




# YOUR ALL-ACCESS PASS

Now that you have your badge, it's time to kick off one of the most interactive experiences the game has ever seen. Walk by any of our state-of-the-art, RFID-enabled exhibits (denoted with  on the guide) and you can spend the rest of your visit touring the Hall customized to your favorite team.

Make sure to register your badge at one of the kiosks in the Quad. Our Fan Ambassadors are standing by to help.

If you're already upstairs, you can register your pass at any of the interactive stations on the second floor.

Now, for the locker room speech! We want you to get out there, engage with all of the interactive exhibits, and when you do, your experiences will be recorded and saved FOR YOU - FOR FREE. It's all included with your admission allowing you to re-live one great moment after another — long after you've left.

Visit our site and log in using the email you registered and the personalized code (on the back of your All-Access Pass) to access and download the interactive takeaways from your visit.

And most importantly: this is a team sport, so don't forget to share your highlights.

@cfbhall • [cfbhall.com/allaccess](http://cfbhall.com/allaccess)

## HOURS

**Wide Open 7 Days a Week**

Sun-Fri // 10:00am-5:00pm

Sat // 9:00am-6:00pm

Closed Thanksgiving Day & Christmas Day

\*Opening & closing hours are subject to change.

## HALL OF FAME STORE

Our retail store is centrally located with easy access from the street and within the Hall. Stocked with official Hall merchandise and select team gear, visit us today and take home the excitement of the Chick-fil-A College Football Hall of Fame.

## SEASON TICKETS

Become a "member" of the Hall of Fame today. Season Ticket Holder benefits include free daily admission, special invitations to events and 15% off at the Hall of Fame store. Visit Fan Services or ask a Fan Ambassador for more information.



YOUR GUIDE TO THE GAME'S MOST LEGENDARY EXPERIENCE



## FOLLOW US



## FOUNDING PARTNERS



## OFFICIAL SPONSORS



YOUR GUIDE TO ALL-ACCESS

Presented by



## 1st FLOOR



### REGISTER YOUR ALL-ACCESS PASS

All right, huddle up! First stop? Represent. Visit one of the registration stations in The Quad, tell us your name, which school you go to war for and your email—then boom: your fully-interactive, 100% customized All-Access Pass is activated. Break!

### HELMET WALL CONNECTED BY SOUTHWEST AIRLINES

Registered? Great. Now quick, look up! Did you see your team's helmet light up on the wall? Nice. Your school is officially in the house!

### CHICK-FIL-A PEACH BOWL FIELD

Warm up on our 45-yard indoor playing field before you begin your historical walk. Capture the action of your game-winning field goal with our new kick cam, test yourself with throwing drills and even catch some highlights on our 36-foot high definition video board.



## 2nd FLOOR

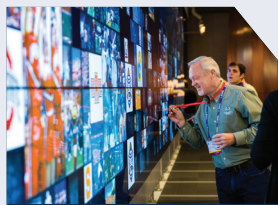
### CHICK-FIL-A WHY WE LOVE COLLEGE FOOTBALL GALLERY

#### CHAMPIONS ARCHIVE

When you're talking smack it's best to back it up with hard data. Keep tabs on all the championships, trophies and accolades your team has hauled in over the years.

#### MEDIA WALL

One of The Hall's signature experiences. This one-of-a-kind, 52-foot long, multi-user touch screen sets the stage for an amazingly hi-tech and historically rich college football experience.



### COCA-COLA FANS' GAME DAY GALLERY

#### GAME DAY THEATER

You'll be immersed in ultra high definition, 4K, live game action during this 10-minute heart-pounding film called "The Game of Your Life" narrated by legendary players and coaches.

#### FIGHT SONG KARAOKE

You bleed your team colors. Now it's time to put your money where your mouthpiece is and belt out your fight song in front of strangers.



### ESPN COLLEGE GAMEDAY DESK

Ever watch a live broadcast and think you could do better? Here's your chance. Sit with the anchors from College Gameday built by The Home Depot and let it rip. Of course, you're provided a script. Feel free to flip it.



### SCHOOL TRADITIONS

School traditions run deep. Here you can test your moxie in video game format with some of college football's more endearing traditions: **Marching Band Melee, Create a Mascot, Traditions Trivia, Cheerleader Challenge and Vendor Food Fling.**

### FACE PAINTING

Are you a game-time van Gogh? Give your war paint a digital makeover at the virtual Face Painting station. Don't worry, it's only pixel paint.

### SPECIAL EXHIBIT DELIVERED BY UPS

The plays in this exhibit are a short run and a touchdown. Explore what's new!

## KIA BUILDING A CHAMPION GALLERY

### KIA PERFORMANCE CENTER

It's your Pro Day. Lace 'em up and try your street shoes at the vertical leap, 40-yard dash, and agility test. And when you're done, you'll get a customized player card as a downloadable takeaway!

### MEET THE PLAYERS

Welcome to the Kia Building a Champion Gallery, where greats like Manning and Flutie dish on their college experience, from how they spent their downtime to how they dealt with the pressure.

### KEYS TO THE PLAY

Get schooled in a few stalwarts of the college football playbook. Learn the "Option" from Holtz, the "Air Ball" from Spurrier and the "Wishbone" from Barry Switzer. Warning: there will be a quiz.

### FCA HEART OF A COACH

### SERVICE ACADEMIES

### UNDER ARMOUR EVOLUTION OF EQUIPMENT

### PATH TO SUCCESS

## AT&T GAME TIME GALLERY

### EPIC RIVALRIES

Few on either side of the Ohio State/Michigan rivalry know why they're supposed to hate each other. Even fewer know that the Notre Dame/USC rivalry can be traced back to a couple of coaches' wives hatching vacation plans. Stop by and get the scoop.

### TAKE YOUR TEAM TO THE TOP

Here's your chance to recruit, micromanage players, glad-hand and wrangle some dollars to keep your team's facilities something that will satiate your loyal fans. Only thing on the line is your job security, "Coach."

### ESPN THEATER

### AT&T CALL THE PLAY

When an epic play is paired with an epic broadcaster call, an iconic sporting moment is cemented in time. Strap on a headset and microphone and call a few of the game's most memorable plays.

### AT&T VIRTUAL STADIUM

### REGIONS BANK GREATEST MOMENTS

## 3rd FLOOR

### HALL OF FAME

When you reach the top floor of The Hall, the National Football Foundation will introduce you to the astounding list of players and coaches that have taken up permanent residency here. A truly fitting, one-of-a-kind interactive monument to the game's most towering figures.

## THE ALL-ACCESS BADGE CHALLENGE

Presented by Piedmont HEALTHCARE



By completing all 20 activities you will have walked at least 1200 steps. You'll find a special prize waiting for you at Fan Services (go on, it's only another 100 steps required to redeem the prize).

### CHICK-FIL-A BUILDING LEADERS

No one is bigger than the game. But some causes certainly are. Acquaint yourself with a handful of great players and coaches that have used their platform to touch the lives of others long after their days on the field have ended.

