Green Bay Packers
Hall of Fame Customer Service Representative
Training Guide

Contents

1. Sales
2. Cashless
3. Admission Rates
4. Hall of Fame
5. Stadium Tours
6. Packers Heritage Trail & Trolley Tours
7. Group Sales
8. Responsibilities & Procedures
9. Safety & Security

Sales

Daily Sales

This is the most common form of sale that will be run through Altru at the Hall of Fame desk. These are sales for walk up guests for the day of their visit.

Advance Sales

These sales are also run through Altru for guests looking to purchase tickets for a future date. If you are running an Advance Sale you must also add constituent information to the order. Constituent information should include the constituent/customer's name, phone number and email address.

Phone Sales

Hall of Fame desk staff should not be taking orders over the phone. Guests should be redirected to purchase through the website. The EXCEPTION to this is if the guest has gift vouchers to redeem. Unfortunately, there is no way for guests to redeem their gift voucher online. These should be processed through Advance Sales so that we have a way to track the recipient.

Online Sales

Guests can purchase tickets for both the Hall of Fame and Stadium Tours in advance for select Stadium Tours **30** days prior to the tour date.

Tickets are purchased online at www.packershofandtours.com

Gift Certificates

Gift certificates, also known as Hall of Fame or Stadium Tour Vouchers, can be purchased for the Hall of Fame and Stadium Tours for the exact amount of the selected option. We do not have vouchers for a dollar amount. Please see the binder for processing a Hall of Fame or Stadium Tour Vouchers.

Vouchers should be surrendered at the time of purchase or redemption. Vouchers should be stapled to the corresponding receipt.

