare and select the best available seats according to your individual preferences directly from your computer. It will also allow you to preview available seating any time before your appointment day and time until the process is complete on **May 15, 2024**.

**We encourage you to take a few moments to read through this step-by-step guide to familiarize yourself with the online process as it is different than previous years.** The Kroger Field seating chart with the 2024 season ticket pricing and associated K Fund per seat donation is located on the following page to assist you during your seat selection. The UK Ticket Office will review all online upgrades within three (3) business days and any adjustments needed to your account will be made at that time. If you select a payment plan, any additional charges will be rolled into the plan you select. If you have paid in full and select less expensive seats, the difference will be credited back to you. Please contact the UK Ticket Office at (800) 928-2287 (Option 4) or [uktickets@uky.edu](mailto:uktickets@uky.edu) with billing questions.

Please note: Ticket holders who require **accessible seating** should call the UK Ticket Office at (800) 928-2287 (Option 4), at or after your appointment time, to be assisted with accessible seating options. These seats are not available online. Likewise, ticket holders wishing to change the location of their **letter winner seats** should call the UK Ticket Office at or after their appointment time.

**Let's Get Started!**

# 2024 FOOTBALL SEAT UPGRADES

Review the below seating chart with ticket price and associated K Fund per seat donation (if applicable) prior to starting your seat selection. **During the online process, the per seat K Fund donation WILL BE calculated in to your total due.** The UK Ticket Office will review all online upgrades within three (3) business days.



## 2024 SEASON TICKET PRICING

### STANDARD SEATING

LOCATION	TICKET PRICE	K FUND DONATION	TOTAL (PER SEAT)
Mini-Box Seating	\$460	\$1,000	\$1,460
Chairback Seats	\$460	\$525	\$985
Chair or Benchback Seats	\$440	\$450	\$890
Benchback Seats	\$440	\$375	\$815
Chair or Benchback Seats	\$440	\$300	\$740
Chair or Benchback Seats	\$400	\$225	\$625
Benchback Seats	\$400	\$150	\$550
Benchback Seats	\$400	\$100	\$500
Benchback Seats	\$400	\$50	\$450

### PUBLIC SEATING

LOCATION	TICKET PRICE	K FUND DONATION	TOTAL (PER SEAT)
Benchback Seats	\$375	\$0	\$375
Benchback Seats	\$300	\$0	\$300

### PREMIUM SEATING

LOCATION	TICKET PRICE	K FUND DONATION	TOTAL (PER SEAT)
Lexus Loge Level	\$700	\$3,250	\$3,950
Longship Club	\$700	\$1,950	\$2,650
Central Bank Club	\$700	\$1,625	\$2,325

### OTHER SEATING AREAS

LOCATION
Visitors
K Club Varsity Letter Association (Applicable Dues Apply)
UK Students



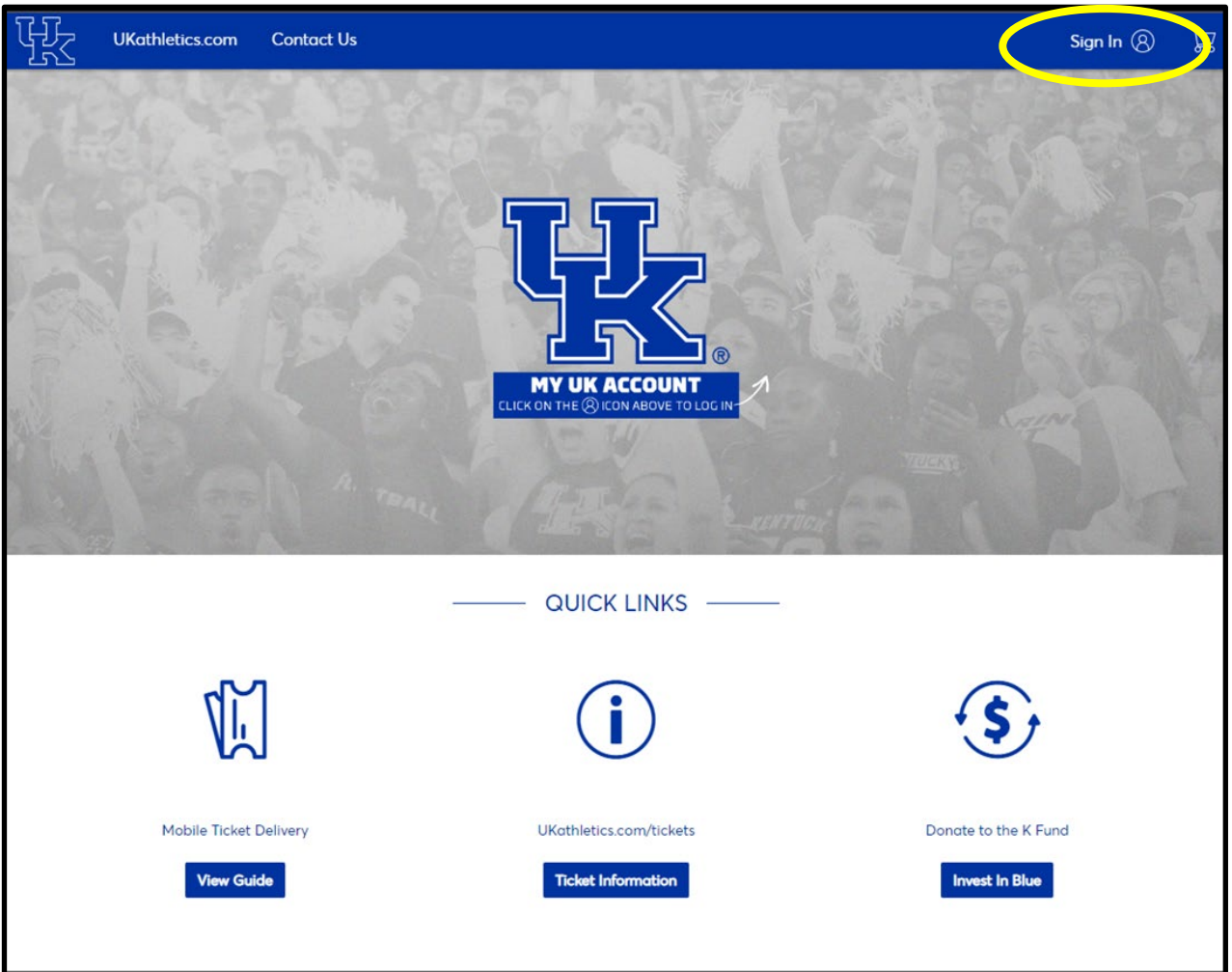
Visit [UKFootballTix.com](http://UKFootballTix.com) to learn more about early commitment incentives and exclusive benefits for football season ticket holders. Thank you for your commitment to Invest in Blue.

