



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 2025 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 14, 2025**.

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 2025 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 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!

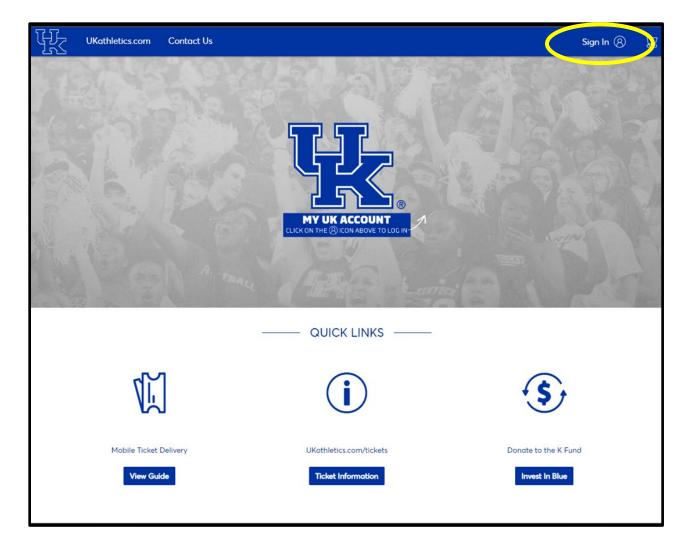
Review the below seating chart with ticket price and associated K Fund per seat donation (if applicable) prior to starting your seat selection. **During the online process, the per seat K Fund donation WILL BE calculated into your total due**. The UK Ticket Office will review all online upgrades within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



2025 SEASON TICKET PRICING PUBLIC SEATING TICKET K FUND TOTAL STANDARD SEATING LOCATION K FUND DONATION TOTAL (PER SEAT) LOCATION Benchback Seats \$0 \$375 \$375 Benchback Seats \$300 \$0 \$300 Mini-Box Seating \$460 \$1,000 \$1,460 PREMIUM SEATING \$525 \$985 **Chairback Seats** \$460 Chair or Benchback Seats \$440 \$450 \$890 TICKET K FUND TOTAL (PER SEAT LOCATION Benchback Seats \$440 \$375 \$815 Lexus Loge Level \$700 \$3,250 \$3,950 Chair or Benchback Seats \$440 \$300 \$740 Longship Club \$700 \$1,950 \$2,650 Chair or Benchback Seats \$400 \$225 \$625 Central Bank Club \$700 \$1,625 \$2,325 Benchback Seats \$400 \$150 \$550 Benchback Seats \$400 \$100 \$500 OTHER SEATING AREAS **Benchback Seats** \$400 \$50 \$450 LOCATION Visitors All football season ticket orders will also be assessed one \$40 processing fee per account. K Club Varsity Letter Association (Applicable Dues Apply) tives and exclusive benefits for football season ticket holders. Thank you **UK Students** 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



STEP 1 My UK Account Sign In Page



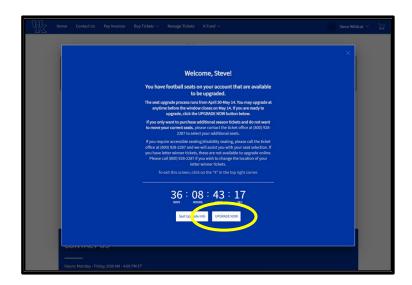
To sign in to your My UK Account, visit <a href="https://www.ncbi.nlm.ncbi.

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).



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 14.

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

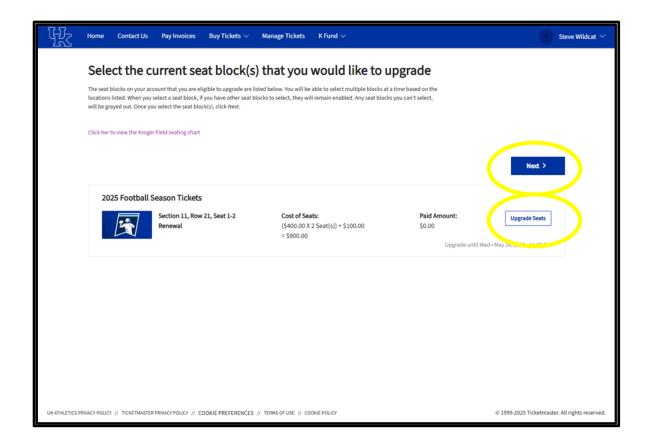
Beginning April 30, if your appointment window has not opened, you will see the gray screen to the right. The countdown timer displays how long you have until your window opens. You can upgrade your seats at anytime once your window opens until the process ends on May 14.

