

# MLS Match #50 Production Packet



## D.C. UNITED VS CF MONTREAL

### SATURDAY MARCH 15TH | 7:30 PM | AUDI FIELD

Gates: 6:00 PM EST | Advertised Time: 7:30 PM EST | TV Kick: 7:40 PM EST

TV: MLS Season Pass

Estimated Attendance: 12,000

Weather: High 72 | Low 61 | Cloudy | Chance of Rain 2%

Officials: Guido Gonzales Jr, Jason White, Justin Howard, Jon Freeman

US/Canadian National Anthem: Kristi Spicer | ASL Interpreter: Billy Sanders  
Standard Bearer: Community Champion | Color Guard: Girl Scouts | Coin Toss: Captains  
Heineken Hall DJ: DJ Soyo | Bowl DJ: DJ Little Bacon Bear | Host: Haiya Kofler  
Gate Giveaway: N/A  
Other DC Events: Rock N' Roll Half Marathon

#### Pregame Events:

- Party at the Pitch (5:00 PM - 7:00 PM)
- Sales Tours (5:30 PM - 6:00 PM)
- Sequel x Girl Scouts Panel - Heineken Rooftop (6:00 PM - 7:15 PM)
- Women's Empowerment Month Happy Hour - Cabanas (6:00 PM - 7:30 PM)
- Kick Zone Closed for Ramadan - 6:00 PM - 7:30 PM

#### Halftime Events:

- Harris Teeter Fan of the Match
- Community Champion
- Military Member of the Match - Sarai Holloway
- Birthdays

#### Postgame Events:

- Heineken Star of the Match
- STM Photos





## MATCH TIMELINE

### MD-1 - 3/7/25

3:00:00 PM BROADCAST PARK & POWER  
7:00:00 PM STREET CLOSURES

### MATCHDAY - 3/8/25

8:00:00 AM ADMIN/STAFF ENTRANCE OPEN  
8:00:00 AM BROADCAST CALL TIME  
11:00:00 AM EVENT OPERATIONS STAFF REPORT TIME  
12:00:00 PM KICK ZONE/CREDENTIAL PICKUP OPEN  
12:00:00 PM CLUB SHOP OPENS  
1:00:00 PM DOABLE YOU VENDOR LOAD IN  
1:30:00 PM CAPTAIN'S BRIEFING  
2:30:00 PM STAFF MEAL AVAILABLE  
3:00:00 PM VISITING TEAM EQUIPMENT ARRIVAL  
3:30:00 PM BOX OFFICE OPENS  
4:00:00 PM COMMS ACCESS TO SUITE 1 FOR SET UP  
4:15:00 PM SEQUEL CEO INTERVIEW - SUITE 1  
5:00:00 PM BINBOX OPENS  
5:00:00 PM PARTY AT THE PITCH OPENS  
5:00:00 PM GUEST EXPERIENCE & CSC REPORT TIME  
5:00:00 PM REMAINING CONCOURSE ACTIVATION LOAD IN  
5:00:00 PM CONCOURSE CLOSED TO VEHICLE TRAFFIC  
5:00:00 PM REFEREE REPORT TIME  
5:00:00 PM MOBILITY SHUTTLE SERVICE BEGINS  
5:15:00 PM NATIONAL ANTHEM SOUNDCHECK  
5:30:00 PM PREMIUM ENTRY OPENS - SALES TOURS & GIRL SCOUT PANEL  
5:30:00 PM TWO WHEEL VALET OPEN  
5:30:00 PM MEDIA WILL CALL/PRESS BOX OPEN  
5:30:00 PM COMMAND CENTER ACTIVE  
5:45:00 PM DCU FIRST TEAM REPORT TIME  
6:00:00 PM VISITING TEAM BUS ARRIVAL  
6:00:00 PM SEQUEL X GIRL SCOUTS PANEL BEGINS - HEINEKEN ROOFTOP  
6:00:00 PM GATES OPEN  
6:50:00 PM START OF WARM UPS  
7:15:00 PM SUPPORTERS MARCH TO THE MATCH  
7:20:00 PM END OF WARM UPS  
7:00:00 PM PARTY AT THE PITCH CLOSED  
7:40:00 PM KICK - GAME STARTS  
8:00:00 PM MEDIA WILL CALL CLOSED  
8:26:00 PM HALFTIME  
9:00:00 PM VISITING TEAM BUS STAGING  
9:30:00 PM END OF GAME  
10:00:00 PM CLUB AREAS CLOSED  
10:00:00 PM CLUB SHOP CLOSED  
10:30:00 PM SUITE AREAS CLOSED  
10:30:00 PM TWO WHEEL VALET CLOSED  
10:30:00 PM BINBOX CLOSED  
12:00:00 AM MOBILITY SHUTTLE SERVICE ENDS



