



UPGRADE
SEAT
PROCESS



STEP-BY-STEP GUIDE

2026 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 2026 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 26, 2026**.

We encourage you to take a few moments to read through this step-by-step guide to familiarize yourself with the online. The Kroger Field seating chart with the 2026 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 were on a payment plan, any additional charges will be rolled into your current payment plan. 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.

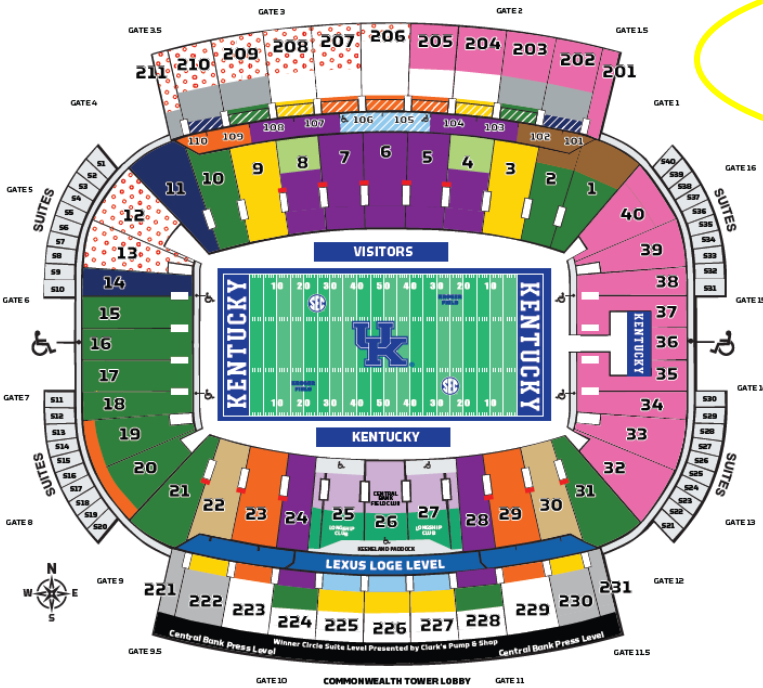
Let's Get Started!

2026 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 into your total due.** The UK Ticket Office will review all online upgrades within three (3) business days.



KENTUCKY FOOTBALL 2026 SEASON TICKET PRICING



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.



	Ticket Price	K Fund Donation	Total (Per Seat)
PREMIUM SEATING			
Lexus Loge Level	\$721	\$3,250	\$3,971
Longship Club	\$721	\$1,950	\$2,671
Central Bank Club	\$721	\$1,625	\$2,346

NORTH CHAIRBACKS - NEW IN 2026!

Sections 105-106	\$474	\$675	\$1,149
Sections 205-207 (Rows 2-7)	\$453	\$400	\$853
Sections 204 & 208 (Rows 2-7)	\$412	\$300	\$712
Sections 203 & 209 (Rows 2-7)	\$412	\$175	\$587
Sections 202 & 210 (Rows 2-7)	\$412	\$50	\$462

STANDARD CHAIRBACKS

Mini Box Seating	\$474	\$1,000	\$1,474
Sections 225-227, Rows 2-7	\$474	\$525	\$999
Sections 224 & 228, Rows 2-7	\$453	\$450	\$903
Sections 223 & 229, Rows 2-7	\$453	\$300	\$753
Sections 222 & 230, Rows 2-7	\$412	\$225	\$637

STANDARD BENCHBACKS

Sections 4 & 8 (Rows 1-24), 5-7, 24 & 28, 103-104, 107-108	\$453	\$450	\$903
Sections 4 & 8 (Rows 25-42)	\$453	\$375	\$828
Sections 19-20 (Rows 42-48), 23 & 29, 109-110, 205-207 (Row 8)	\$453	\$300	\$753
Sections 3 & 9, 225-227 (Rows 8-17); 204 & 208 (Row 8)	\$412	\$225	\$637
Sections 22 & 30	\$412	\$150	\$562
Sections 1-2, 10, 15-18, 19-20 (Rows 1-4), 21 & 31, 224 & 228 (Rows 8-17), 203 & 209 (Row 8)	\$412	\$100	\$512
Sections 11 & 14	\$412	\$50	\$462
Sections 204-208 (Rows 9+), 223 & 229 (Rows 8+), 224-228 (Rows 18+)	\$386	\$0	\$386
Sections 202 & 210 (Rows 8+), 203 & 209 (Rows 9+), 211, 221 & 231, 222 & 230 (Rows 8+)	\$309	\$0	\$309

OTHER SEATING AREAS

Visiting Team			
K Club Varsity Letter Association (Applicable Dues Apply)			
Sections 101-102, Sections 1-2 (Rows 36+)			
UK Students			

Ticket prices are inclusive of all fees.