When standing on the field and looking into each section, seat 1 is on your right and the highest seat number is on your left.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 1 My UK Account Sign In Page



To sign in to your My UK Account, visit [UKathletics.com/upgrades](https://UKathletics.com/upgrades) and click on the “UPGRADE NOW” button at the top of the page. You may also sign in from [UKathletics.com/MyUKAccount](https://UKathletics.com/MyUKAccount).

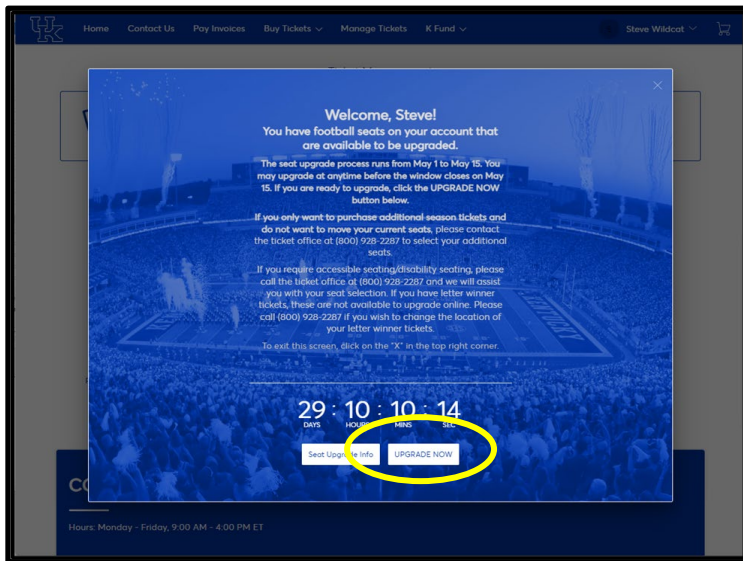
Sign in using your account email and password. **Do not set up a new account, as it will not work for selection.** If you have forgotten your password, you may use the “Forgot Password?” link and follow the instructions to reset. If you have trouble logging in, call the UK Ticket Office at (800) 928-2287 (Option 4).

# 2024 FOOTBALL SEAT UPGRADES



## STEP 2 Countdown Page

After you log into your account, you will see the blue or gray screens below. If you do not see one of these screens, you may be logged into the incorrect account, or you do not have any eligible seats to upgrade.

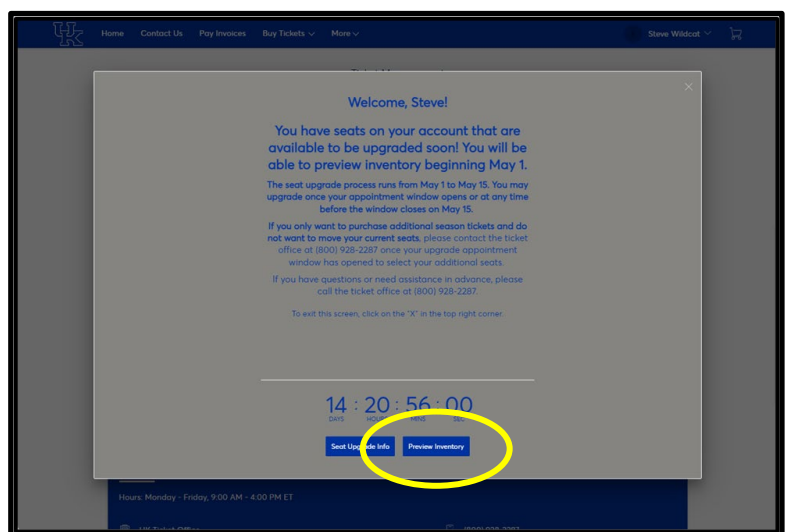


If your appointment window has opened, you will see the **blue screen** to the left. The countdown timer displays how long you have until your upgrade window closes. You can upgrade your seats at anytime once your window opens until the process ends on May 15.