# CONCOURSE ACTIVATIONS



**SUPPORTER GROUPS:**  
**D.C. UNITED - SECTION 136-137**  
**CF MONTREAL - NONE**

**GUEST EXPERIENCE SERVICES:**

- **Binbox** (Located outside Gate B): 5:00 PM - 10:30 PM
- **Two Wheel Bike Valet** (Located at 2nd St SW & T St SW): 5:30 PM - 10:30 PM
- **ADA Shuttle** (Running from Gate A to Navy Yard Metro): 5:00 PM - 12:00 AM
- **Mamava Pod** (Located at Gate A): 6:00 PM - End of Match
- **Guest Services** (Located at Gate A): 6:00 PM - End of Match
- **Heineken Recycling** (Located at Gate B & Section 121): 6:00 PM - End of Match
- **Club Shop** (Located at Gate A): 6:00 PM - End of Match)
  - Other Locations: Gate B, SW Corner, Premium Club

## KEY

- INTERNAL ACTIVATIONS**
- REDEMPTION LOCATIONS**
- FAN EXPERIENCE PROGRAMS**
- VENDORS**
- PARTNER ACTIVATIONS**

# CONCOURSE ACTIVATIONS

ACTIVATION	LOCATION	DCU POC	LOAD IN / OUT	COLOR	DETAILS
DCU TICKET SALES INFO TABLE	GATE A	KAIA THOMPSON	5:00 PM / 9:00 PM		TICKET SALES INFO / FEP CHECK IN
DCU SALES TABLE B	SE CORNER	KAIA THOMPSON	5:00 PM / 9:00 PM		TICKET SALES INFO / FEP CHECK IN
MCDONALDS PHOTO BOOTH	GATE B	HIRAM WAINWRIGHT	4:30 PM / 8:30 PM		PHOTOBOOTH
D.C. UNITED MARKETING	GATE B & GATE C	HIRAM WAINWRIGHT	5:30 PM / 8:30 PM		MOBILE APP PROMOTION / GIVEAWAYS
DCU SALES TOUR CHECK-IN	PREMIUM	KAIA THOMPSON	5:00 PM / 6:00 PM		PRE-MATCH TOUR CHECK IN
HARRIS TEETER SOCCER BOWLING	GATE A	RYAN ROSENBERG	12:00 PM / 11:00 PM		PARTNER ACTIVATION & GAME
GIRL SCOUT COOKIES	GATE A	SAM MCGRATH	5:00 PM / 8:00 PM		COOKIE SALES
EDUCATION FOR EMPLOYMENT	GATE A	CAM NEWTON	5:00 PM / 8:00 PM		NON-PROFIT GROUP OF THE MATCH
BODY OF A GODDESS	HEINEKEN HALL	AL RAITT	5:00 PM / 8:00 PM	VR	WOMENS EMPOWERMENT VENDOR ROW
HONEYGLOW	HEINEKEN HALL	AL RAITT	5:00 PM / 8:00 PM	VR	WOMENS EMPOWERMENT VENDOR ROW
THE WELLNESS UNIVERSE	HEINEKEN HALL	CAM NEWTON	5:15 PM / 9:00 PM		WOMENS EMPOWERMENT VENDOR ROW
COMMUNITY CORNER	GATE A	MORGAN PRESLEY	5:15 PM / 8:30 PM	CC	HOUSE OF RUTH MAMATOTO VILLAGE GIRLS INC LATINAS LEADING TOMORROW MINORITY WOMEN IN SPORTS
HYGIENE KIT PACKING STATION	GATE A	TESS WEISS	4:00 PM / 7:30 PM		PACKING KITS W/ FEMININE PRODUCTS