[Click here for larger version of the 2026 Kentucky Football Seating Chart](#)

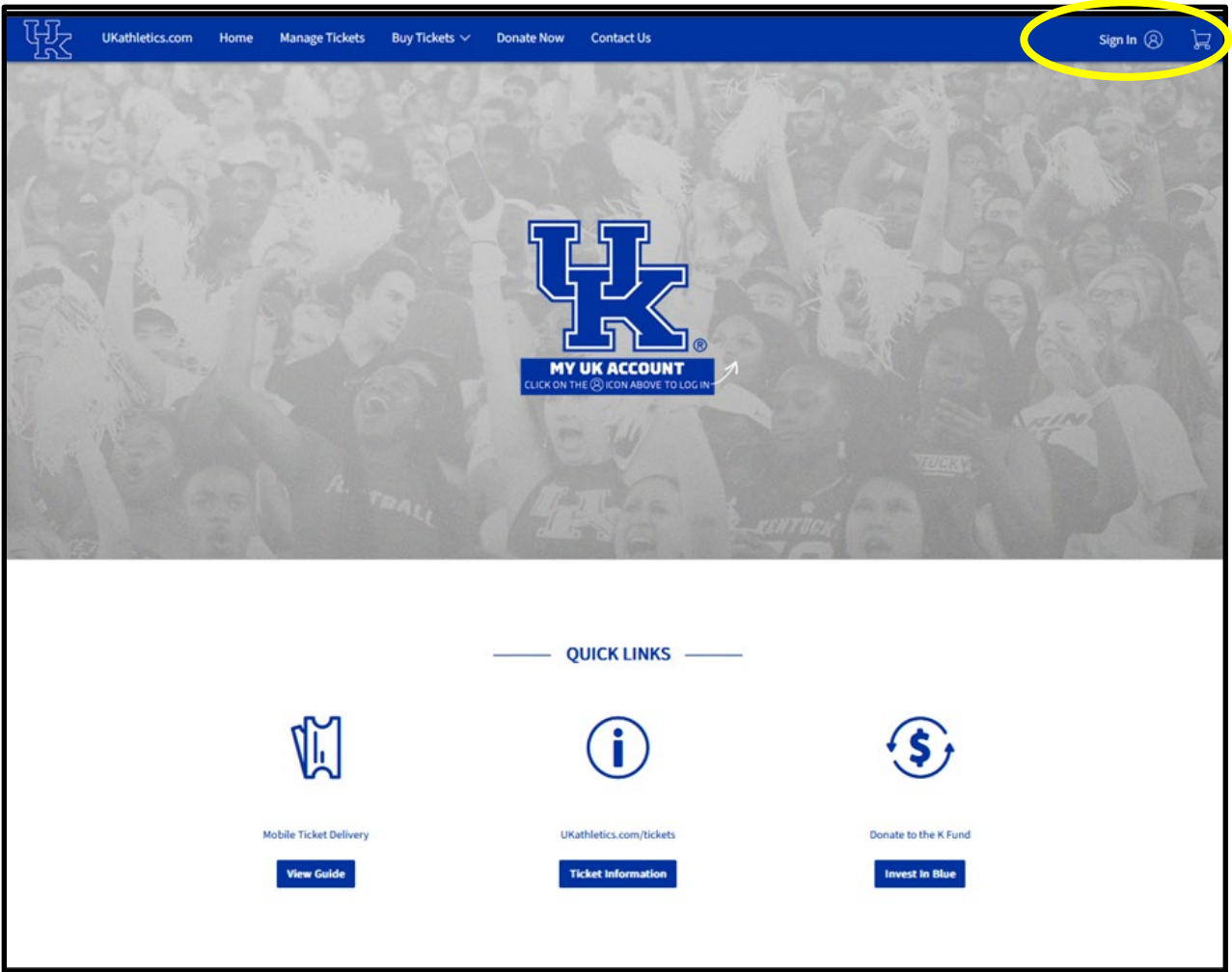
North Chairbacks – New in 2026!

For more information on the seating changes coming to the north side of Kroger Field for the 2026 season, [click here](#).

2026 FOOTBALL SEAT UPGRADES



STEP 1 My UK Account Sign In Page



To sign in to your My UK Account, visit 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.

