



CAROLINA FOOTBALL



GAME DAY FAN GUIDE 2008



YOU CAN MAKE AN IMPACT!

A PERSONAL NOTE FROM
COACH BUTCH DAVIS

Butch Davis



Carolina has made a commitment to be one of the elite programs in college football, and my staff and I are thrilled to be part of that commitment. We've worked hard to become a better football program in the offseason, and we are looking forward to 2008. On game days we need your help to take an important next step forward. Here's what you can do.

1. BE HERE AND BE EARLY!

Players and fans see the atmosphere on campus during game days, and we need to have the best atmosphere around.

2. BE A PART OF THE OLD WELL WALK!

The team will walk from the Old Well to the stadium 2 hours and 30 minutes before each kickoff. This Carolina tradition is your unique way to show support and get the team fired up!

3. BE IN YOUR SEATS BEFORE KICKOFF!

It makes an impact on the players, coaches and recruits to see the crowd hyped up when we're taking the field. Make Kenan a great home-field advantage from the moment that the band takes the field. Plan to get in your seats early!

4. GET LOUD!

You can affect a game by showing your support for the Heels, and there is no better way to do that than by getting loud!

5. HAVE FUN!

We're getting ready to accomplish some great things at Carolina. Help us make an impact.

YOU CAN MAKE AN IMPACT! Be a part of the great things happening with Carolina Football! Go Heels!



COUNTDOWN TO KICKOFF!

We all know that there is so much more to Carolina Football Game Days than just the game! Carolina Football is an all-day affair, with fun and entertainment for the entire family. Here are just a few of the things there are to do on a Carolina Football Game Day as you countdown to kickoff!

3:00

**HOURS TO
KICKOFF**

TAR HEEL TOWN OPENS!

Start your game day with Tar Heel Town. Bring the entire family to the heart of campus, Polk Place, for food, games and goodies. For more specifics check out page 4.



2:30

**HOURS TO
KICKOFF**

THE OLD WELL WALK!

A Carolina tradition, the Old Well Walk is your chance to be up close and personal with the football team as they make their way from the Old Well to Kenan Stadium. Grab a prime location along the route to guarantee your chance to see your favorite Tar Heel!



2:00
HOURS TO
KICKOFF

COUNTDOWN TO KICKOFF RADIO SHOW!

Listen to the Tar Heel Sports Radio Network live from Tar Heel Town.

1:00
HOUR TO
KICKOFF

MARCHING TAR HEELS PERFORM!

Live from the steps of Wilson Library, the Marching Tar Heels perform before heading to the stadium for their grand entrance!



0:45
MINUTES TO
KICKOFF

HEAD TO KENAN!

45 minutes prior to kickoff is when everyone starts making their way to Kenan Stadium for all the action. Make sure you're in your seats to watch the Marching Tar Heels on-field and all the excitement when the players take the field. You never know what could happen right before kickoff!

0:00
KICKOFF!

IT'S GAME TIME!

Let the game begin! The entire day has built up to this moment. Get ready, get excited and GET LOUD!

Let's GO HEELS!



WHAT'S NEW IN 2008?

Seven Home Games/Season Tickets Sell Out:

North Carolina will play seven games this fall at Kenan Stadium. Nearly two months prior to the 2008 season, the University of North Carolina sold out its total allotment of 36,250 season tickets. The season ticket sell-out is the most ever sold in school history. The seven game home schedule features out-of-conference opponents Notre Dame and Connecticut, as well as ACC foes Virginia Tech and rival NC State. See the back of the fan guide for the 2008 Football schedule.

Parking: Due to construction of the Bell Tower Lot and Boshamer Stadium, parking will undergo slight changes in 2008. The program for the Bell Tower Development includes a 710-car parking deck, a 25-thousand ton chilled water plant, and a new Genome Science Laboratory Building for academics. Boshamer Stadium is undergoing a \$25.5 million renovation to be completed in the fall of 2008. Be aware of this construction concerning game day traffic and tailgating. The Nash and Mason Farm Road Lots are no longer available for pay parking in 2008. The Nash Lot will accommodate Ram's Club members due to the construction. See pages 20-22 for an updated parking map and parking information.





Uniforms: Head Coach Butch Davis and the North Carolina Tar Heel Football team will reveal slight changes to its uniforms in 2008. Stay tuned for a uniform debut throughout the fall.

Touch Downtown: Previously known as the "5th Quarter," Touch Downtown provides all fans with transportation to and from Kenan Stadium via Franklin Street. For more information see pages 14 and 15.

Smoking Policy: In effect January 1, 2008. The University of North Carolina at Chapel Hill prohibits smoking in buildings and areas controlled by the University.



TAR HEEL TOWN

Entertainment & Activities

Countdown to Kickoff Show

Listen live to the pre-game radio show. This is your chance to hear the scouting report for today's game and see former Tar Heel greats as they share their experiences from years past.



