

## The ‘Ladder’

This is the fundamental principle and method that will again be used to reseat Cassell Coliseum. It seeks to integrate athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned; and will be applicable to Hokie Club members and all season ticket holders. Each person will be assigned an appointment time per their Ladder ranking and all seats will be selected using the following order:

### MEN’S BASKETBALL:

1. **Pioneers** (continuous season ticket purchaser since 1966) will retain their locations as well as keep their same number of seats.
2. **Benefactors, Century Champions, Golden Champions, Diamond & Platinum Hokies**
3. 46 – 43 years continuous season ticket purchasers; donor and non-donor (since 1967 – 1970)
4. **Golden Hokies**
5. 42 – 38 years continuous season ticket purchasers; donor and non-donor (1971 – 1975)
6. **Silver Hokies**
7. 37 – 33 years continuous season ticket purchasers; donor and non-donor (1976 – 1980)
8. **Faculty & Staff**
9. **Bronze Hokies**
10. 32 – 28 years continuous season ticket purchasers; donor and non-donor (1981 – 1985)
11. **Orange & Maroon Hokies**
12. 27 – 20 years continuous season ticket purchasers; donor and non-donor (1986 – 1993)
13. **Hokie Club** with less than 20 years continuous season ticket purchases (since 1994)
14. Non-Donor with less than 20 years continuous season ticket purchases (since 1994)
15. Tickets in excess of priority limits and according to rank order on the Ladder

### WOMEN’S BASKETBALL:

1. **Pilots** (continuous season ticket purchases since 1999 – 2000)
2. **Benefactors, Century Champions, Golden Champions, Diamond & Platinum Hokies**
3. Continuous season ticket purchasers since 2000 – 2001; donor and non-donor
4. **Golden Hokies**
5. Continuous season ticket purchasers since 2001 – 2002; donor and non-donor
6. **Silver Hokies**
7. Continuous season ticket purchasers since 2002 – 2003; donor and non-donor
8. **Faculty & Staff**
9. **Bronze Hokies**
10. Continuous season ticket purchasers since 2003 – 2004; donor and non-donor
11. **Orange & Maroon Hokies**
12. **Hokie Club**
13. Non-Donor
14. Tickets in excess of priority limits and according to rank order on the Ladder



## Americans with Disabilities Act (ADA) Seating & Parking

- Patrons occupying ADA locations must show the appropriate documentation **annually** in order to retain these seats.

**NOTE:** Customers not meeting this requirement will have their seats moved from the ADA location to the best available seats based upon their Hokie Club point priority ranking.

- All ADA non-wheelchair customers can select up to four seats together in an ADA location and limited to the quantity ordered by the June 24 order deadline.

- Non-wheelchair customers qualifying for ADA seating will have the ability to select available ADA seats within Cassell Coliseum. If the patron qualifies by point priority for a better seat than available ADA seats, then they may select that location.

- ADA wheelchair customers who identified a need for ADA seating and provided the appropriate documentation with their ticket order will have their account noted and receive a time to be called by the Athletics Ticket Office for assistance in selecting seats per their individual needs.

**NOTE:** Due to limited wheelchair-accessible seating in Cassell Coliseum, ADA wheelchair customers can only select two seats (one wheelchair and one companion) together. Any additional seats would be selected in non-ADA seats unless there is appropriate documentation indicating the need for two wheelchair ADA seats in one account.

- There are a limited number of ADA parking spaces adjacent to Cassell Coliseum in Lot 1 for ADA patrons on a game-by-game basis.

**NOTE:** All ADA patrons will be required to display the appropriate DMV hangtag indicating ADA parking is necessary before being granted admittance into Lot 1.



## General Reminders for 2013 CASSELL COLISEUM RESEATING

- All season tickets in Cassell Coliseum will be reallocated for the 2013 season based upon your Ladder ranking as of December 31, 2012.