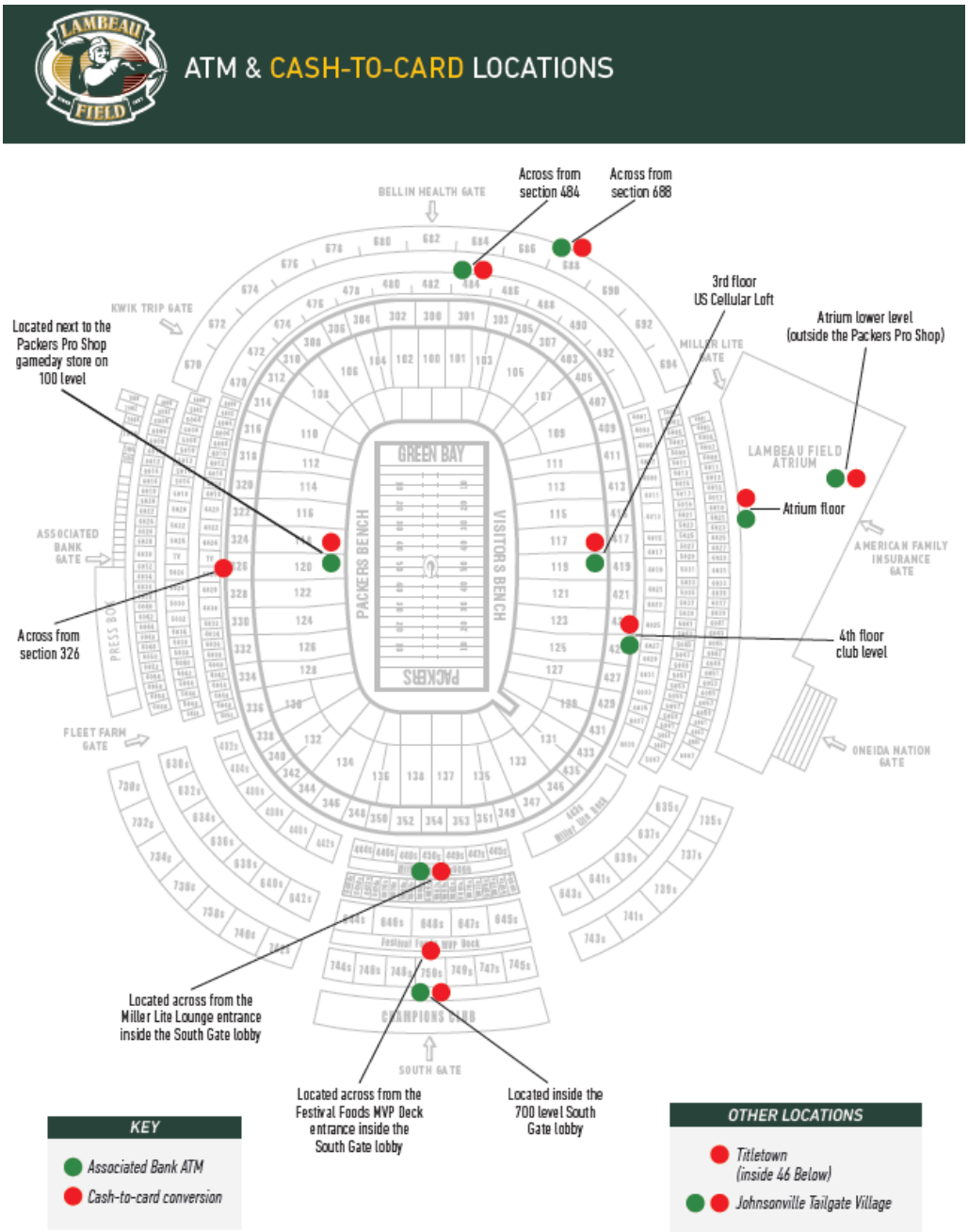
Discounts

Please reference the Altru/Special Ticketing tab in the Programming binder for other discounts. Vouchers or discount coupons should be surrendered at the time of purchase or redemption. Vouchers and coupons should be stapled to the corresponding receipt.

Lambeau Field Cashless

- **Is cash accepted anywhere at Lambeau Field?** Lambeau Field no longer accepts cash payments. Fans must use credit/debit cards at the Packers Pro Shop, Packers Hall of Fame and Stadium Tours and 1919 Kitchen & Tap, as well as at all food and beverage stands, the ticket office, private event spaces, merchandise locations, auction locations, vendors and seat back rentals inside the stadium and at the Johnsonville Tailgate Village. Some locations may also offer the ability to use contactless payment solutions or tap-and-go credit cards.
- **Where can I use cash at Lambeau Field and Titletown?** The Lambeau Field parking lots will still accept only cash for those purchasing parking on gamedays. At Titletown, private businesses including Lodge Kohler, Hinterland and Bellin Health may continue accepting cash as they see fit; please inquire with individual businesses for more information.
- **Can I use cash at Titletown?** All Packers-operated businesses at Titletown (46 Below, The Turn, Ariens Hill) will be cashless. Private businesses at Titletown, including Lodge Kohler, Hinterland and Bellin Health may accept a variety of payments; please inquire with individual businesses for more information.
- **What types of payments will be accepted?** Fans, guests and visitors on gamedays will be able to use traditional credit/debit card payment methods, as well as a variety of contactless payment solutions such as MasterCard Nearby Mobile App, Apple Pay, Google Pay and tap-and-go credit cards. More mobile payment solutions will be introduced in future seasons. Checks will not be accepted.
- **What if I don't have a credit or debit card or a smartphone?** Fans and visitors who only have cash will be able to convert their cash to cards for free by utilizing cash-to-card conversion stations that are provided by the Packers and Delaware North at Lambeau Field. Fans can load any amount between $5 and $500 onto the cards. The cards will function like a bank or debit card, with no PIN required. They can be used anywhere inside the stadium, and outside the stadium at any location (restaurant, store, gas station, etc.) where MasterCard is accepted. Funds will remain on the card five years from when the funds were loaded.
- **Does it cost money for me to convert my cash into a payment card?** No, it is free for fans to convert their cash to cards using the conversion stations.
- **Where are the cash-to-card conversion stations located?** Fans on gamedays can find several conversion stations staffed by employees in various locations around Lambeau Field and Titletown. A number of conversion stations will also be available for Lambeau Field visitors on non-gamedays. (include map)
- **How do the cash-to-card conversion stations work?** The cash-to-card conversion stations will allow users to insert paper money, which will be electronically loaded onto a payment card that can be used anywhere MasterCard is accepted. The machines and conversion stations will be staffed by employees in case users have any questions.
- **Do the cash-to-card conversion stations accept coins, checks or foreign currency?** No, they only accept US dollars in paper form to convert to cards.
- **Is there a minimum or maximum I can add to the card?** Cash-to-card conversion stations will offer cards in any increment between $5 and $500.
- **How long will funds remain on the card?** The funds will remain on the card for five years from when funds were loaded onto the card.
- **Can I use the cards in other locations besides Lambeau Field and Titletown?** The cards are available to use anywhere MasterCard is accepted around the world, including at retail locations, restaurants, grocery stores and gas stations.