Beginning April 30, click the "Preview Inventory" button to enter the seat upgrade process and preview the current seating availability prior to your appointment time.





STEP 3 Start Seat Upgrade Page

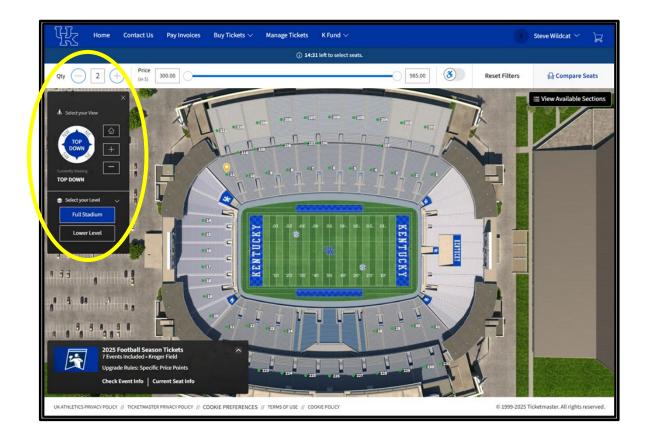


This page displays the seats that are eligible to upgrade for 2025. The system will allow you to do an even exchange for the number of seats that you check on this screen. If you need to decrease your quantity, please call the UK Ticket Office at (800) 928-2287 (Option 4). If you have multiple seat blocks 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 >".



STEP 4 Section Availability



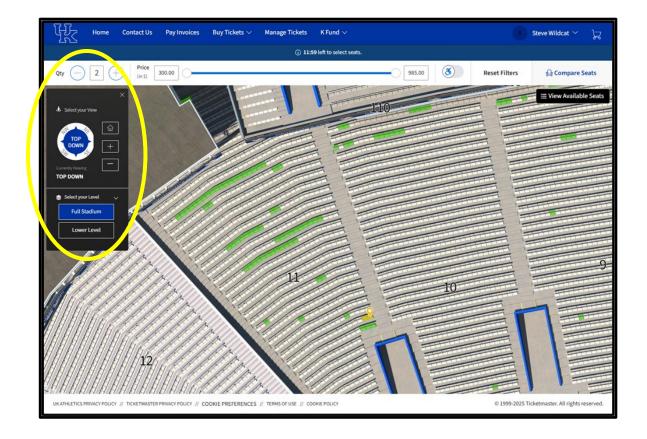
You have now entered the Kentucky Football Virtual Venue™ that shows available sections for you to select. The navigator tab on the upper left allows you to see different aerial views of Kroger Field. You can also choose to only view the lower level in order to show availability in sections 101-110 under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



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.

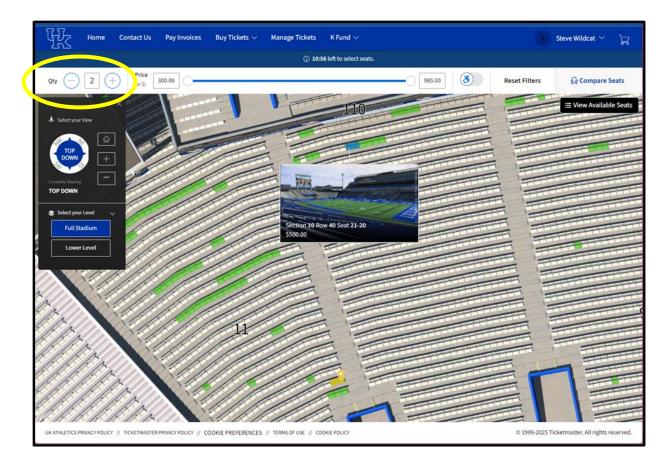
You can use the "+ or -" tool to zoom in or out of the section. To move to a different section, you can select the home button under Select your View or click anywhere on a section and drag your mouse. Clicking a specific seat will open a window providing a 360-degree view from the seat.