## ANCILLARY EVENTS

ACTIVITY	DETAILS	POINT OF CONTACT
WOMEN'S HISTORY MONTH PRE-MATCH HAPPY HOUR HOSTED BY DJ LITTLE BACON BEAR	LOCATION: SOUTH CABANA HOSPITALITY AREA / CABANA 1 & 2 TIMING: 6:00 PM - 7:30 PM PARTICIPANTS: UP TO 100 DETAILS: 1,000 LAPEL PIN GIVEAWAY, BOUQUET STATION & FLORAL PHOTO WALL, UNLIMITED CHAMPAGNE	JANINE BRUNSON-JOHNSON
SEQUEL X GIRL SCOUTS PRE-MATCH PANEL	LOCATION: HEINEKEN ROOFTOP TIMING: 5:30 PM - 7:30 PM PARTICIPANTS: 70 DETAILS: PRE-MATCH PANEL PRESENTED BY SEQUEL FROM 6 PM - 6:50 PM FOLLOWED BY HYGIENE KIT PACKING	MEGHAN SCHWARTZ TESS WEISS SAM MCGRATH



No unauthorized entry into this space without proper credentials. This area is strictly enforced. Any unauthorized entry will result in immediate removal.

**CREDENTIAL ACCESS ZONES:**

- 1 - BACK OF HOUSE
- 2- BROADCAST
- 3 - MEDIA
- 4 - CLUB
- 5 - SUITES
- 6 - COMPETITION
- 7 - LOCKER ROOM
- 8 - TEAM BENCH
- 9 - FIELD

**SECURITY & ACCESS**

Security Entity	Timing / Quantity
MPD	4
MSA	1:00 PM / 1 3:00 PM / 1
APEX	5:00 / 24
CSC	5:00 MOD - Rayshawn Meiser
GW Medical (First Aid)	1st & 4th Floor Open 5:00 PM / 4
Life Star	5:00 PM / 2 ALS + 1 ROAM TEAM

**WRISTBAND ACCESS:**



- GOLD: EVENTS DC CLUB (SECTION C1-C9)
- POWDER BLUE: FIELD SEATS (SECTION F1-F12)
- SILVER: GUIDEHOUSE SUITE LEVEL (SUITES 1-19)
- DARK BLUE: CABANA SUITES (CB1 - CB4)
- ORANGE: FIELD TABLES (FT1-FT4)
- PURPLE: FIELD SUITES (SUITES 20-26)
- TEAL: TOWER SUITES (SUITES 27-31)
- LIGHT YELLOW: LOGE BOXES (LB1 - LB4)
- PLAIN BLUE: PRE-MATCH SALES TOURS
- BLACK WORKING STAFF: ZONE 1
- WHITE SUPPORTERS GA: SECTIONS 136 & 137
- BLACK SECTION 135: SECTION 135
- PEACH SECTION 138: JUNIOR SUPPORTERS SECTION
- RED PRE-GAME FIELD
- YELLOW HALFTIME FIELD
- GREEN POST-GAME FIELD
- PINK: FAMILY ROOM & POST-GAME FIELD
- GREEN HEINEKEN: PRE-MATCH PANEL (HEINEKEN ROOFTOP)