- **Why are you switching to cashless?** This new cashless system will allow for faster transactions, which means less time waiting for fans and more time enjoying the game and the Lambeau Field experience. Going cashless will also allow us to accept a wider variety of electronic payments and contact-free payments now and in the future, which will cut down on points of contact between fans and staff to help further limit the spread of COVID-19.



Admission Rates

Hall of Fame and Stadium Tour Pricing

Hall of Fame	Price	*BC Resident*
Adult (18-61)	$18	$12
Senior (62+), Military, College	$15	
Youth (6-17)	$12	$10
Child (5 and under)	Free	

Field Viewing	Price	*BC Resident*	*Combo*	*BC Combo*
Adult (18-61)	$15	$12	$27	$24
Senior (62+), Military, College	$12		$22	
Youth (6-17)	$12	$10	$22	$20
Child (5 and under)	Free		Free	

Classic Stadium Tour	Price	*BC Resident*	**Combo**	*BC Combo*	**Ultimate**	*BC Ultimate*
Adult (18-61)	$21	$15	$34	$27	$67	$60
Senior (62+), Military, College	$18		$28		$61	
Youth (6-17)	$12	$10	$22	$20	$55	$53
Child (5 and under)	Free		Free		$35	

Champions Stadium Tour	Price	*BC Resident*	**Combo**	*BC Combo*	**Ultimate**	*BC Ultimate*
Adult (18-61)	$27	$21	$38	$33	$71	$66
Senior (62+), Military, College	$26		$34		$67	
Youth (6-17)	$20	$17	$29	$27	$62	$60
Child (5 and under)	Free		Free		$35	

Legendary Stadium Tour	Price	*BC Resident*	**Combo**	*BC Combo*	**Ultimate**	*BC Ultimate*
Adult (18-61)	$36	$30	$50	$41	$83	$74
Senior (62+), Military, College	$34		$45		$78	
Youth (6-17)	$28		$36		$69	
Child (5 and under)	Free		Free		$35	

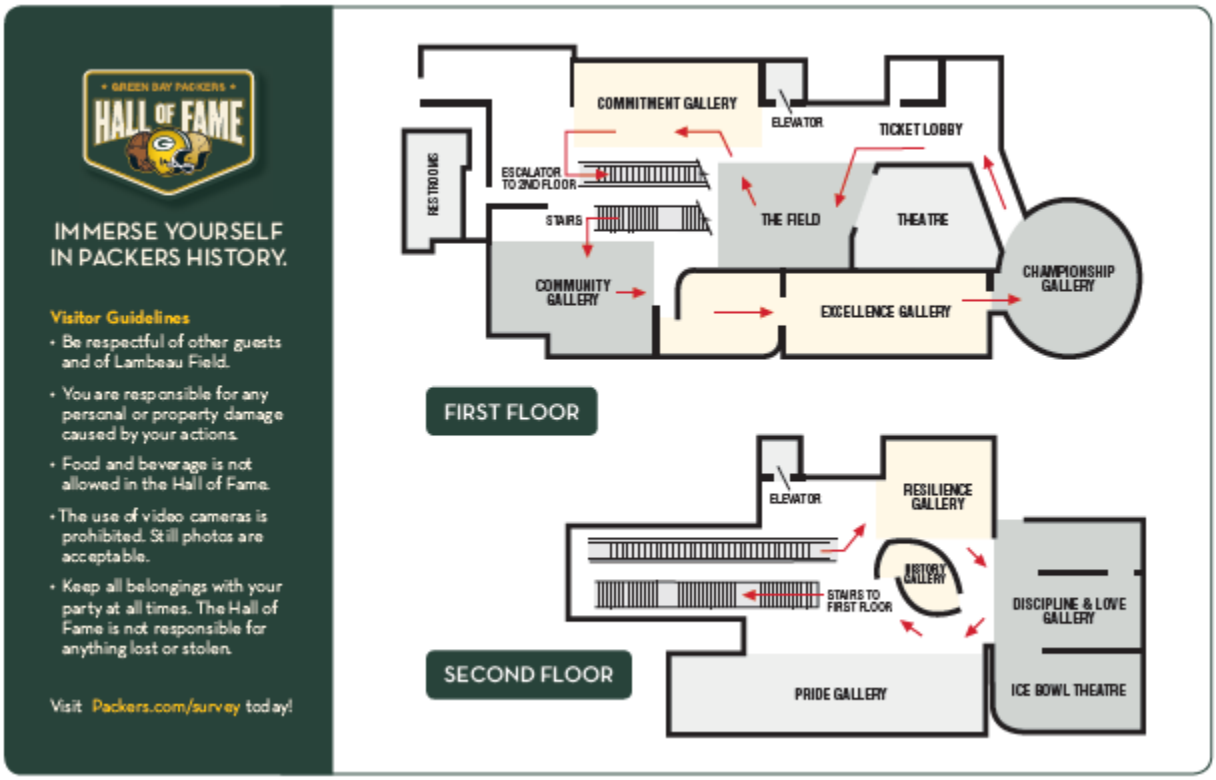
Heritage Trail Trolley Tour	Price
Adult (18-61)	$35
Senior (62+), Military, College	$35
Youth (6-17)	$35
Child (5 and under)	$35