**NOTE:** Seats assigned to Pioneers, corporate written contractual agreements, student seating, visiting teams and the athletics departmental commitments are not available during the selection process.

- **Men’s Basketball Pioneers** (continuous season ticket purchases since 1966) will retain their locations as well as keep their same number of seats.

- **Women’s Basketball Pilots** (continuous season ticket purchases since 1999 – 2000) will select their seats on Step #1 of the Ladder.

- Selections will be determined by “the Ladder” which integrates athletics giving and continuous years of season ticket purchases for an equitable priority order by which season tickets are assigned; and will be applicable to Hokie Club members and all season ticket holders.

- During your priority selection time you will only be able to select seats that fall within the Ladder “in-priority” limits.

**Men’s Basketball:** The “in-priority” ticket limit for Benefactors, Century Champion, Golden Champion, Diamond and Platinum Hokies is six season tickets. The “in-priority” ticket limit for all other patrons is four season tickets.

**Women’s Basketball:** The “in-priority” ticket limit for all season ticket holders is six tickets.

- Season tickets exceeding priority limits will be selected apart from “in-priority” seat locations after all other seats are chosen within the Ladder (Step #15 for **Men’s Basketball** and Step #14 for **Women’s Basketball**).

- Customers will not be allowed to choose a seat location that strands a single seat. For example, if a block of three seats remains in a row you will not be able to select two of them thereby stranding a single seat. This maximizes seating capacity in Cassell Coliseum and limits the number of unsellable single tickets.

- The Athletics Ticket Office reserves the right to move your seats one to the left or right to avoid stranding single tickets or odd numbers of seats in a row. However, this will not be utilized to move seats off an aisle or if it disturbs a block of seats “stacked” back-to-back on two rows.

- Customers wishing to group seat with others need to coordinate selections with the appointment time of the lowest ranked person within your group; and, at that time, each group member can log into the online system and choose your seats based on availability.

**NOTE:** Since all seats will be selected online, each person in the group will need access to a separate computer when coordinating the location of your seats to simultaneously make your selections.

- Hokie Club members will retain their seats in subsequent years by maintaining an active Hokie Club membership and not allowing their giving level to decrease based on your 2013 Ladder position at the time your seats were selected. Should your membership become inactive or downgraded your seats will be moved to a different location the following year.

- Parking will be determined for qualifying members based upon their Hokie Club point priority ranking as of December 31, 2012 and automatically assigned for you to the corresponding lot following the reseating process.