Old Well Walk

The Old Well Walk is a Carolina tradition and begins approximately 2 hours and 30 minutes prior to kickoff. Starting at the Old Well on Cameron Avenue, Coach Davis and the Tar Heels will make their way to Kenan Stadium. The Marching Tar Heels, Cheerleaders and Rameses will be there too! Grab a spot along the route to cheer the Heels to victory!

General Alumni Association Tent

Stop by the General Alumni Association's (GAA) Tent, located next to the Bell Tower, participate in the Bell Tower Climb and get your face painted and show your Tar Heel spirit!



Athletic Department / Rams Club Tent

Swing through the Carolina Athletics and Rams Club Tent to pick up some free goodies. You might have a chance to get autographs from current Tar Heel student athletes.

Chapel Hill Sportswear

Chapel Hill Sportswear will be stationed in Tar Heel Town, selling all of the latest Carolina merchandise!



Interactive games and tours

You will have the chance, at each home game, to participate in interactive games provided by Carolina sponsors. Whether it's an inflatable game or interactive tour display, you'll want to check it out.

Food and Beverage

Tar Heel Town always has a wide variety of food and drinks to choose from. Whether you want a beverage, snack, lunch or dinner, you'll have your choice right in the heart of campus.



CAROLINA TAILGATING

Frequently Asked Tailgate Questions

When can you start to tailgate?

The Department of Public Safety makes sure that all parking areas are clear of non-permitted cars by 8:00 am on game days. You are welcome to come and park and start your tailgate any time after that.

What parking areas are best for tailgating?

The Manning Lot, near the Smith Center, is a favorite. The wooded surroundings provide a great atmosphere and shade on those warm Fall afternoons. There are many options in numerous lots across campus.

What food options are there on campus?

If you're not tailgating for your pre-game feast, check out the restaurant options along Franklin Street or pick up some food at Tar Heel Town.



THE TAR PIT





University Mall - Dillard's Parking Lot

(Service starts 3 hours prior to kick-off)

Friday Center Park & Ride Lot

(Service starts 3 hours prior to kick-off)

Jones Ferry Road Park & Ride Lot

(Service starts 1.5 hours prior to kick-off)

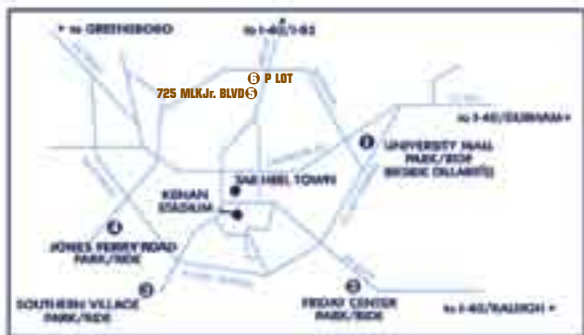
Southern Village Park & Ride Lot

(Service starts 1.5 hours prior to kick-off)

Drop-off site located one block from Kenan Stadium and Tar Heel Town. Return trips begin immediately after the game and continue for 45 minutes.

Round trip ticket: \$5, One-Way Ticket: \$3

For more information call 968-2769



Tar Heel Express Serves Touch Downtown

P Lot Parking Lot 725 MLK Jr. Blvd Parking Lot



Special Touch Downtown stops include both parking lots, Franklin Street, Tar Heel Town and Kenan Stadium.

Service begins 3 hours before kick-off and will run 3 hours after the game.



PARKING INFORMATION

For up-to-the-minute game day parking and traffic information, tune in to the Countdown to Kickoff Show which begins two hours before each home game.

Game Day Traffic

The volume of traffic on campus for home football games requires that parking lots and streets be restricted and/or screened. As part of the special event game day parking and transportation operations, patrons/students/employees may be asked to alter their direction of travel or refrain from entering certain streets or parking areas. Motorists are asked to heed the signs and requests of parking monitors and traffic control personnel, as they are on campus to help the operation to run as smoothly as possible during a very busy event.

General Public Parking

Limited general public parking is available on game days. Fans are encouraged to arrive early. For pay parking lot locations, please refer to the football parking map. Additional information is available at www.parking.unc.edu under Special Events.

Reserved Parking

Certain lots will be reserved or have spaces reserved for Rams Club and Athletic Department parking. For reserved lot locations please refer to the football parking map on page 14.



Disability Parking

Specific parking is set aside for game day disability parking. Patrons with state (any state) disability permits or plates may park in these spaces. Patrons without a state-issued disability permit or plate may arrange for a special event disability parking permit by contacting the UNC Department of Public Safety at least 48 hours in advance at 919-962-4424 or 919-962-3951 or via the www.parking.unc.edu website under special event requests.

In addition to the spaces designated for game-day disability parking, the UNC Department of Public Safety operates a shuttle system.

On home football game days, a combination of vans and buses run to and from Kenan Stadium beginning three hours prior to the beginning of a game and as the crowd allows immediately following the game's conclusion.