Alumni Tour	Price	**Combo**	**Ultimate**
Adult (18-61)	$62	$73	$106
Senior (62+), Military, College	$62	$70	$103
Youth (6-17)	$62	$70	$103
Child (5 and under)	$62	$62	$97

The Hall of Fame

The 15,000-square-foot, two-level Green Bay Packers Hall of Fame is conveniently located on the main floor of the Lambeau Field Atrium, across from 1919 Kitchen & Tap. A tribute to the greatest story in sports, the facility uses technology, enhanced interactive displays and a treasure trove of artifacts to educate and inspire visitors about the rich history of the Packers, as well as the teams of today.

Guests are able to see Packers legends describe historic games in their own words, and can scroll through touch screens to click on audio segments and game video clips that tell the team's story. The hall of Fame also displays trophies from the Packers' 13 world championships, including four Lombardi trophies. The hall's most popular exhibit is a replica of Vince Lombardi's office. The exciting and historical galleries appeal to visitors of all ages.



Permanent Exhibits

The Hall of Fame currently has 9 permanent exhibit galleries: The Field, Commitment, Resilience, Discipline & Love, Pride, Community, Excellence, and Championship. The museum also has 3 theatres: the main theatre on the first floor, and the History and Ice Bowl Theatres on the second floor.

The second floor is dedicated to telling the Packers history chronologically, from the Curly Lambeau Era to the present.

Temporary Exhibits

The museum also has 2 temporary exhibit spaces, one on the first floor and another on the second. The theme or topic of these exhibits typically changes on a yearly basis.

Packers Hall of Fame Inductees

Since 1970, 164 individuals have had the honor of being inducted in the Packers Hall of Fame.

A listing of all inductees can be found at www.packershofandtours.com

Pro Football Hall of Fame Inductees

The Packers currently have 28 representatives inducted into the Pro Football Hall of Fame, second most in the NFL. All Packers inductees have a locker display in their honor in the museum's Excellence Gallery.

Donations
In the instance that a guest comes to the Hall of Fame interested in a making an artifact donation to the Hall of Fame, please direct the guest to Brent Hensel. You can try to call his office extension or, if it is on a weekend, hand out his card.

Hall of Fame Memberships

Membership Benefit	Individual $60	Dual $85	Family $95
Annual unlimited admission to the Packers Hall of Fame	1	2	2 Adults & 2 Children
Personalized membership card(s)	1	2	4
Guest passes for the Packers Hall of Fame	2	4	6
Quarterly virtual programs free to members*	✓	✓	✓
Members only events and discounts*	✓	✓	✓
Pre-sale for Alumni Tours*	✓	✓	✓
Members only website portal with access to exclusive content	✓	✓	✓
Hall of Fame & Stadium Tour event update email*	✓	✓	✓
Exclusive Hall of Fame Member eNewsletter	✓	✓	✓
Hall of Fame exclusive 1935 Packers bobblehead(s)**	1	2	2
Option to purchase up to two more 1935 Packers bobbleheads	✓	✓	✓
Option to add children (18 and under)			✓