Click the **“UPGRADE NOW”** button to enter the seat upgrade process.

Beginning May 1, if your appointment window **has not opened**, you will see the **gray screen** to the right. The countdown timer displays how long you have until your window opens. You can upgrade your seats at anytime once your window opens until the process ends on May 15.

Beginning May 1, click the **“Preview Inventory”** button to enter the seat upgrade process and preview the current seating availability prior to your appointment time.



# 2024 FOOTBALL SEAT UPGRADES



## STEP 3 Start Seat Upgrade Page

Home Contact Us Pay Invoices Buy Tickets Manage Tickets K Fund Steve Wildcat


### Select the current seat block(s) that you would like to upgrade

The seat blocks on your account that you are eligible to upgrade are listed below. You will be able to select multiple blocks at a time based on the locations listed. When you select a seat block, if you have other available seat blocks to select, they will remain enabled. Any seat blocks you can't select, will be grayed out. Once you select the seat block(s), click Next.

[Click here to view the Kroger Field seating chart](#)

**Next >**

#### 2024 Football Season Tickets

	Section 11, Row 19, Seat 12-13 Renewal	Cost of Seats: (\$400.00 X 2 Seat(s)) + \$100.00 = \$900.00	Paid Amount: \$0.00
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**Upgrade Seats**

Upgrade until Wed - May 15, 2024 11:59 PM

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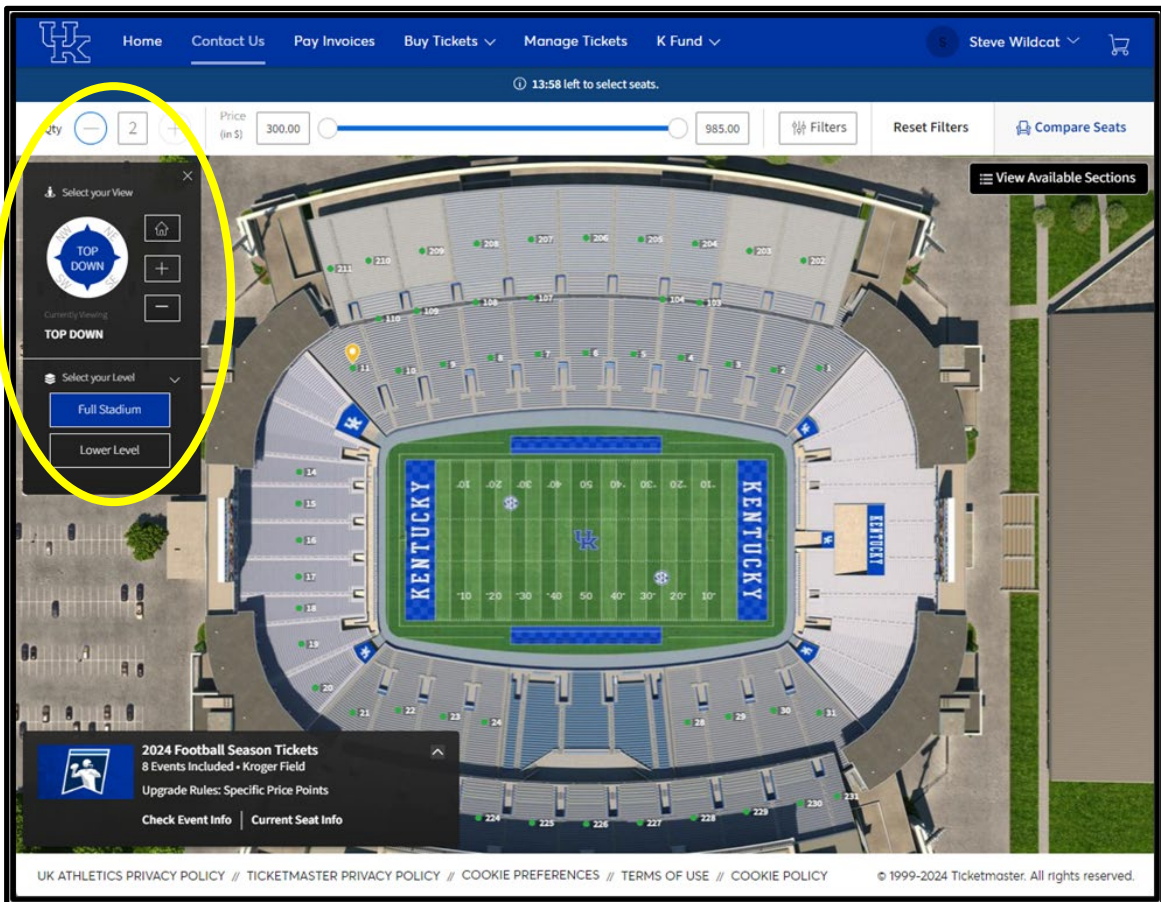
This page displays the seats that are eligible to upgrade for 2024. The system will allow you to do an even exchange for the number of seats that you check on this screen. If you need to decrease your quantity, please call the UK Ticket Office at (800) 928-2287 (Option 4). If you have multiple seat blocks in your account, you will be able to upgrade them at the same time.