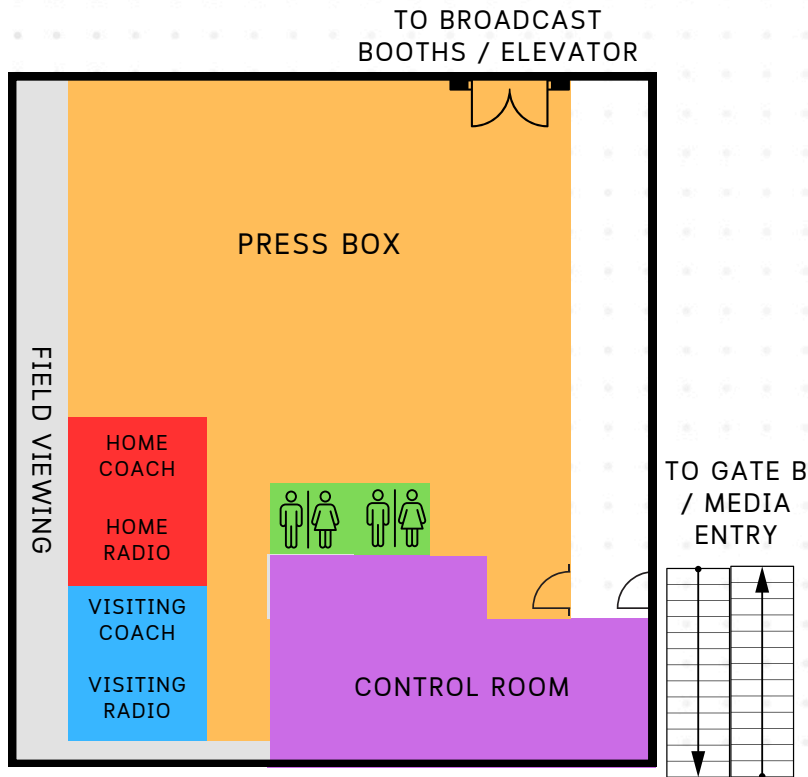
## PREMIUM AREAS

Event Space	Company / Group	Event Space	Company / Group	Event Space	Company / Group	Event Space	Company / Group
Suite 1	Sequel Interview - Pre Gates ONLY	Suite 14	DCU First Team	Suite 27	Enlightenment Capital	CS 1	All-Inclusive Champagne
Suite 2	District of Columbia	Suite 15	Danita Guests	Suite 28		CS 2	All-Inclusive Champagne
Suite 3	Visiting Team	Suite 16	BPB	Suite 29	Mainstreet Bank	CS 3	All-Inclusive Champagne
Suite 4	DCU First Team	Suite 17	CPG	Suite 30		CS 4	All-Inclusive Champagne
Suite 5	Marketing Team	Suite 18	Ownership	Suite 31	Sevanti Events	LB 1	Rachel Withington
Suite 6	NFP	Suite 19	Events DC	FT 1	Lithco Contracting	LB 2	
Suite 7	Partner Prospects	Suite 20	Guidehouse	FT 2	iHealth	LB 3	Lisa Pineda
Suite 8	Inova	Suite 21	Blue Lagoon	FT 3	DH Tech	LB 4	
Suite 9		Suite 22		FT 4	Busy Bee Environmental Services	Riverview Bar	
Suite 10	Capitol Building Supply	Suite 23	Kaitlyn Auchincloss	FT 5	SwitchPitch	Heineken Hall	
Suite 11	Lumark Technologies	Suite 24	Kaiser Permanente	FT 6	William Giandoni	Heineken Rooftop	Sequel x Girl Scout Panel - Pregame ONLY
Suite 12	Bolana	Suite 25	Amazon	FT 7	Alireza Ramezan	Directors Lounge	CLOSED
Suite 13	Audi	Suite 26	Ownership	FT 8	Drew Pearson	SSG	WHM Happy Hour - Pregame ONLY