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.



STEP 5 Choose Your Seats



Select Your New Seats:

- 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.

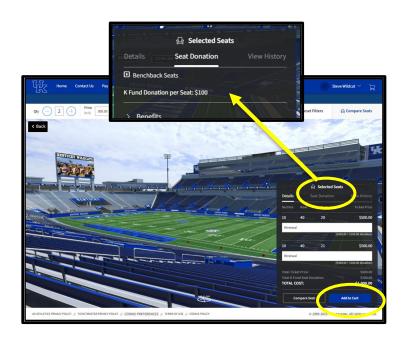
IMPORTANT: Continue to Step 6 to officially hold your seats in your shopping cart.

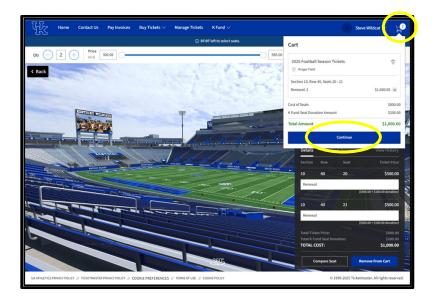


STEP 6 Add Seats to Cart

Selected Seats

- 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.
- Click on the "Seat Donation" tab to view the K Fund per seat donation associated with the selected seats.
- 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 dropdown menu.





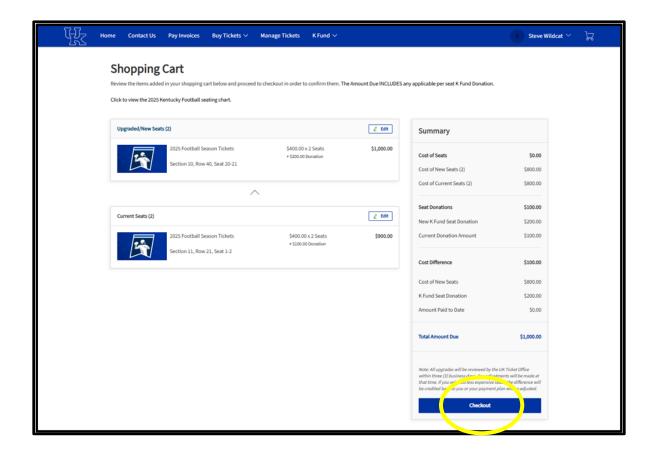
Cart

- 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.
- 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.



STEP 7 Shopping Cart



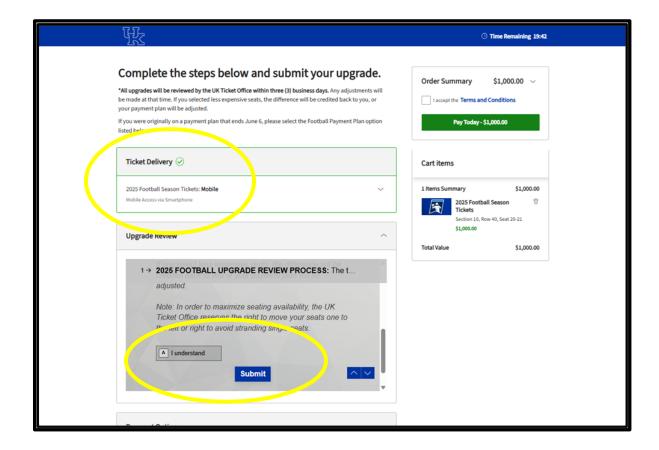
Review your current seats that you are releasing on the bottom, as well as your new seats on the top. Click on the <u>Kentucky Football Seating Chart</u> link (also on page 3 of this guide) to review the K Fund Donation areas prior to checkout. If you wish to change your seats again at this point, click "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.