**Based on availability*
***Bobbleheads should be picked up in person. Vouchers for bobbleheads will be mailed with your membership package. If purchasing your membership in person, you can redeem your vouchers right away. If purchasing your membership online, you can redeem your vouchers on your first visit. If you would like your bobbleheads mailed directly to you, an additional $15.00 fee will be added to your total. Additional shipping rates may apply to orders outside of the contiguous 48 states.*

Justine is in charge of the membership program. If there are any questions or concerns, please direct them to 920-569-7129 or education@packers.com

Hall of Fame, Inc. also sponsored a lifetime (Builders and Charter) membership program. This only entitles the holder to Hall of Fame admission and does not qualify them for any of the annual membership program benefits. If anyone has questions, please direct them to Justine ore Sam Kluck at Hall of Fame, Inc.

Stadium Tours

LAMBEAU FIELD STADIUM TOURS

	CLASSIC	CHAMPIONS	LEGENDARY
Duration	55 minutes	90 minutes	120 minutes
Distance	1/2 mile	1 mile	1 1/2 mile
Players' Tunnel and Walk Alongside the Field	✓	✓	✓
South End Zone Premium Levels, Best Views of Lambeau Field		✓	✓
West Side of the Stadium, Including the Press Box			✓
Visiting Team Locker Room			✓
Premium Seating Area on East Side	✓		

THROUGHOUT EACH TOUR YOU WILL

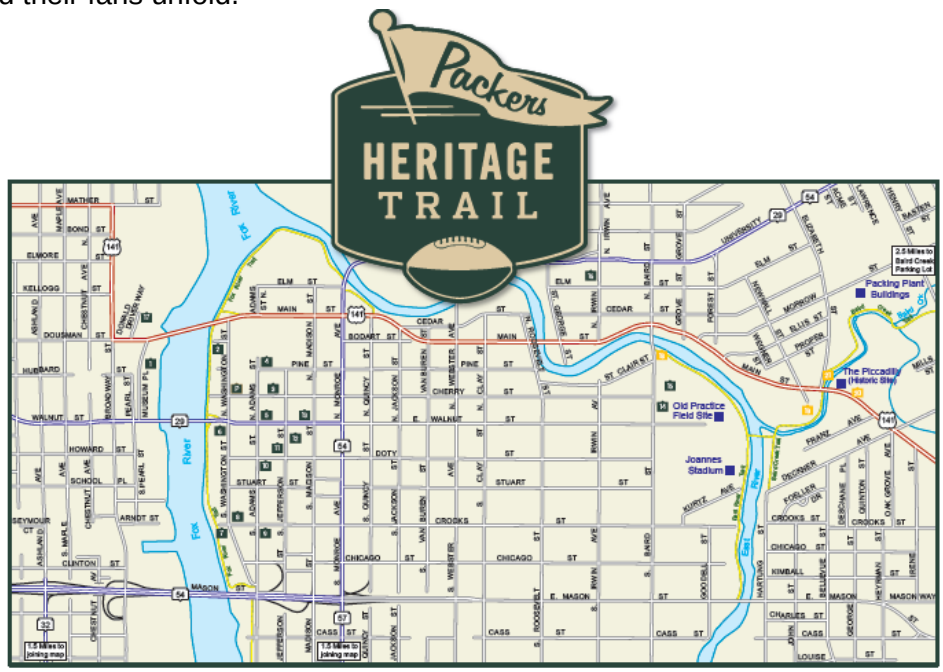
- Learn more about the incredible history of the Green Bay Packers
- Feel the energy that makes the Packers and Lambeau Field so endearing
- Have outstanding photo opportunities

Tour Capacities
Public Field Viewing – 20 people
Public Classic, Champions & Legendary – 30 people
Private Classic, Champions & Legendary – 35 people
Alumni Tour – 40 people
Heritage Trail Trolley Tour – 28 people
You must have supervisor or admin approval before adjusting capacities.

The Heritage Trail

The Packers Heritage Trail is a free walking, biking and/or driving tour throughout Green Bay and De Pere. On the trail, visitors will learn about the colorful and rich history of the Green Bay Packers and the community's devotion to their hometown team.