Click the **“Upgrade Seats”** box next to your seat block(s) you wish to change and click **“Next >”**.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 4 Section Availability



You have now entered the Kentucky Football Virtual Venue™ that shows available sections for you to select. The navigator tab on the upper left allows you to see different aerial views of Kroger Field. You can also choose to only view the lower level in order to show availability in sections 101-110 under the overhang.

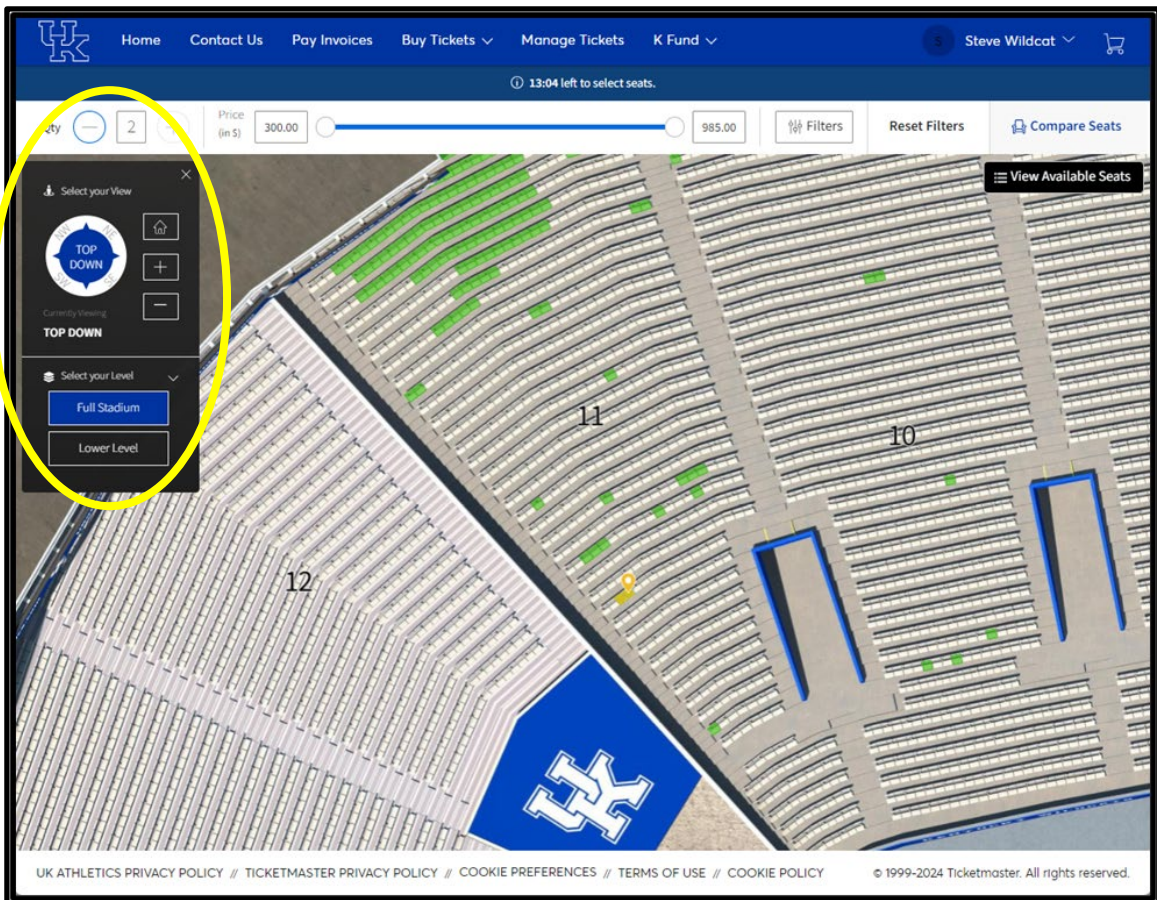
Sections with a **GREEN DOT** have seats available to select, while sections without a **GREEN DOT** have no seat availability. Roll your cursor over a section to see how many seats remain in that section.

When you're ready to select your seats, **click on your preferred section** to see seat availability.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 5 Choose Your Seats



Once inside your preferred section, available seats will display in **GREEN**. Your current seats will display in **YELLOW**. Available inventory may change quickly, depending on how many other customers are also selecting seats. When standing on the field looking up into the section, lower seat numbers are on your right, and higher seat numbers are on your left.

You can use the “+ or -” tool to zoom in or out of the section. To move to a different section, you can select the home button under Select your View or click anywhere on a section and drag your mouse. Clicking a specific seat will open a window providing a 360-degree view from the seat.

