

# DAWGS DIGEST

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**FALL SPORTS KICK OFF**

THE OFFICIAL MONTHLY EXCLUSIVELY FOR TYEE MEMBERS

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# LIVE THE SUITE LIFE

**It's a Whole New Ballgame  
At Husky Stadium in 2013**

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-W-

# A WHOLE NEW BALLGAME

**UW department officials work to make sure the Husky Stadium renovation enhances the gameday experience for all fans**



BY BRIAN BEAKY • EDITOR

After serving as a beacon of Husky athletics for nearly a century, Husky Stadium will finally get the attention it has so long deserved. Over the course of the next 24 months, one of the most unique venues in the college football landscape will undergo its most complete overhaul in its 91-year history.

In addition to significant structural improvements that will ensure Husky Stadium can continue making memories for Husky fans for decades to come, the track will be removed, the field will be lowered and a new lower bowl will be constructed to place all seats closer to the action. The old 1950's south deck will be torn down and replaced with a new south structure that will include premium seating options including 25 luxury suites, a limited number of patio suites and Club Husky, which accommodates 2,500 fans.

A new website, HuskyStadium.com, is launching in August to give fans the chance to take a virtual tour of the new seating areas to sample the views and amenities of each, and to compare pricing and availability. It's all part of a \$250 million renovation that, when completed, will put Husky

Stadium back into its rightful place as one of the premier college sports venues in the country.

All fans will appreciate things like improved sightlines and proximity to the field, upgraded restrooms and concessions, and state-of-the-art sound and video implementation.

"Husky Stadium is one of the most unique settings in college athletics. Preserving its traditional look with the 'jaws' and beautiful views has been critical to the renovation," Jen Cohen, Senior Associate Athletic Director, said. "It will feel like the Husky Stadium we love, but with all the modern amenities our fans deserve."

The renovated stadium will provide new options for Huskies searching for premium seating opportunities, but Cohen says the department has remained sensitive to maintaining affordability. While many Huskies have been anxiously anticipating premium seating opportunities like those offered at most BCS schools, less than 6 percent of the renovated stadium will be considered premium seating — a figure much lower than most new or renovated NCAA stadiums. Premium seating and other pricing points, along

with other Tye donor levels can be found on the newly-launched HuskyStadium.com, along with 3D tours of the renovated stadium.

"We know that there is a portion of our fanbase that has been craving increased premium seating opportunities, and we want our premium seating to be on par with the best in the country," Cohen said. "But we also realize that premium seating isn't for everyone, and we have worked hard to make sure that Husky football remains affordable, and that the fan experience is improved across the board."

Throughout the process of creating the framework of a new gameday experience — which included touring stadiums from Austin, to Corvallis, to Ann Arbor and many in between — the department was committed to crafting an experience that would be true to Seattle, and to the Husky Stadium that countless loyal fans have called home.

"Husky Stadium has been a special place for generations of fans," Cohen said. "Hopefully these changes will help it continue to be that for generations to come." W

The screenshot shows the Husky Stadium website with a dark blue and gold color scheme. At the top center is the Husky logo with the text "HUSKY LIVES HERE" and "THE DRIVE FOR HUSKY STADIUM". Below the logo are five navigation buttons: "2013 HUSKY STADIUM", "2012 CENTURYLINK FIELD", "CONTRIBUTE NOW", "SEATING & TICKET INFORMATION", and "RENOVATION INFORMATION". The main content area features a large 3D rendering of the stadium at night, with a "WHAT YOU NEED TO DO NOW" section on the left and a "WHAT YOU NEED TO KNOW NEXT" section on the right. A countdown timer shows 267 days, 22 hours, 55 minutes, and 43 seconds. Below the rendering is a newsletter sign-up form with an "e-mail" input field and an "ENTER" button. At the bottom of the page are links for "SHARE", "SIGN UP", "CONTACT US", "FAQ", "GOHUSKIES.COM", and "TYEE CLUB", along with a copyright notice for 2011.

## On HuskyStadium.com:

### DID YOU KNOW?

- Traditional elements like the historic tunnel entrance will be preserved, and a new entrance will be added in the southeast corner. Visiting seating will also be relocated to the southeast corner.
- Fans on the sidelines will be 35 feet closer to the field than they currently sit, and many seats will benefit from greatly improved sightlines.
- The project includes a 70,000 square-foot Football Operations Center, which will help the program run much more efficiently, allowing the coaching staff to maximize their countable hours with the team.

- “Depth of tread” leg-room in the south upper deck will increase from 27 to 33 inches.
- All concourses will be under cover and feature improved concession experiences.
- As part of the project, a new Husky Track is being constructed just north of the Husky Soccer Field.
- A new underground parking garage will be constructed under the new southside servicing luxury suite and patio suite patrons.
- A permanent east end structure will be built and will also include field suites for corporate partners.
- All seats on the new south decks will be under cover.

- 3D virtual tours of renovated Husky Stadium
- List of Tye Club donation levels
- Donor seating area identification
- A new team store and other retail opportunities are being incorporated into the west end.
- Don James Center will be renovated, but will remain at 550 capacity.
- Two viewing terraces will be built on the NW and SW corners as an added amenity for premium seating patrons.