## BROADCAST/MEDIA/PRESS

### PRESS BOX DIAGRAM





### PRESS BOX & BROADCAST ROOM ASSIGNMENTS

HOME COACH	DCU
HOME RADIO	DCU
VISITING RADIO	MTL
VISITING COACH	MTL
BOOTH #1	SPANISH/FRENCH
BOOTH #2	ENGLISH

### BROADCAST INFO

TRUCK PARK & POWER	3/14
BROADCAST CREW REPORT TIME	3/15 8:30 AM
BROADCAST TRUCKS ON SITE	2 MU
CREDENTIAL PICK UP	KICK ZONE (1ST & T ST)

### MEDIA INFO

PHOTO MARSHALL	BRYAN RUIZ
FIELD ACCESS BIB	PURPLE 
NO FIELD ACCESS BIB	YELLOW 
CREDENTIAL PICK UP	GATE B
BIB DROP OFF	NW/SW CORNER, PHOTO WORK ROOM, PRESS HALLWAY

#### PHOTOGRAPHER ZONES:

NW CORNER (BETWEEN SECTION F25 & F26)

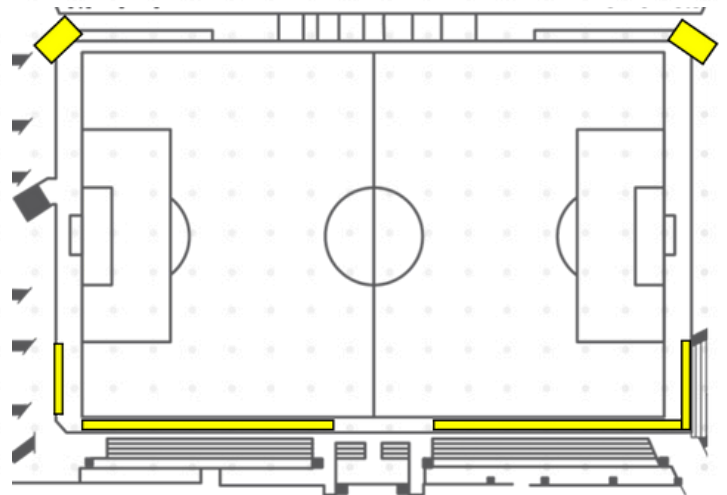
SW CORNER (BETWEEN SECTION F21 & F22)

Photographers with MEDIA or FIELD bibs are not permitted to stand on the concourse or in the seating bowl in areas that are not designated for them.

#### PHOTOGRAPHER FIELD GUIDELINES:

Photographers with FIELD ACCESS BIBS may sit on the east sidelines against the field boards or along the south/north goal lines against the field boards up to the 18' box.

Tripods and folding seats with legs are prohibited on the field.





## FAN EXPERIENCE PROGRAMS - PRE MATCH

EXPERIENCE	SALES REP	# PARTICIPANTS	OPS STAFF	CHECK-IN LOCATION	GROUP
HOME PLAYER MASCOTS	LOVIT	13	Kianna	Sales Table B	FAIRFIELD YOUTH SOCCER CLUB LADY KNIGHTS
VISITING PLAYER MASCOTS	LOVIT	13	Kianna	Sales Table B	FAIRFIELD YOUTH SOCCER CLUB LADY KNIGHTS
MEMBER WARM UPS	BOATENG	30	Giancarlo	STMHQ - Premium Entry	STMs
BALL KIDS	CAVEY	12	Graham	Sales Table B	ST. MARY'S STING
HOME TEAM BENCHWARMERS	SMITH	18	Askia	Sales Table B	BOOZ ALLEN HAMILTON
TEAM TUNNEL	LANG	20	Sara	Sales Table B	MSI ORANGE
CENTER CIRCLE BANNER	GIFFIN	50	Michael	Sales Table B	TAKOMA THUNDER