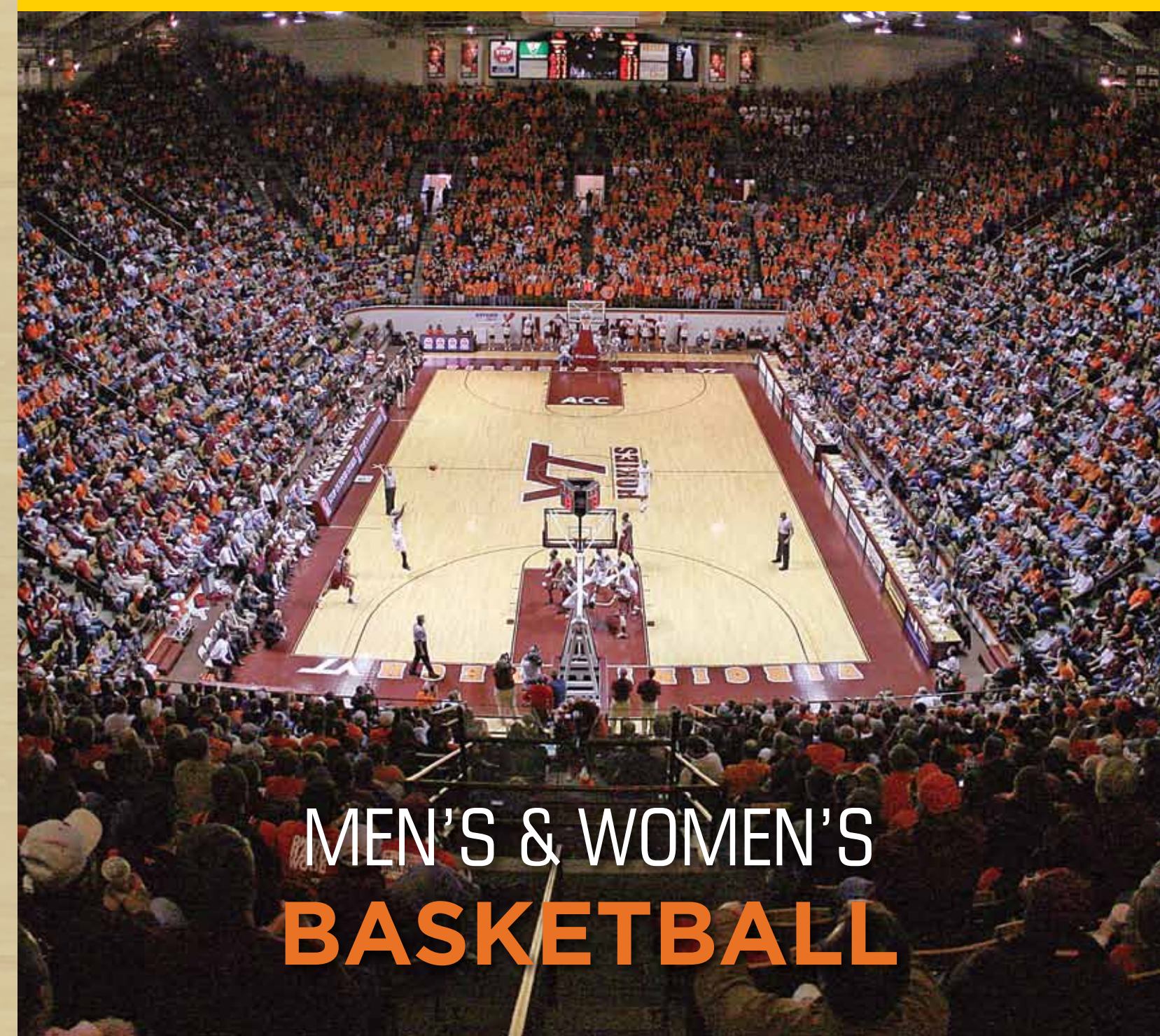
- If you need assistance making your selection via the phone with a reseating representative please notify the Hokie Club at 540-231-6618, **no later than two days before your appointment**, where you can be reached during your appointment time.

- If you miss your appointment time by more than 30 minutes and/or fail to complete your order, a reseating representative will contact you. If the representative is unable to make contact with you within one hour, then the representative will choose the best available seats nearest to last year’s location as possible to help protect your priority. This will exclude those who indicated you wished to group seat with others.

Visit [www.CassellColiseumReseating.com](http://www.CassellColiseumReseating.com)

# 2013 CASSELL COLISEUM

## ‘HOW-TO’ GUIDE FOR ONLINE SEAT SELECTIONS



## MEN’S & WOMEN’S BASKETBALL

# The Online Selection Process:

## Step-by-Step

Carefully read the guidelines in this guide and the 2013 Cassell Coliseum Reseating brochure regarding the reseating process. Knowing how the system works will help make your seat selections easier. If you have misplaced the previous brochure, you can find a copy online at [www.CassellColiseumReseating.com](http://www.CassellColiseumReseating.com). Familiarize yourself with these easy steps to choose your own seating for Hokies basketball.

### 1. Start Here!

Go to [www.CassellColiseumReseating.com](http://www.CassellColiseumReseating.com).

### 2. Log In

Log in to the system using your Virginia Tech customer number and personal access code. This information was in the letter accompanying this guide. You will be directed to the “My Account” page after logging in.