The trail features 25 bronze commemorative plaques located at sites where the history of the Packers and their fans unfold.



Plaque Locations

HERITAGE TRAIL CITY WALK

1. **Packers Neville Museum** — 210 Museum Place
2. **Downtown Green Bay** — 325 N. Washington St. *(Plaque in back along CityDeck)*
3. **Birthplace of the Packers** — 200 N. Adams St. *(Plaque on Cherry St.)*
4. **Hotel Northland** — 304 N. Adams St. *(Plaque on Pine St.)*
5. **Curly Lambeau's Office, Northern Building** — 306 E. Walnut St. *(Plaque on Adams St.)*
6. **Bellin Building** — 130 E. Walnut St.
7. **Milwaukee Road Depot** — 400 S. Washington St.
8. **Packers Office Building** — 321 S. Washington St. *(Plaque on Crooks St.)*
9. **Elks Club** — 300 Crooks St. *(Plaque on Adams St.)*
10. **St. Willebrord Catholic Church** — 209 S. Adams St.
11. **Brown County Courthouse** — 100 S. Jefferson St.
12. **Columbus Community Club** — 115 S. Jefferson St.
13. **Green Bay Press-Gazette** — 435 E. Walnut St.
14. **Hagemeister Park** — 1415 E. Walnut St. *(Plaque on Baird St.)*

HERITAGE TRAIL CITY WALK

15. **City Stadium** — North of East High School *(Plaque on Baird St.)*
16. **Curly Lambeau's Birthplace Home** — 615 N. Irwin Ave.
17. **Chicago and North Western Depot** — 200 Dousman St. *(Plaque near entrance)*

HERITAGE TRAIL PACKING PLANT SPUR

18. **Packers Practice Fields** — N. Baird St. *(Plaque north of City Stadium)*
19. **Riverside Ballroom** — 1560 Main St. *(Plaque near entrance)*
20. **Bellevue Park** — 1613 Main St.
21. **Indian Packing and Plant & Acme Packing and Plant** — Main and Elizabeth *(Plaque at start of Kress Trail)*

HERITAGE TRAIL LAMBEAU - LOMBARDI SPUR

22. **Curly Lambeau's Gravesite** — 2121 Riverside Dr. *(No Plaque)*
23. **Vince Lombardi's Home** — 667 Sunset Cir. *(No Plaque)*
24. **Union Hotel** — 200 N. Broadway St., De Pere *(No Plaque)*
25. **St. Norbert College & the Packers** — 506 Third St., De Pere

P. **Packers Heritage Trail Plaza** — N.W. corner of Washington & Cherry St.

Lambeau - Lombardi Spur

Heritage Trail Trolley Tours

From train depots to churches, you'll go back more than 100 years and take a fascinating ride along the Packers Heritage Trail. With photo opportunities at special landmarks, including stops at old City Stadium and the Heritage Trail Plaza, you'll be led by a knowledgeable, entertaining guide who will help bring to life the story of Green Bay and its team.

Group Sales

Jacob or Hunter handle all group sales. Please direct calls received at the desk to them at either 920-569-7145 or grouptours@packers.com. Group sales is 20 or more people that want to do the Hall of Fame or Stadium Tour. Groups should call at least two weeks prior to their event date when booking. Also, please make sure they are trying to book a group tour, not just an individual looking to pre-purchase tickets

- Stadium Tours
- Hall of Fame
- Heritage Trail Trolley Tours
- In-Person or Virtual
    - Art Tours
    - History Presentations
- Educational Trips
- Youth Sleepovers/Hangouts
- Corporate Outings or Team Building
- Instant Replay

Admin Staff Responsibilities

Spencer Larson
- Dayforce
- Trolley Tours
- Alumni Tours

Justine Kaempfer
- Memberships
- Marketing, social media and website
- Programming

Brent Hensel
- Museum exhibits & displays
- Museum interactives & technology
- Artifact donations
- Packers history

Jacob Servais
- Group Sales

Forrest Rabach
- Staff schedules
- Tour guide equipment
- Hall of Fame staff training

Hunter Bertrand
- Group Sales
- Hall of Fame staff training

Hall of Fame Staff Responsibilities & Procedures

Daily Check-List

There is a list of daily procedures that need to be performed in the Hall of Fame. These items must be completed every day.