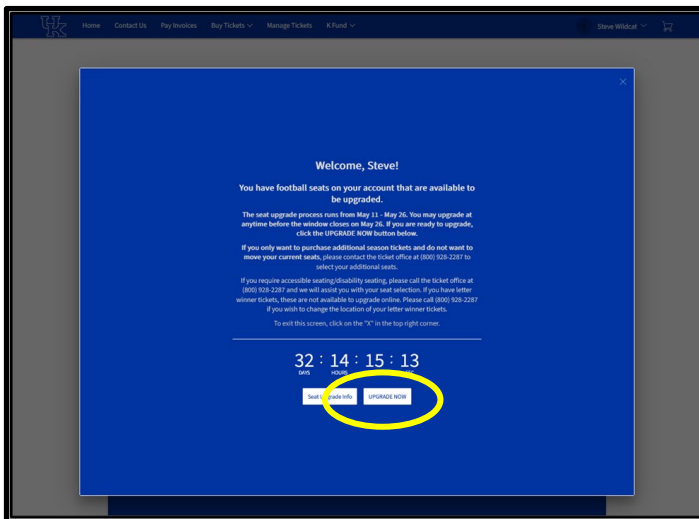
Sign in using your account email and password. **Do not set up a new account, as it will not work for selection.** If you have forgotten your password, you may use the “Forgot Password?” link and follow the instructions to reset. If you have trouble logging in, call the UK Ticket Office at (800) 928-2287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

2026 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 26.

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

Beginning May 11, 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 26.

Beginning May 11, click the **“Preview Inventory”** button to enter the seat upgrade process and preview the current seating availability prior to your appointment time.



2026 FOOTBALL SEAT UPGRADES



STEP 3 Kroger Field Enhancements

Kroger Field Enhancements for the 2026 Football Season

The below stadium enhancements will be coming to Kroger Field for the 2026 season! **When you are in the Virtual Venue, the new chairbacks will not yet be shown in the current seating views.** The old views prior to the new enhancements will be shown throughout the upgrade process. The IOMEDIA Virtual Venue is scheduled to be updated with the new chairbacks later this summer.

North 200-Level Chairbacks
Brand new chairback seating will be added in the **first six rows (labeled rows 2-7)** in the north 200-level, from **sections 202-210**. Existing bleacher seats will be replaced by chairbacks to enhance comfort and expand chairback availability. New chairbacks in this area will have cupholders and will be 21-22 inches wide, featuring some of the widest seats in the venue. All other seating in the north 200-level will remain bleachers with backs. If you are interested in chairbacks, this is a great opportunity to upgrade!

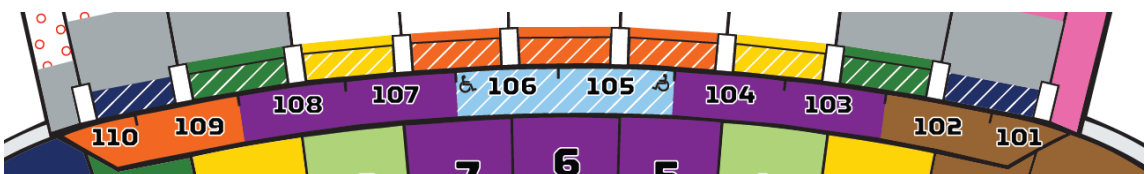
North 100-Level Chairbacks
Brand new chairback seating will be added in **sections 105-106**, replacing the original metal chairbacks in those sections. New chairbacks in this area will have cupholders and will be 19-20 inches wide, matching the existing seat count. All other seating in the north 100-level will remain bleachers with backs.

Start the Upgrade Process
Click here to enter the Virtual Venue to upgrade your seats.

2026 Football Seating Chart
Click here to view the 2026 season ticket pricing map.

Kroger Field Enhancements
Click here to read more about the enhancements coming to Kroger Field this fall.

This page details the [seating enhancements](#) coming to the north side of Kroger Field for the 2026 season. **Please familiarize yourself with these changes as the new chairbacks will NOT yet be reflected on the Virtual Venue.** Click on **Start the Upgrade Process** to begin.