### 3. Watch the Instructional Video

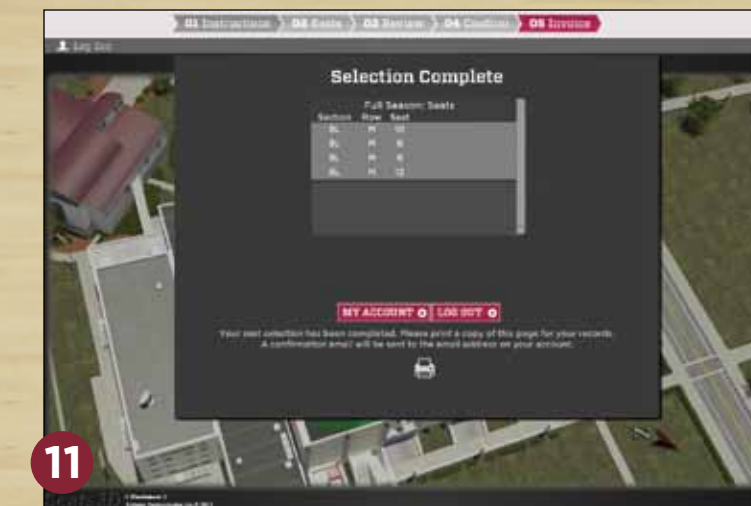
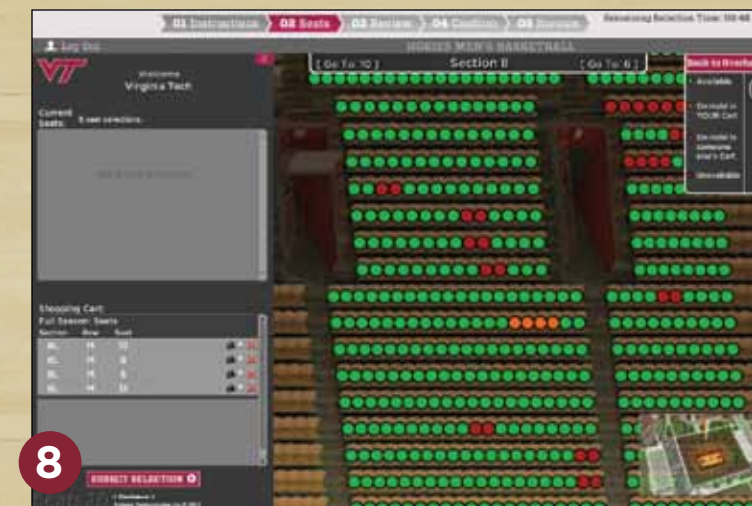
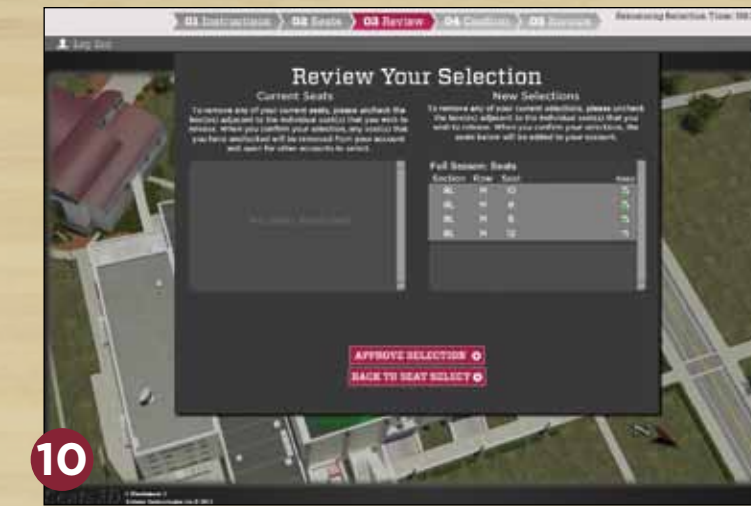
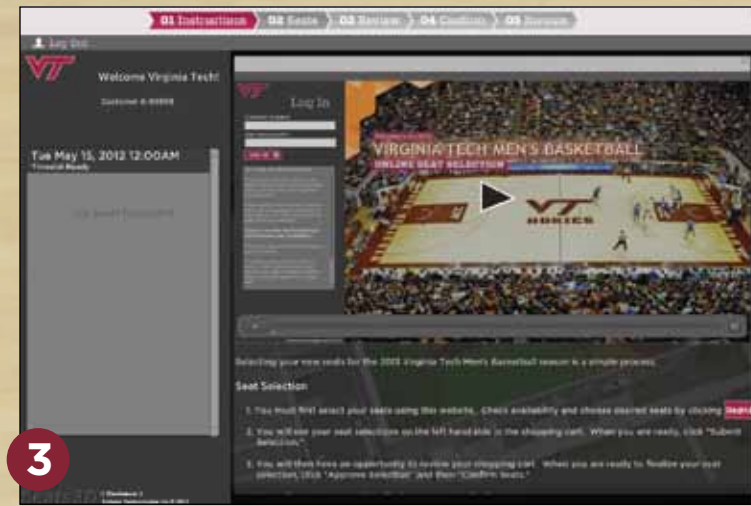
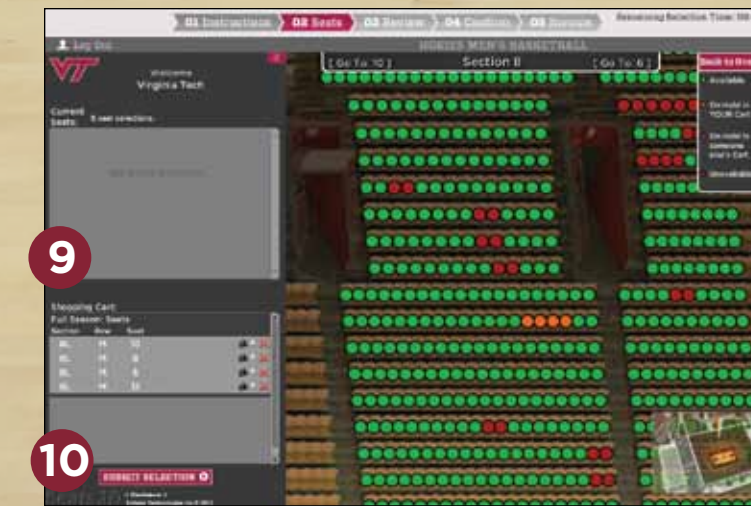
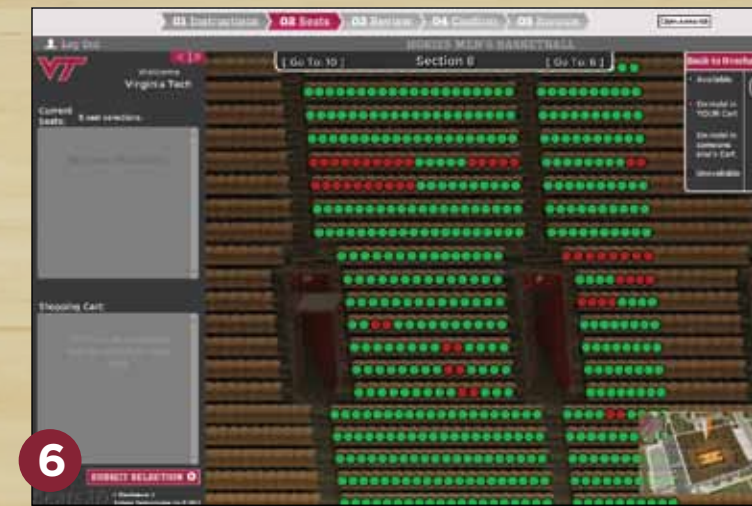