## FAN EXPERIENCE PROGRAMS - POST MATCH

EXPERIENCE	SALES REP	# PARTICIPANTS	OPS STAFF	CHECK-IN LOCATION	GROUP
Heineken Star of the Match Photo	BERGEN HOUSTON	16	Kianna	NE Corner	Partnerships
STM Group Photos	BEN HERNDON	15	Kianna	NE Corner	Sales





# COMPETITION

ITEM	HOME: D.C. UNITED	AWAY: CF MONTREAL
EQUIPMENT ARRIVAL	3/15 2:00 PM	3/15 3:30 PM
TEAM ARRIVAL	3/15 5:45 PM	3/15 6:00 PM
PLAYER/STAFF PARKING	AKRIDGE LOT	2ND ST SW
TEAM BUS PARKING	N/A	1ST ST SW
BUS MOVEMENTS	N/A	1ST & T - 8:30 PM
TECHNICAL & NONDRESSING PLAYER SUITE	F22	SUITE 3
TEAM ADMIN CONTACT	ISAAC LANGLEY	JULIETTE BRAULT
LOCKER ROOM ASSIGNMENT	HOME	VISITING
ADDITIONAL INFORMATION	USING INTERVIEW ROOM 6-6:15 PM	FEMALE LOCKER ROOM - REF #1

 <b>D.C. United</b>	<b>Officials</b>	 <b>CF Montreal</b>
 <p>Black</p> <p>Black</p> <p>Black</p>	 <p>Pink</p> <p>Black</p> <p>Pink</p>	 <p>Light Blue</p> <p>Light Blue</p> <p>Light Blue</p>
 <p>Green</p> <p>Green</p> <p>Green</p>		 <p>Yellow</p> <p>Yellow</p> <p>Yellow</p>

# PRODUCTION TIMELINE



DC UNITED v CF MONTREAL  
MARCH 15, 2025  
7:30PM

COMPETITION TIMELINE

TIME OF DAY	CLOCK	EVENT
6:00:00 PM	<b>0:78:00</b>	General Gates Open
		Officials Arrive
		Teams Arrive
6:25:00 PM		Match Coordination Meeting
6:36:00 PM		Field Watering - TBD
6:45:00 PM		Five Minute Warning for Warm-Ups
6:47:00 PM		Three Minute Warning fo Warm-Ups
6:49:00 PM		One Minute Warning for Warm-Ups
6:48:00 PM	<b>0:30:00</b>	<b>Warm-Ups Begin - All Players</b>
		Clock Begins Countdown: 30:00 - 0:00
7:18:00 PM	<b>0:00:00</b>	Warm-Ups End - Clear Field
	<b>0:22:00</b>	Field Watering - TBD
7:24:00 PM	0:16:00	Teams/Officials Five Minute Warning (5:00) Exit LR
7:26:00 PM	0:14:00	Teams/Officials Three Minute Warning (3:00) Exit LR
7:28:00 PM	0:12:00	Teams/Officials One Minute Warning (1:00) Exit LR
7:29:00 PM	0:11:00	Teams/Officials Exit Locker Room
7:30:30 PM	0:09:30	Officials Check Players/Uniforms/Equipment
7:31:30 PM	0:08:30	Procession
7:33:00 PM	0:07:00	CAN National Anthem
7:34:30 PM	0:05:30	U.S National Anthem
7:36:30 PM	0:03:30	Team Photos - Handsakes
		Official Coin Toss
		Home Club Starting XI
7:40:00 PM	<b>0:00</b>	Kick-Off
	00:00 - 45:00+	
	15:00:00 - 0:00	Halftime
		Five Minute (5:00) Warning – Exit LR
		Three Minute (3:00) Warning – Exit LR
		One Minute (1:00) Warning – Exit LR
		Clubs/Referees Exit Locker Room
		Starting Teams take On-Field Positions
		Team Huddles on field
	45:00 - 90:00	Second Half Kickoff
		Game Ends