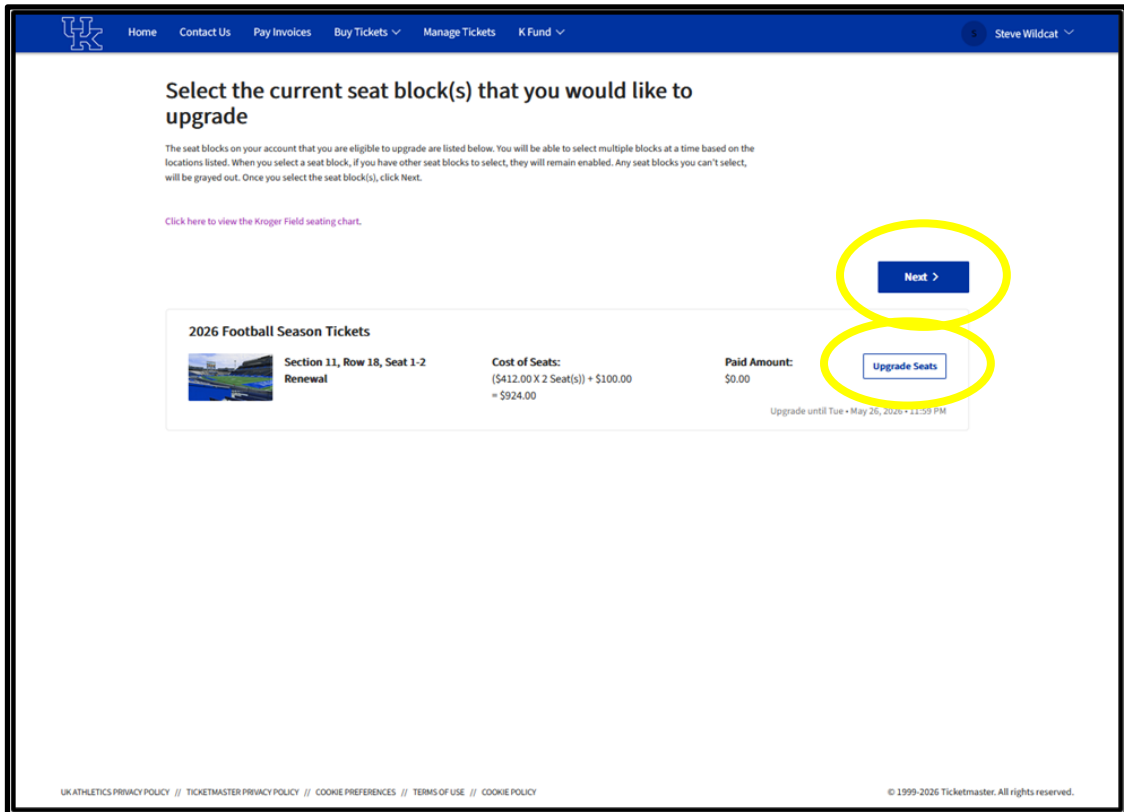


NORTH CHAIRBACKS – NEW FOR 2026		Ticket Price	K Fund Donation	Total (Per Seat)
	Sections 105-106	\$474	\$675	\$1,149
	Sections 205-207 (Rows 2-7)	\$453	\$400	\$853
	Sections 204 & 208 (Rows 2-7)	\$412	\$300	\$712
	Sections 203 & 209 (Rows 2-7)	\$412	\$175	\$587
	Sections 202 & 210 (Rows 2-7)	\$412	\$50	\$462

2026 FOOTBALL SEAT UPGRADES



STEP 4 Start Seat Upgrade Page



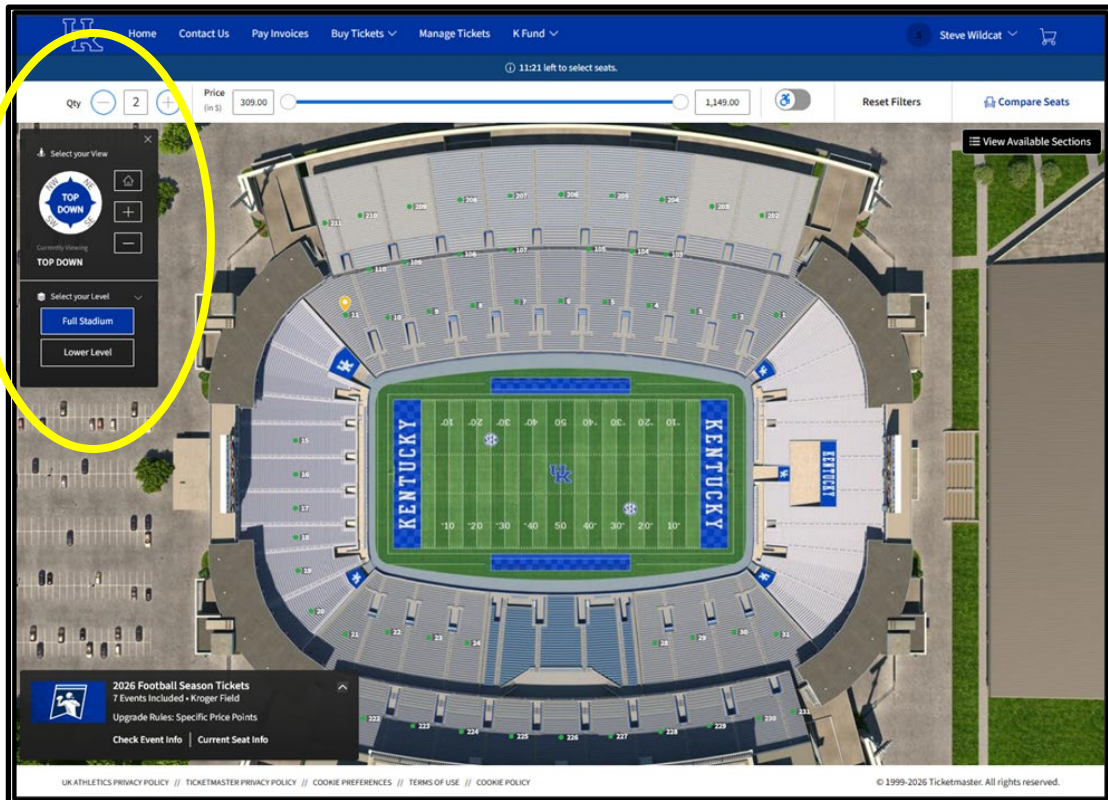
This page displays the seats that are eligible to upgrade for 2026. The system will allow you to do an even exchange for the number of seats that you check on this screen. If you need to decrease your quantity, please call the UK Ticket Office at (800) 928-2287 (Option 4). If you have multiple seat blocks 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 >”**.