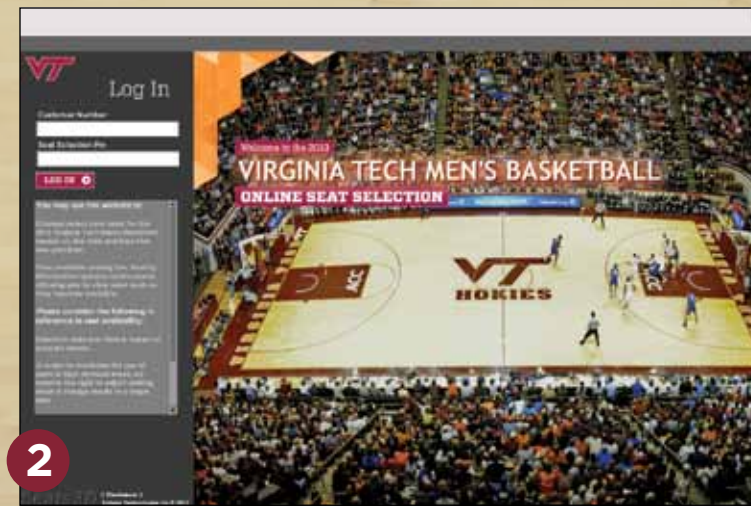
Take a minute to watch the instructional video explaining the online selection process. This video will show how to monitor the selection process and make your selections quickly when your appointment time arrives.