Hall of Fame Staff Task List

OPENING

- ☐ Check HoF Desk mailbox
- ☐ Check whiteboards for updates
- ☐ Turn on museum lights, select "DAY"
- ☐ Turn on museum AV
- ☐ Turn on escalators
- ☐ Set up necessary stanchions
- ☐ Pull out and turn on radios
- ☐ Open doors
- ☐ Put Stadium Tours Happy or Not podium outside the Hall of Fame doors
- ☐ Put Tour signs in Atrium
  - Classic on 5-yard line near the Pro-Shop escalators
  - Champions on 20-yard line near Guest Services desk
  - Legendary in front of brick pillar by the eateries
- ☐ For day-of and future dates, cross check Master Tour Schedule with:
  - Altru
  - Staffing schedule
  - Daily signage
- ☐ Complete walk-through
  - Check that all AV and interactives are working, report anything that is down

THROGHOUT THE DAY

- ☐ Complete walk-throughs
  - Check that all AV and interactives are working, report anything that is down
  - Follow up with Admin staff to make sure they are aware of any issues
- ☐ Check HoF Desk mailbox

CLOSING

- ☐ Announce Hall of Fame closure (10 minutes prior and at closing)
- ☐ Tidy the desk space
- ☐ Push in stools
- ☐ Check supplies for next day, restock anything that is low
  - Ticket printers
  - Ticket stock
  - Receipt paper
  - Wristbands
  - Maps
  - Membership bobbleheads
- ☐ Bring Stadium Tours Happy or Not podium back inside the Hall of Fame
- ☐ Complete final walk-through and check that all guests have exited the museum
- ☐ Turn off escalator
- ☐ Turn off AV
- ☐ Turn off and dock radios
- ☐ Close and lock the doors
  - Place next day's tour times in the door

Walk-Through

When a staff member is on a walk-thru they are expected to pick up garbage, clean and wipe down exhibits, assist guests, make sure all technology is working and report any issues. This should be done through the web form located on each terminal.

Walk-thrus should be completed once at opening, once at closing, and at least twice during the rest of the day, more often when the Hall of Fame is busy.

Cleaning Supplies
Cleaning supplies are located under the counter at the Hall of Fame desk. Additional supplies are located in the Hall of Fame admin offices.

Office supplies
If the desk is running low on any supplies ask a supervisor or admin staff to have the desk restocked.

Receipts
Initial your receipts as you process orders. If you have vouchers or discounts, please staple them to the corresponding receipt.

Receipt paper is located at the desk near T3. Extra paper is stored in the safe room.

Tickets
Tickets should be distributed for all admission types. ALL tickets should also be scanned into Altru.

Tickets are located at the front desk near T4. Extra ticket stock is stored in the safe room.

Wristbands
ALL Stadium Tour and Hall of Fame guests MUST have a wristband to indicate admission to the corresponding event.

Wristbands are located at the front desk. Extra wristbands are located in the office above staff mailboxes.

Radios
The Hall of Fame desk has 3 radios. Radios should be out and on during open hours. Radios should be used to contact Tour Guides, Facilities, Atrium Operations and Security.

Conversations on the radios should be kept concise and professional.

Phone
Staff members should answer the phone in a professional manner. Use a greeting such as, “Good morning, Green Bay Packers Hall of Fame and Stadium Tours this is X, how can I help you.

When transferring calls to admin, please let the admin member know who is calling before you complete the transfer.

PA system
The PA system in the Hall of Fame can be used to call attention to guests. At the end of the night, we should use the PA system to alert guests that the Hall of Fame will close in 10 minutes and again when the Hall of Fame is closed. Directions are located next to the phone.

Credit Card Failures
In the event that the POS system does not allow credit card transactions to take place:

1. Call a supervisor or admin staff member.
2. Call IT at x7373 to troubleshoot the issue.
3. Get the Clover devices from the safe room to process payments.
4. Keep track of inventory and fill out/distribute temporary ticket stock.

Instructions for using Clover can be located in the binder next to the Clover devices in the safe room.

Refund & Reschedule Policy
All tickets purchased are non-refundable.

Exceptions are often made if notified at least 24 hours in advance. Refunds take 5-7 business days to be returned to the purchaser's account.