### Guidelines for Selecting Seats

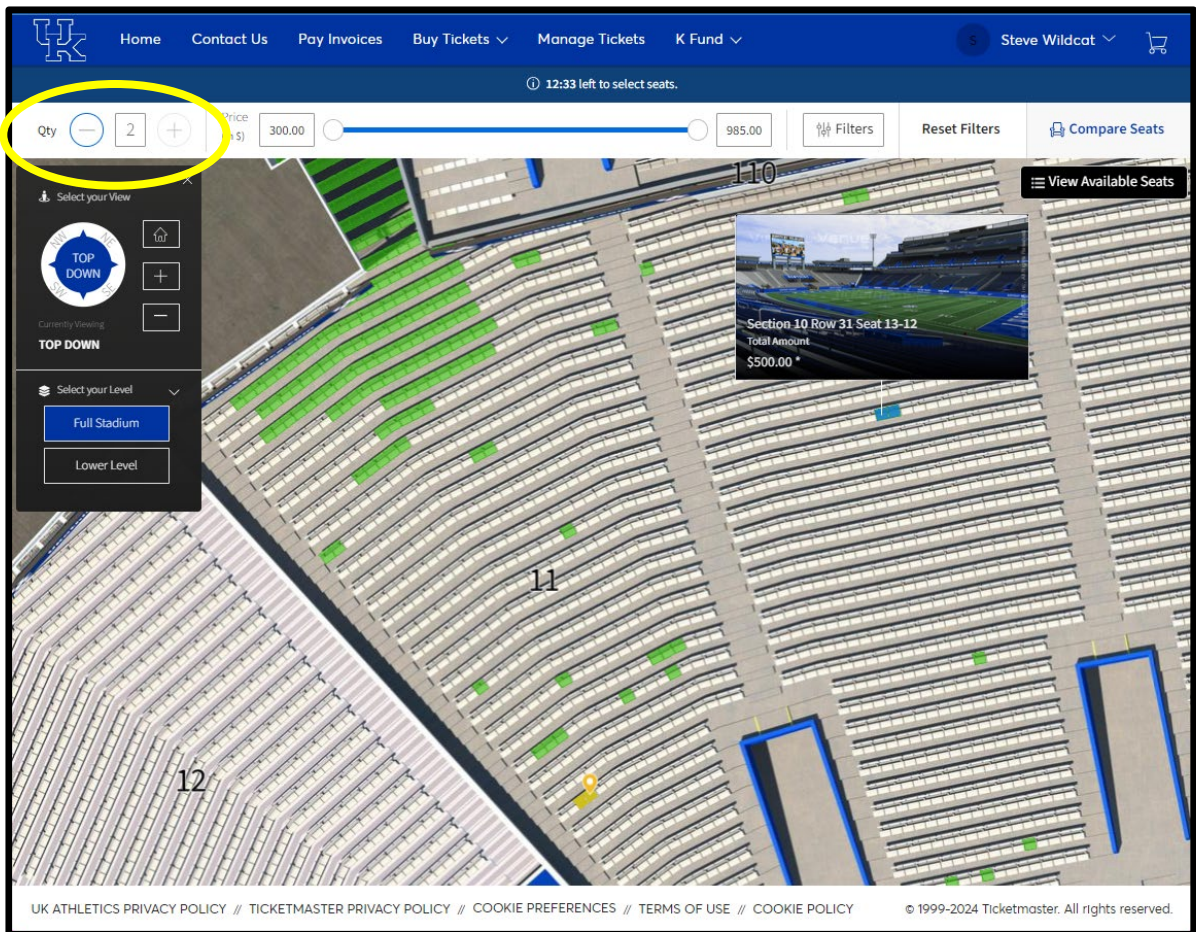
- You may not leave a single seat.
- If you require accessible or letter winner seating, please call (800) 928-2287 (Option 4) at your appointment time.
- If you need to decrease your quantity, please call (800) 928-2287 (Option 4) at your appointment time.



# 2024 FOOTBALL SEAT UPGRADES



## STEP 5 Choose Your Seats



### Select Your New Seats:

1. Hover over the seats you are interested in, and they will turn from **GREEN** to **BLUE**.
2. **The Ticket Amount listed is the cost of the season ticket plus any applicable K Fund per seat donation.** Refer to the seating chart with the K Fund per seat donation areas at the beginning of this guide.
3. Click on the **BLUE** seats that you have selected. You will now be able to see the view from the selected seats.

### Option to Purchase Additional Season Tickets:

If you would like to **purchase additional season tickets**, change the quantity at the top left. The default quantity is the current number of seats you have selected to upgrade.