2026 FOOTBALL SEAT UPGRADES



STEP 5 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.

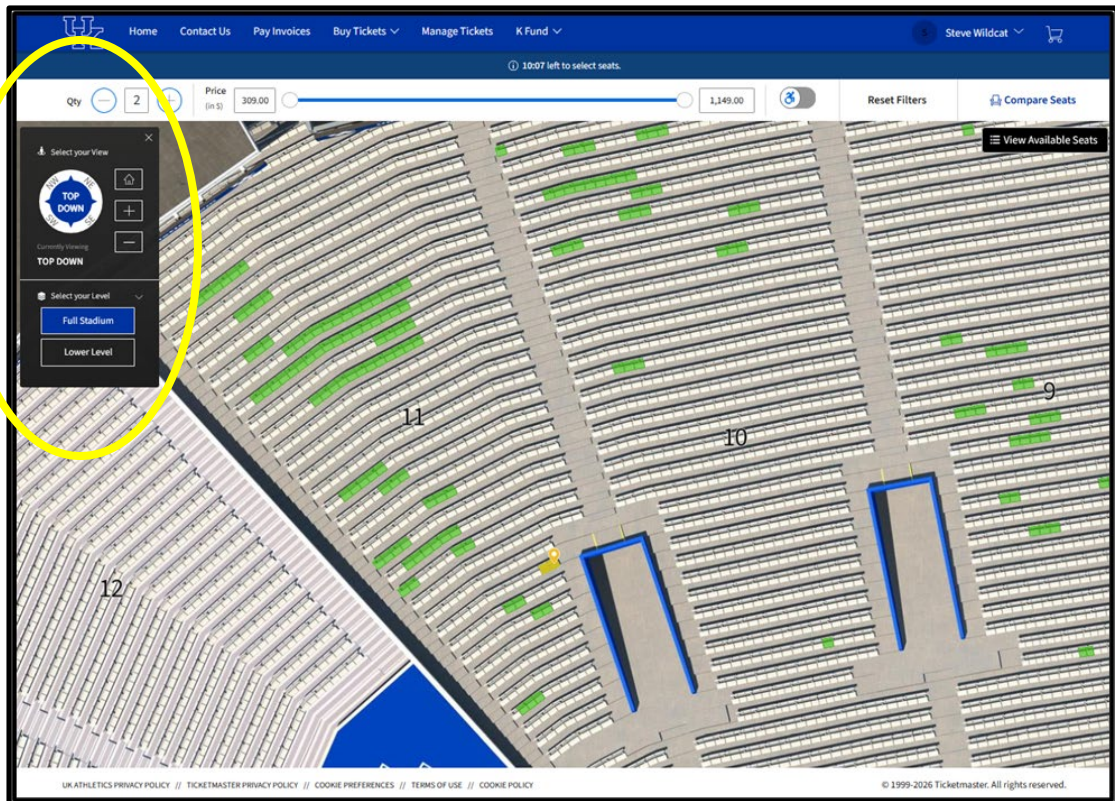
Sections with a **GREEN DOT** have seats available to select, while sections without a **GREEN DOT** have no seat availability. Roll your cursor over a section to see how many seats remain in that section.

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

2026 FOOTBALL SEAT UPGRADES



STEP 6 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.

