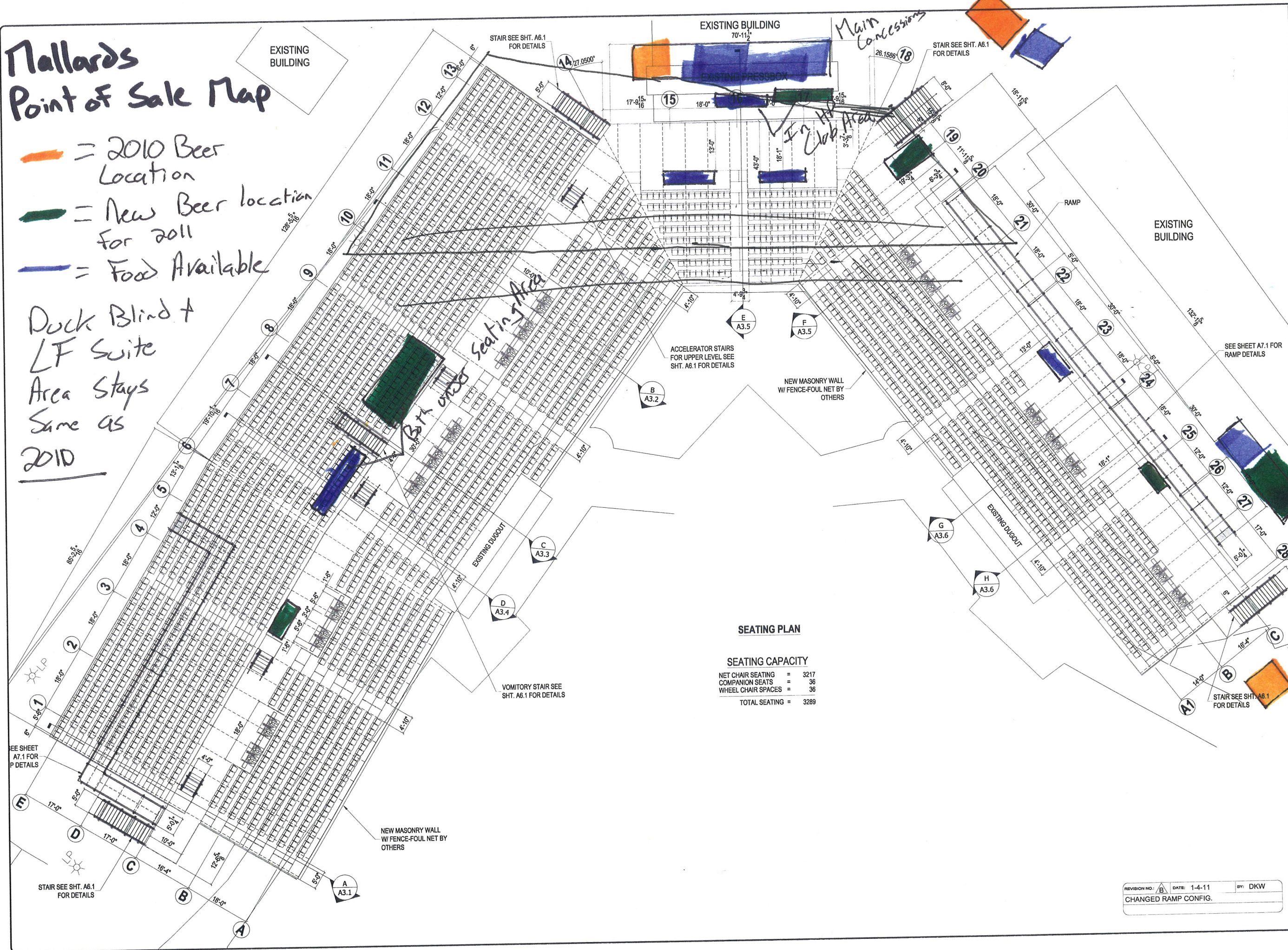


Nallards Point of Sale Map

- █ = 2010 Beer Location
- █ = New Beer location for 2011
- █ = Food Available

Duck Blind + LF Suite Area Stays Same as 2010



SEATING PLAN

SEATING CAPACITY

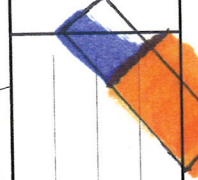
NET CHAIR SEATING	=	3217
COMPANION SEATS	=	36
WHEEL CHAIR SPACES	=	36
TOTAL SEATING	=	3289

MICHAEL A. ROBINSON, P.E.
921 SHADOW DR., STE. 3
LAKELAND, FL. 33809
WI. REGISTRATION NUMBER
36695-006



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WARNER PARK BLEACHER REPLACEMENT
MADISON, DANE COUNTY, WI
JOE DANIELS CONSTRUCTION CO., INC.
(1) - 23 ROW x 233'-0" - ELEV. 28'



SEATING PLAN

DRAWN BY: DKW DATE: 12-17-10
CHKD BY: DATE:
SCALE: 3/32"=1'-0"
JOB NUMBER:
5285
SHEET NUMBER:
A1.1
Rev.: B

REVISION NO. 1	DATE: 1-4-11	BY: DKW
CHANGED RAMP CONFIG.		

Mallards Pouring Location Explanation:



- Indicates beer pouring location that existed in 2010 & will exist in 2011 & beyond.



- Indicates proposed new locations for 2011 & beyond.



- Indicates whether food will be served at this location.

- Two beer pouring locations in the former grandstand area will be removed.

- Duck Blind & leftfield suite areas will have the same pouring locations as previous years.

- o The Duck Blind has two beer pouring locations for the general Duck Blind crowd & up to 6 cooler service areas that are exclusively used to serve private parties, depending on attendance.

- o The Leftfield area is exclusively used for private parties & has up to four cooler locations to serve the parties depending on attendance.

- In previous years we had two suite locations behind home-plate that each had cooler service for private parties, those two locations will be eliminated as part of the stadium renovation.

- In 2011 we are planning on adding a Home Plate Club area that would feature a private deck & lower level weather protected lounge area for members of the club that would provide food & beer service. Each ticket holder in the Club area would receive vouchers for 3 beers per game. This will be sold as a full or partial season ticket to primarily area businesses for client entertainment.

- It is interesting to note the number of beer pouring locations of other minor league baseball teams in the state. Here are the results of a quick survey we did recently:

Beloit Snappers	Offer 9 POS for beer	Avg about 1,000 fans/game
WI Timber Rattlers	Offer 18 POS for beer	Avg about 3,000 fans/game
2010 Mallards	Offered 6 POS for beer	Avg 6,000 fans/game
2011 Mallards (plan)	Offer 10 POS for beer	Plan Avg over 6,000/game