**IMPORTANT: Continue to Step 6 to officially hold your seats in your shopping cart.**

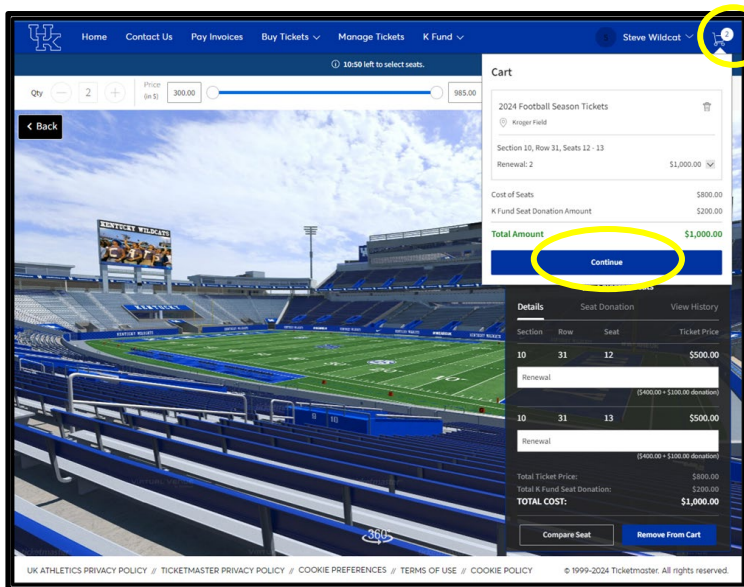
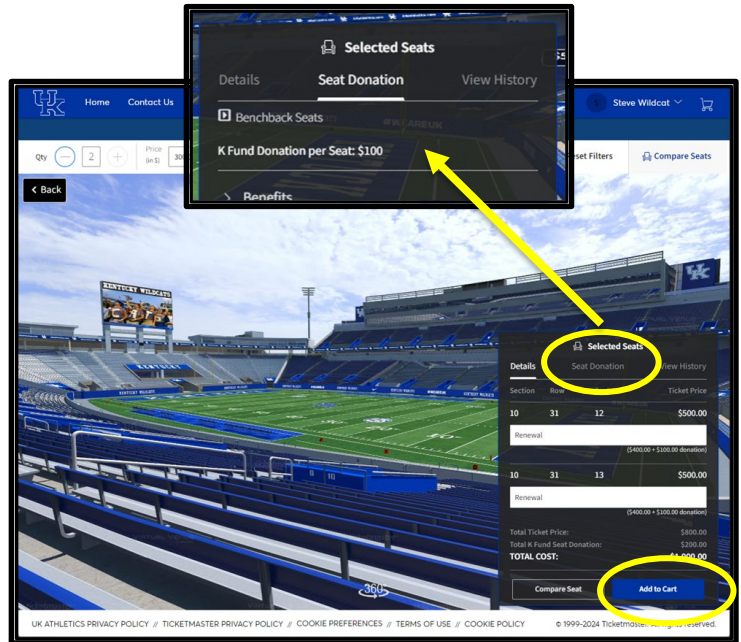
# 2024 FOOTBALL SEAT UPGRADES



## STEP 6 Add Seats to Cart

### Selected Seats

1. You may compare up to three sets of seats at a time using the **“Compare Seat”** button. You may also click anywhere on the screen to see a virtual view from the seats.
2. Click on the **“Seat Donation”** tab to view the **K Fund per seat donation associated with the selected seats.**
3. Once you have selected your desired seats, click the **“Add to Cart”** button. You may need to select the ticket type for each seat from a drop-down menu.



### Cart

1. Click on the shopping cart icon at the top right.
2. If you wish to change your mind and look at other seating options, click the icon next to the appropriate line in your cart to remove that seat block from the cart.
3. When you are ready to proceed, click the **“CONTINUE”** button.

**IMPORTANT: Your seats are not officially held for you until you click “Continue” and proceed to the next screen. Be sure these are the seats you want before clicking continue.**

# 2024 FOOTBALL SEAT UPGRADES




## STEP 7 Shopping Cart


Shopping Cart

Review the items added in your shopping cart below and proceed to checkout in order to confirm them. The Total Amount Due INCLUDES any applicable per seat K Fund Donations.

Click to view the 2024 Kentucky Football seating chart.

Upgraded/New Seats (2)		Edit
	2024 Football Season Tickets Section 10, Row 31, Seat 12-13	\$400.00 x 2 Seats + \$200.00 Donation <b>\$1,000.00</b>

^

Current Seats (2)		Edit
	2024 Football Season Tickets Section 11, Row 19, Seat 12-13	\$400.00 x 2 Seats + \$100.00 Donation <b>\$900.00</b>

### Summary

Cost Difference	\$100.00
Cost of New Seats	\$800.00
New K Fund Seat Donation	\$200.00
Amount Paid to Date	\$0.00
<b>Total Amount Due</b>	<b>\$1,000.00</b>

Note: All upgrades will be reviewed by the UK Ticket Office within three (3) business days. Any adjustments will be made at that time. If you purchase less expensive seats, the difference will be credited back to you or your payment plan will be adjusted.

**Checkout**

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Review your current seats that you are releasing on the bottom, as well as your new seats on the top. Click on the [Kentucky Football Seating Chart](#) link (also on page 3 of this guide) to review the K Fund Donation areas prior to checkout. If you wish to change your seats again at this point, click “**Edit**” to start the process over. Otherwise, click “**Checkout**” to complete your seat selection.

### IMPORTANT:

If you are purchasing additional season tickets along with your upgrade, the ticket cost and K Fund per seat donation will be calculated in the Total Amount Due.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 8 Checkout

UK

Time Remaining 14:30

### Complete the steps below and submit your upgrade.

\*All upgrades will be reviewed by the UK Ticket Office within three (3) business days. Any adjustments will be made at that time. If you selected less expensive seats, the difference will be credited back to you, or your payment plan will be adjusted.