STEP 8 Checkout

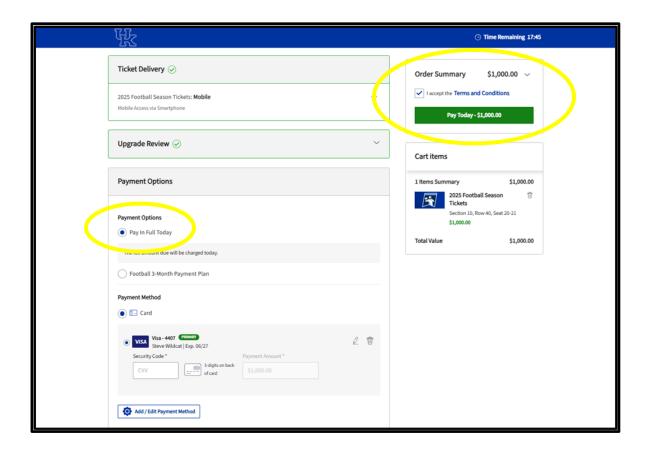


Mobile delivery method will be the default option and the only option available. Ticket management features (add to digital wallet, transfer and sell) will be turned on in August. For more information on mobile ticketing, visit UKathletics.com/MobileTickets.

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.



STEP 8 Checkout: Payment - PAYING IN FULL

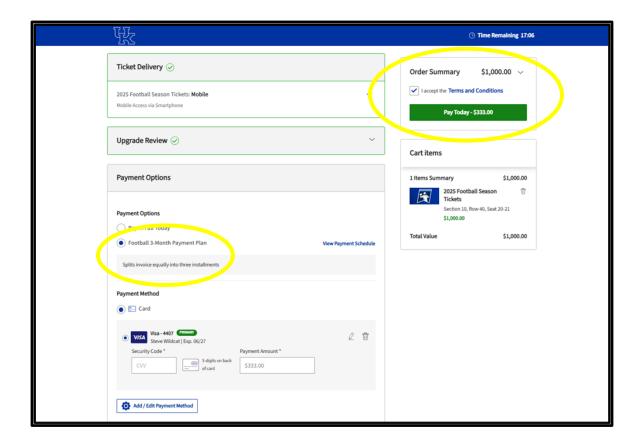


To Pay the Remaining Amount Due Today:

- 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.



STEP 8 Checkout: Payment - PAYMENT PLAN

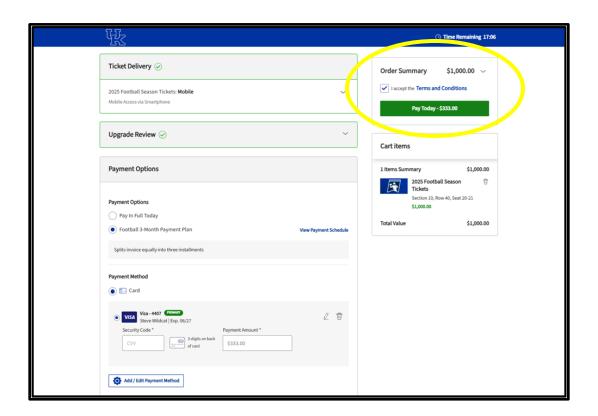


Payment Plan:

- 1. If you originally purchased your tickets on a payment plan that ends on June 6, 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.



STEP 8 Checkout: Payment - NOT REQUIRED



Payment Not Required:

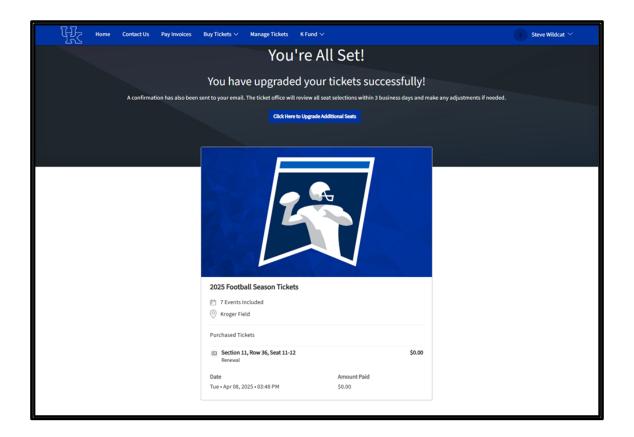
- 1. Check the box to agree to terms/conditions and click "Place Order" to complete the process.
- 2. After you submit your order, you'll see a confirmation page and receive a confirmation email, showing your new seat locations. If you do not receive a confirmation email, please call the UK Ticket Office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



STEP 9 Confirmation Page



Congratulations! Your new season tickets for the 2025 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.