### 4. Find Your Cart

Your “Shopping Cart” for seats will appear on each subsequent page. **NOTE:** Parking will be determined for qualifying members based upon their Hokie Club point priority ranking as of December 31, 2012 and automatically assigned for you to the corresponding lot following the reseating process.

### 5. Go to the Map

When you have watched the video, checked out your “Shopping Cart,” and reviewed the documentation, click the “View Available Seats” link to access an interactive map of Cassell Coliseum.



### 6. Zoom in for Details

From the interactive map, you can click on a seating area to narrow the map's presentation. You can see adjoining sections by clicking on the “Go To” buttons at the top of the section image. You can return to the overhead view of the arena by clicking on the “Back to Overhead” link at the top of the section image.

### 7. Check Out the View

You can see panoramic seat views by clicking on the “Seat View” icon in the appropriate areas. This will provide a view of the section from a chosen range of rows. You can return to the section by clicking on the “Back to Section” link at the top of the seat image.

### 8. Find Your Seats

The section detail shows you all seats in a section. Green dots represent available seats. Red dots represent seats that are unavailable. When you select seats, the dots will turn orange.

### 9. Make Your Selection for Seats

Your “Shopping Cart” for seats appears at the left side of the screen. You can make your selections by clicking on any green-dot location. All completed selections will be added to your cart and the dots will turn orange. If you change your mind and want to change the location of your selection, you can unclick the original selection or click the red “X” next to the assignment in your cart.

### 10. Finalize Your Selection

Once your Shopping Cart is “full,” finalize your selection by clicking “Submit Selection.” This will prompt you through a series of confirmation screens. On the final confirmation screen all customers will “Approve Selections.”

**NOTE:** Once you click “Approve Selections” of an item, SELECTION IS FINAL.

Individuals that are group seating should only submit a selection when they are ready to finalize that item. For example, you would log into the system and finalize your seat location by following the steps above at the lower ranked patron's selection time.

### 11. You're All Done!

After submitting and approving your selections, you are all done. You will have an opportunity to print out your seat selections for your records. If you have tickets that are above the priority limit, you will be allowed to select those at the second time slot specified in your appointment notice.

You are encouraged to become familiar and comfortable with this website!

Hokie Club members and season ticket holders are encouraged to become familiar and comfortable with this website and its functions. All seat selections will be chosen online and actual appointments will run from 9 a.m., to 4 p.m., on weekdays beginning in early August. Reviewing the steps and reminders in this brochure and website will make the online selection process more friendly and a better overall experience for you.

Visit [www.CassellColiseumReseating.com](http://www.CassellColiseumReseating.com)