Bus and RV Parking

Bus parking is available for \$40.00 as space allows. For lot locations please refer to the football parking map. Bus reservations are encouraged. For more information, please contact the UNC Department of Public Safety at 919-962-3951 or visit the Public Safety website at www.parking.unc.edu and click on Special Events. No RV parking on campus. RV parking is FREE off-campus.



CAROLINA GAME DAYS



TICKET INFORMATION

Game Day Ticket Information

- Children age two and under are permitted into Kenan Stadium without a ticket but are required to sit on a parent's lap.
- All seats are reserved except for student seating. The ticket holder is restricted to the section, row, and seat indicated on the ticket.
- Tickets are generally mailed no later than nine days prior to the event. If tickets are ordered after this date, they must be picked up at the East End Zone Will Call prior to the game. Tickets left at Will Call may be picked up at the East End Zone Will Call three hours prior to game time. Photo identification must be presented.
- Re-entry on ticket stub is prohibited.
- The UNC Ticket Office accepts cash or credit cards (MasterCard, Visa, and American Express) at the Smith Center Ticket Office (located in the Ernie Williamson Athletic Center) and on game days at Kenan Stadium.
- For additional ticket information, visit TarHeelBlue.com or call: 800-722-HEEL (4335).



FOOTBALL ON THE AIR

Inside Carolina Football TV Show

- Inside Carolina Football with Butch Davis will preview Saturday's game and airs statewide every Saturday at 9:00 a.m. on Fox Sports South.
- Inside Carolina Football with Butch Davis will review Saturday's game and airs in the Triangle every Sunday morning at 11:00 a.m. on WTVD ABC 11.
- Tar Heel Football Review condenses an entire ball game into one hour and airs on the local Time Warner Cable station at 7:00 p.m. on Tuesdays and 8:00 p.m. on Thursdays.



"Butch Davis Live" Radio Show

- Wednesdays @ 7:00PM

The "Butch Davis Live" radio show airs every Wednesday night during the football season from 7-8 p.m. on the statewide Tar Heel Sports Network. Woody Durham hosts the show with Coach Davis, live in Chapel Hill from **Top of the Hill Restaurant**, located at 100 East Franklin St., on the Third Floor.



RADIO AFFILIATES

Follow all of the action of Carolina Football on the Tar Heel Sports Radio Network. (Subject to change.)

Albemarle	WSPC-AM	1010
Asheville	WISE-AM	1310
Boone	WECR-FM	102.3
Brevard	WSQL-AM	1240
Burlington	WBAG-AM	1150
Canton	WPTL-AM	920
Chapel Hill	WCHL-AM	1360
Charleston, SC	WQNT-AM	1450
Charlotte	WFNZ-AM	610
Elizabeth City	WKJX-FM	96.7
Fayetteville	WFLB-FM	96.5
Gastonia	WGNC-AM	1450
Goldsboro	WGBR-AM	1150
Greensboro/ High Point/ Winston-Salem	WTHZ-FM	94.1
Henderson	WIZS-AM	1450
Hendersonville	WHKP-AM	1450
Jacksonville	WJNC-AM	1240
Kinston	WRNS-AM	960
Lenoir	WJRI-AM	1340
Lexington	WLXN-AM	1440
Lincolnton	WLON-AM	1050
Martinsville, VA	WODY-AM	1160
Mocksville	WDSL-AM	1520
Morehead City	WTKF-FM	107.3
Morganton	WMNC-FM	92.1
Morganton	WMNC-AM	1430
Nags Head	WYND-FM	97.1
New Bern	WSSM-FM	105.1
Raleigh	WRDU-FM	106.1
Rockingham	WAYN-AM	900
Roxboro	WRXO-AM	1430
Rutherfordton	WCAB-AM	590
Salisbury	WSTP-AM	1490
Sanford	WFJA-FM	105.5
Shelby	WOHS-AM	730
Statesville	WSIC-AM	1400
Tabor City	WTAB-AM	1370
Virginia Beach, VA	WCDG-FM	92.1
West Jefferson	WKSK-AM	580
Whiteville	WTXY-AM	1540
Wilmington	WMFD-AM	630



CAROLINA GAME DAYS



2008 SCHEDULE



08/30/08

vs. McNeese State . . Chapel Hill, N.C. 6:00 p.m.



09/11/08

at Rutgers Piscataway, N.J. 7:30 p.m.



09/20/08

vs. Virginia Tech . . . Chapel Hill, N.C. TBA



09/27/08

at Miami Miami Gardens, Fla. TBA



10/04/08

vs. Connecticut Chapel Hill, N.C. TBA



10/11/08

vs. Notre Dame Chapel Hill, N.C. TBA



10/18/08

at Virginia Charlottesville, Va. TBA



10/25/08

vs. Boston College . . Chapel Hill, N.C. TBA



11/08/08

vs. Georgia Tech . . . Chapel Hill, N.C. TBA



11/15/08

at Maryland. College Park, Md. TBA



11/22/08

vs. NC State Chapel Hill, N.C. TBA



11/29/08

at Duke Durham, N.C. TBA