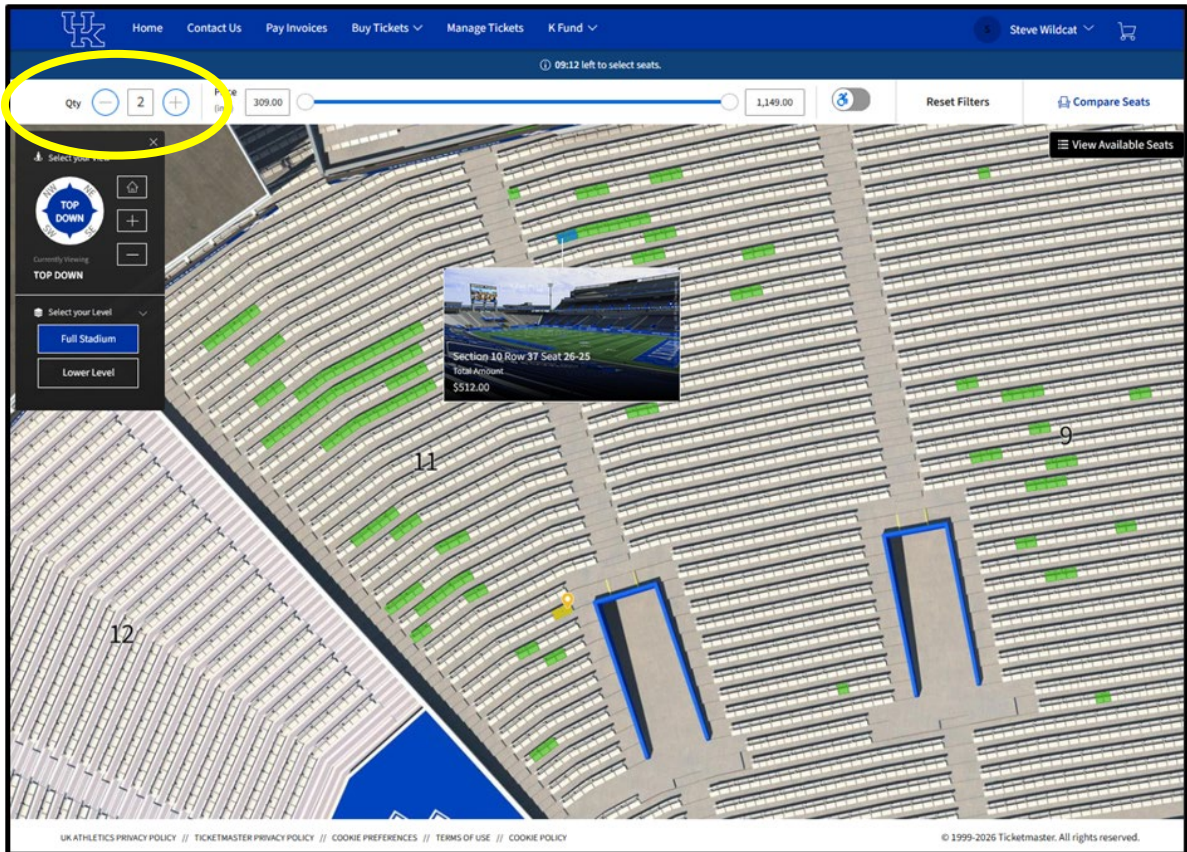
Guidelines for Selecting Seats

- 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.

2026 FOOTBALL SEAT UPGRADES



STEP 6 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 7 to officially hold your seats in your shopping cart.

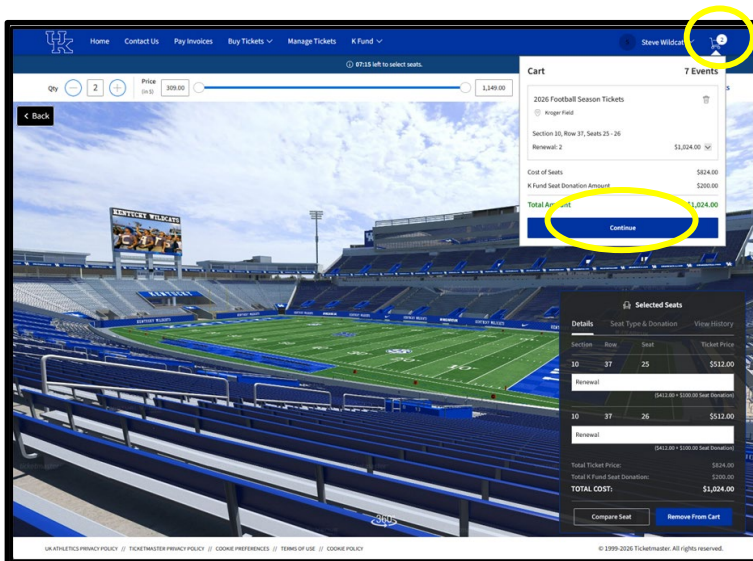
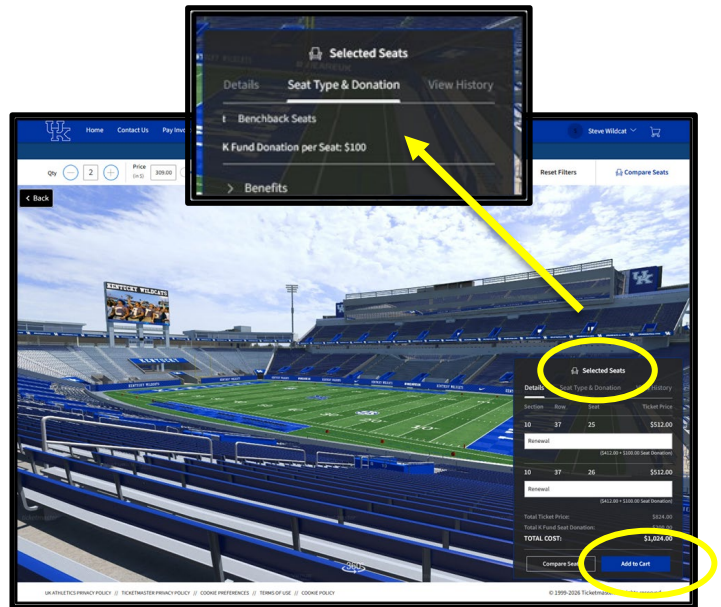
2026 FOOTBALL SEAT UPGRADES