If you were originally on a payment plan, please select the Football Payment Plan option listed below.

**Ticket Delivery** ✓

2024 Football Season Tickets: **Mobile**  
Mobile Access via Smartphone

**Upgrade Review**

1 → 2024 FOOTBALL UPGRADE REVIEW PROCESS: ...

Note: In order to maximize seating availability, the UK Ticket Office reserves the right to move your seats one to the left or right in avoid stranding single seats.

I understand

**Submit**

**Order Summary** \$1,000.00

I accept the [Terms and Conditions](#)

**Pay Today - \$1,000.00**

**Cart items**

1 Items Summary \$1,000.00

2024 Football Season Tickets  
Section 10, Row 31, Seat 12-13  
**\$1,000.00**

Total Value \$1,000.00

Mobile delivery method will be the default option and the only option available. Ticket management features (add to digital wallet, transfer and sell) will be turned on in August. For more information on mobile ticketing, visit [UKathletics.com/MobileTickets](https://UKathletics.com/MobileTickets).

Under the Upgrade Review section, read through the Online Upgrade Review Process and click “I understand” to acknowledge that the UK Ticket Office will review and make any adjustments to your account within three (3) business days. Then click the “**Submit**” button to continue to the Payment Options section.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 8 Checkout: Payment - **PAYING IN FULL**

The screenshot displays the checkout process for seat upgrades. Key elements include:

- Order Summary:** Total amount of \$1,000.00. A checkbox for "I accept the Terms and Conditions" is checked, and a green "Pay Today - \$1,000.00" button is visible.
- Payment Options:** The "Pay In Full Today" option is selected and circled in yellow.
- Payment Method:** A Visa card is selected as the payment method. The card details include "VISA Visa - 4407 Steve Wildcat | Exp. 06/24". The payment amount is \$1,000.00.
- Cart items:** 1 item summary for "2024 Football Season Tickets" (Section 10, Row 31, Seat 12-13) for a total value of \$1,000.00.

### To Pay the Remaining Amount Due Today:

1. Select the **Pay In Full** payment option to pay your remaining balance today.
  2. Select a credit card on file or add a new card and check the box to agree to terms/conditions. Click the green **"Pay Today"** button to complete the process.
- After you submit your order, you'll see a confirmation page and receive a confirmation email, showing your new seat locations. If you do not receive a confirmation email, please call the UK Ticket Office at (800) 928-2287 (Option 4).
  - All seat upgrades will be reviewed by the UK Ticket Office within three (3) business days. If you selected less expensive seats, the difference will be credited back to you.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 8 Checkout: Payment - **PAYMENT PLAN**

The screenshot shows the checkout process for 2024 Football Season Tickets. The 'Payment Options' section is highlighted with a yellow circle, showing the 'Football 3-Month Payment Plan' selected. The 'Order Summary' section shows a total of \$1,000.00 and a 'Pay Today - \$333.00' button. The 'Cart items' section shows 1 item summary for 2024 Football Season Tickets, Section 10, Row 31, Seat 12-13, with a total value of \$1,000.00.

### Payment Plan:

1. If you originally purchased your tickets on a payment plan that ends on June 7, please select the **Payment Plan** option where the remaining installments will automatically be charged. If you arranged an alternate payment plan with the ticket office, select the Flex Payment Plan option and you will be placed back on your alternate payment plan with the same installment dates.
  2. Select a credit card on file or add a new card and check the box to agree to terms/conditions. Click the green **"Pay Today"** button to complete the process.
- After you submit your order, you'll see a confirmation page and receive a confirmation email, showing your new seat locations. If you do not receive a confirmation email, please call the UK Ticket Office at (800) 928-2287 (Option 4).
  - All seat upgrades will be reviewed by the UK Ticket Office within three (3) business days.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 8 Checkout: Payment - NOT REQUIRED

The screenshot shows a checkout page for UK Athletics. The main heading is "Complete the steps below and submit your upgrade." Below this, there is a disclaimer: "\*All upgrades will be reviewed by the UK Ticket Office within three (3) business days. Any adjustments will be made at that time. If you selected less expensive seats, the difference will be credited back to you, or your payment plan will be adjusted. If you were originally on a payment plan, please select the Football Payment Plan option listed below." The page is divided into three main sections: "Ticket Delivery", "Upgrade Review", and "Payment Options". The "Payment Options" section contains a blue box with the message "Payment Not Required" and instructions: "Since your balance is \$0, you do not need to select a Payment Option or Payment Method. Click Submit below to complete your order." To the right, there is an "Order Summary" section showing a total of \$0.00, a checked box for "I accept the Terms and Conditions", and a green "Place Order" button. Below that is a "Cart items" section showing "1 Items Summary" for \$100.00, including "2024 Football Season Tickets" for Section 11, Row 38, Seat 1-2, and a "Total Value" of \$100.00. At the bottom of the page, there are links for "UK ATHLETICS PRIVACY POLICY", "TICKETMASTER PRIVACY POLICY", "COOKIE PREFERENCES", "TERMS OF USE", and "COOKIE POLICY", along with a copyright notice: "© 1999-2024 Ticketmaster. All rights reserved."