On game weekends (2 days prior to the game, 1 day after gameday):

- No refunds are allowed without the approval of admin staff.
- Rescheduling is allowed on a case-by-case basis, with at least 2 hours' notice and depending on availability.

Check Policy
No checks are accepted at the Green Bay Packers Hall of Fame. We only accept checks for private groups booking tours for either Hall of Fame or Stadium Tours.

Luggage/Bag Policy
Luggage is not allowed on Stadium Tours or in the Hall of Fame. There is no luggage storage within Lambeau Field and cannot be held at the Hall of Fame or Guest Services desk. We suggest people leave their luggage at the hotel or in their vehicle.
Backpacks, strollers/wagons, small luggage that can be carried are allowed within reason.
If you have questions, please ask admin staff.

Service Animals

Refer to Jennifer Ark

ADA Accommodations
The Hall of Fame and all Lambeau Field Stadium Tours are accessible. If guest require special accommodations, we ask that they contact us at least 48 hours in advance.

For guests with a visual impairment, we have audio guides stored at the front desk that can be used. As the guest enters each gallery, the guide is prompted to describe the space for them.

For guests who are deaf or hard of hearing, all videos in the Hall of Fame are close captioned. We can also contract a sign language interpreter to assist with Stadium Tours. Those requests should go through Justine.

For any other accommodation requests, please direct the inquiry to Spencer or Justine.

Stanchions
Stanchions should be placed in the Hall of Fame entrance to direct traffic in and out of the museum.

On busy days, stanchions should be placed around Stadium Tour signs to create a space for tour guests to stand in.

Extra stanchions are located in the back AV hallway near the restrooms on the first floor of the museum.

Wheelchairs
Wheelchairs are located at the Guest Services desk in the Atrium. Guests may check-out a wheelchair with an ID.

If wheelchairs are returned after the Guest Services desk is closed, please follow the directions below.

- When a wheelchair is returned after Guest Services staff is gone, HOFST staff are allowed to let themselves into the Guest Services desk area by reaching over the door and turning the door handle from the inside. There is also a key at the Hall of Fame front desk that will let you into that door. ONLY staff should be accessing the Guest Services desk.
- HOFST staff should retrieve the ID from the black box, located in the far-right upper cabinet behind the desk, and place the wheelchair in the secure, enclosed Guest Services desk area.
- Please make sure the door is closed and locked behind you.
- Security is also authorized to come assist you with this exchange if you would prefer to radio them to help.

Nursing Room
A nursing room is available to guests in the Lambeau Field Atrium. Both Guest Services and the Hall of Fame desk have keys to access the room. Guests may check-out a key with their ID. Staff should store the ID until the key is returned.

Safety & Security

Security

The Green Bay Packers Hall of Fame is under 24-hour surveillance.

Emergencies

If there is an emergency in the Hall of Fame that needs immediate Medical attention call 911 and then call Security. Alert full-time staff or supervisor of the incident. No matter what the situation is call Security at x7400. AED machines are located at the Guest Relations desk.

First – Aid Supplies

First Aid supplies are located in the cabinet at T5. The first aid kit includes band-aids, pads, tweezers, scissors, ice packs, medical tape. If items are running low, let admin know to order more. There are also bio-hazard bags, gloves and sanitary wipes under the counter. Any bloody materials need to go into the Bio-hazard bags and then set aside for proper disposal. When dealing with blood, please wear the gloves. Call Security to fill out an incident report and Atrium Operations for assistance with clean up.

Any Situation That Is Not an Emergency

If a situation occurs that is not an emergency, but is more severe than a minor cut or scrape, please call Security and a Hall of Fame staff member that is CPR/First- Aid Certified. Incident reports should be filled out by Security staff. Additionally, please ask others guest to give an injured guest space.

Disgruntled Guests

If there is a situation where a guest is rude and unruly and does not back down, notify Security and have him/her escorted out. You should also notify HoF admin – Spencer.

Panic Button

There is a panic button located next to each register in the Hall of Fame. If you are in a situation in which you feel threatened, please press the panic button. The button will send an alarm to our alarm company and Security will be alerted.

Fire

Evacuate the building immediately. Admin staff and/or HOF supervisor will go around the Hall of Fame to escort guests out of the building.

Tornado

Direct guests into the Hall of Fame theater.