STEP 7 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 Type & Donation”** tab to view the **K Fund per seat donation associated with the selected seats, and to confirm the seat type.**
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.

2026 FOOTBALL SEAT UPGRADES




STEP 8 Shopping Cart


Shopping Cart

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

Click to view the 2026 Kentucky Football seating chart.

Upgraded/New Seats (2) Edit		
	2026 Football Season Tickets Section 10, Row 37, Seat 25-26	\$412.00 x 2 Seats + \$200.00 Donation \$1,024.00

^

Current Seats (2) Edit		
	2026 Football Season Tickets Section 11, Row 18, Seat 1-2	\$412.00 x 2 Seats + \$100.00 Donation \$924.00

Summary	
Cost of Seats	\$0.00
Cost of New Seats (2)	\$824.00
Cost of Current Seats (2)	\$824.00
Seat Donations \$100.00	
New K Fund Seat Donation	\$200.00
Current Donation Amount	\$100.00
Cost Difference	\$100.00
Cost of New Seats	\$824.00
K Fund Seat Donation	\$200.00
Amount Paid to Date	\$0.00
Total Amount Due	\$1,024.00

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 select your experience, the difference will be credited back to you or your payment plan will be adjusted.

Checkout

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.

2026 FOOTBALL SEAT UPGRADES



STEP 9 Checkout

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 that ends June 5, please select the Football Payment Plan option listed below.

Ticket Delivery ✓

2026 Football Season Tickets: **Mobile**

Mobile Access via Smartphone

Upgrade Review

back to you or your payment plan will be adjusted.

Note: In order to maximize seating availability, the UK Ticket Office reserves the right to move your seats one to the left or right to ensure seating arrangements.

I understand

Submit

Order Summary \$1,024.00

I accept the [Terms and Conditions](#)

Pay Today - \$1,024.00

Cart items

1 Items Summary \$1,024.00

2026 Football Season Tickets

Section 10, Row 37, Seat 25-26
Date: Multiple Dates • Time: Multiple Times
\$1,024.00

Total Value \$1,024.00

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.

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.

2026 FOOTBALL SEAT UPGRADES



STEP 9

Checkout: Payment - **PAYING IN FULL**

UK Athletics logo

Time Remaining 16:38

Round up your donation

Consider rounding up your purchase and make a donation to the 2025-26 Ev'ry Wildcat Excellence Fund. Round up your total to \$1,025.00 to make an impact. Gifts to the Ev'ry Wildcat Excellence Fund provide UK Athletics with the flexibility to address needs at any given time.

Donate Another Amount

Consider making a donation today to the 2025-26 Ev'ry Wildcat Excellence Fund.

Apply

Order Summary \$1,024.00

I accept the Terms and Conditions

Pay Today - \$1,024.00

Payment Options

Payment Options

Pay In Full Today

The full amount due will be charged today.

Football 3-Month Payment Plan

Payment Method

Card

Visa - 4407 PREMIUM
Kim Irwin | Exp.06/27

Security Code * 3-digits on back of card

Payment Amount * \$1,024.00

Add / Edit Payment Method

Cart items

1 Items Summary \$1,024.00

2026 Football Season Tickets

Section 10, Row 37, Seat 25-26
Date: Multiple Dates • Time: Multiple Times

\$1,024.00

Total Value \$1,024.00

UK ATHLETICS PRIVACY POLICY // TICKETMASTER PRIVACY POLICY // COOKIE PREFERENCES // TERMS OF USE // COOKIE POLICY

© 1999-2026 Ticketmaster. All rights reserved.