### Payment Not Required:

1. Check the box to agree to terms/conditions and click **"Place Order"** to complete the process.
2. After you submit your order, you'll see a confirmation page and receive a confirmation email, showing your new seat locations. If you do not receive a confirmation email, please call the UK Ticket Office at (800) 928-2287 (Option 4).

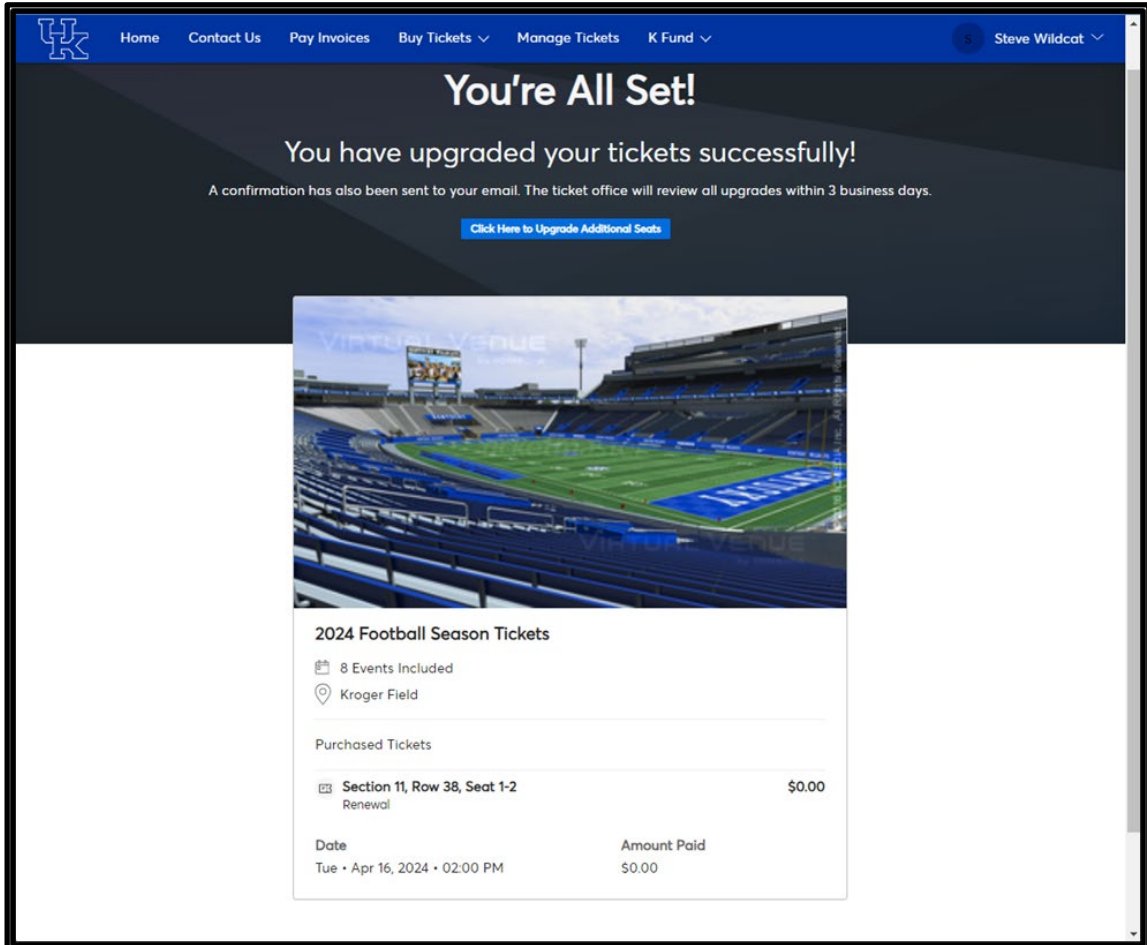
### For even seat exchanges or moving to a less expensive area:

- If your upgrade results in an even exchange or if you selected less expensive seats, you will not be required to add a payment method.
- **For upgrades resulting in less expensive seats**, the difference in ticket and/or seat donations will be credited back to your card within three (3) business days. If you originally paid by check, a refund check will be mailed to the name on the account within 4-6 weeks.

# 2024 FOOTBALL SEAT UPGRADES



## STEP 9 Confirmation Page



**Congratulations! Your new season tickets for the 2024 football season have been placed in your account.** If you wish to upgrade another seat block within your account, you may either click on “Home” at the top or click on the “Click Here to Upgrade Additional Seats” button to start the upgrade process again. **If you do not receive a confirmation email, please call the UK Ticket Office at (800) 928-2287 (Option 4) to confirm your upgrade.**

**REMINDER: All upgrades will be reviewed by the UK Ticket Office within three (3) business days.** Any adjustments will be made at that time. If you selected less expensive seats, the difference will be credited back to your credit card, or your payment plan will be adjusted. If you originally paid by check, a refund check will be mailed to the name on the account within 4-6 weeks.