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.

2026 FOOTBALL SEAT UPGRADES



STEP 9

Checkout: Payment - **PAYMENT PLAN**

UK Athletics Privacy Policy // Ticketmaster Privacy Policy // Cookie Preferences // Terms of Use // Cookie Policy

© 1999-2026 Ticketmaster. All rights reserved.

Payment Plan:

1. If you originally purchased your tickets on a payment plan that ends on June 5, 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.

2026 FOOTBALL SEAT UPGRADES



STEP 9

Checkout: Payment - **NOT REQUIRED**

The screenshot shows a checkout page with a blue header. A message box on the left says: "You are not done yet! Please proceed to the Payment Options below and then click on the Pay Today button to complete the upgrade process." To the right, the "Order Summary" shows a total of \$0.00, with a checkbox for "I accept the Terms and Conditions" and a green "Place Order" button. Below this is the "Cart items" section, which lists "2026 Football Season Tickets" for \$0.00. The "Payment Options" section is highlighted in green and contains a blue box that says "Payment Not Required" with the text: "Since your balance is 0, you do not need to select a Payment Option or Payment Method. Click Submit below to complete your order." The "Apply" button is also visible.

Payment Not Required:

1. Check the box to agree to terms/conditions and click “**Pay Today**” 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).

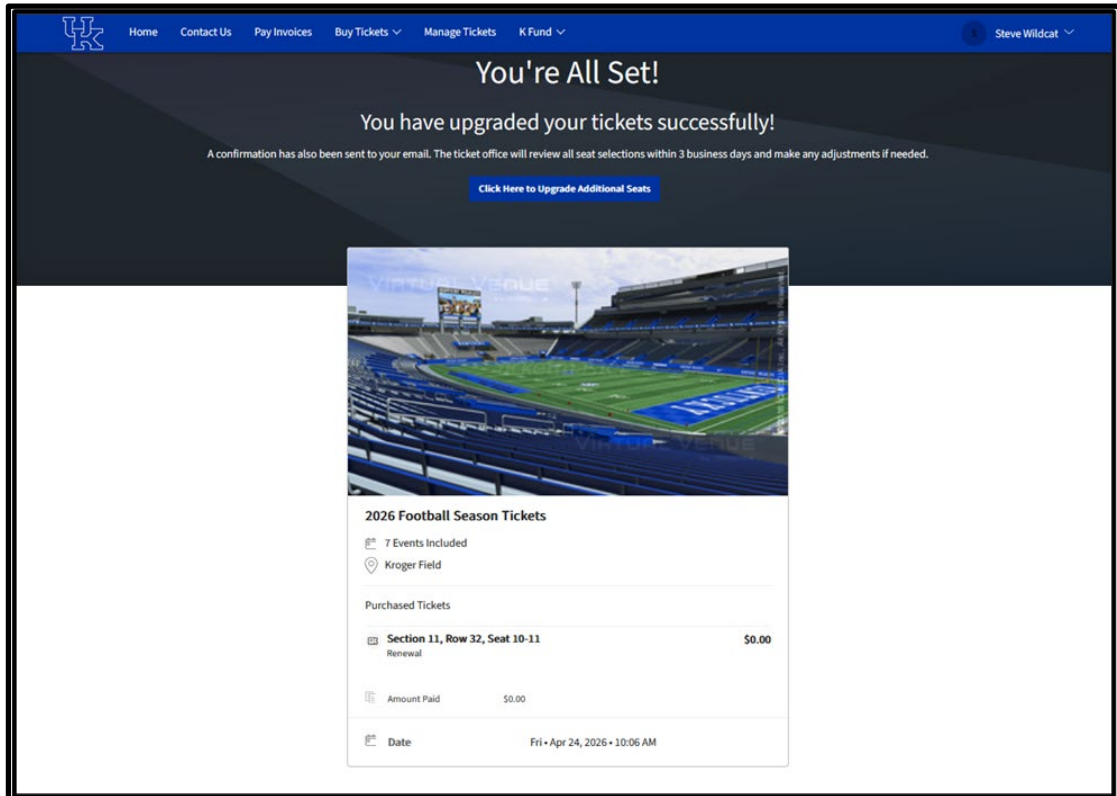
For even seat exchanges or moving to a less expensive area:

- 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.

2026 FOOTBALL SEAT UPGRADES



STEP 10 Confirmation Page



Congratulations! Your new season tickets for the 2026 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.