

Green Bay Packers Stadium Tour Guide Handbook



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Green Bay Packers Mission Statement

To win championships and deliver excellent guest experiences while being guided by our core values.

Green Bay Packers Values:

Teamwork

We work together to achieve our goals through a strong work ethic, mutual trust and appropriate communication.

Respect

We make the commitment that all of our actions and communications will be considerate toward coworkers, partners and guests.

Stewardship

We foster and advance our community-founded organization and its rich tradition for future generations.

Integrity

We work ethically in every aspect of our operations while remaining loyal to our coworkers and the values of the organization.

Excellence

We continually focus our efforts on pursuing the highest levels of performance throughout the organization.

Hall of Fame & Stadium Tours Mission

To be the definitive storyteller of the Green Bay Packers to all generations and to celebrate the individuals, teams and moments through the education and preservation of the organization's iconic history.

Hall of Fame & Stadium Tours Goals and Objectives:

- **Be financially sustainable**
 - Exceed the overall revenue goal
 - Surpass group sales goal
- **Build the best experience of Packers history**
 - Consistently evaluate survey results
 - Retain staff

Guest Experience:

We are guided by our mission statement; we want all guests to feel welcomed and receive a world class experience at Lambeau Field.

The Packers Way – All Day, Every Day

Our guest-focused service standards for every day

Purpose: To ensure unforgettable, memorable, outstanding guest visits through our people

Service Standards

- **Professionalism**
 - Be an ambassador
 - Through our appearance by being identifiable and welcoming
 - Examples: Uniform and name tag, if applicable, visible ID badge, approachable
- **Accountability**
 - Be committed
 - To the vision, mission and our core values (teamwork, integrity, respect, excellence and stewardship)
 - Examples: Report, respond, see something/say something
- **Communication**
 - Be engaged
 - Through verbal, written and non-verbal actions
 - Examples: smile, greet, listen, resolve, thank, close
- **Knowledge**
 - Be informed
 - By reading, researching, learning and preparing
 - Examples: packers.com, greenbay.com, titletown.com, org emails, press releases and employee handbooks

Contact Information

Office Staff		Cell	Work	Email
Golfis	Emma	906-396-6732	920-569-7142	golfise@packers.com
Hensel	Brent	920-737-6374	920-569-7130	henselb@packers.com
Kaempfer	Justine	920-366-9601	920-569-7129	kaempferj@packers.com
Larson	Spencer	612-670-1534	920-569-7132	larsons@packers.com
Rabach	Forrest	920-360-6714	920-569-7127	rabachf@packers.com
Thomaschefskey	Anna	920-479-4177	920-569-7144	thomaschefskeya@packers.com
Ark	Jennifer	920-737-7069	920-569-7270	arkj@packers.com

General Phone Numbers

Department	Phone Number	Email
Packers Switchboard	920-569-7500	
Hall of Fame	920-569-7512	hoftours@packers.com
Guest Services	920-569-8513 & 920-569-8514	
Security	920-569-7400	
Packers Pro Shop	920-569-7510	
1919 Kitchen & Tap	920-965-6970	
Ticket Office	920-569-7501	tickets@packers.com
IT	920-569-7373	
Packers HoF, Inc.	920-965-6986	sam@packershalloffame.com

Phone numbers for office staff, the Hall of Fame desk and Security should all be added to your personal phone contacts.

Contact information for other Hall of Fame staff is provided separately.

These numbers are for internal purposes only and should not be given to external individuals.

Hours of Operation

Regular Business Hours – Hall of Fame & Stadium Tours		
Day	Open	Close
Monday	9:00 a.m.	6:00 p.m.
Tuesday	9:00 a.m.	6:00 p.m.
Wednesday	9:00 a.m.	6:00 p.m.
Thursday	9:00 a.m.	6:00 p.m.
Friday	9:00 a.m.	6:00 p.m.
Saturday	9:00 a.m.	6:00 p.m.
Sunday	10:00 a.m.	5:00 p.m.

** Subject to change for game day, holidays, training camp and special events.*

Ticketed Guests Only		
Updated June 20, 2024 -- subject to change -- please see PackNet for most current schedule		
Non-ticketed guests allowed in 45 minutes after the end of the game.		
12:00 - 3:30 PM Games No Re-Entry Allowed	Opens:	Closes:
Atrium	4 hours prior to kickoff via the American Family Insurance Gate. The Miller Lite & Oneida Nation Gates will open 2 hours prior to kickoff along with all other gates.	N/A
Atrium Eateries	3 hours prior to kickoff	End of game
Atrium Activations	4 hours prior to kickoff	End of game
Game Day Store (west side of the stadium)	4 hours prior to kickoff with exit scanning until 2 hours prior to kickoff when the concourse opens	Approximately 1 hour after game
Gates to All Seating Areas	2 hours prior to kickoff	N/A
Guest Services Desk	4 hours prior to kickoff	Approximately 1 hour after game
Hall of Fame	4 hours prior to kickoff	Kickoff
Johnsonville Tailgate Village (JTV)	4 hours prior to kickoff	1 hour after game
Parking Lots (stadium & TT)	4 hours prior to kickoff	N/A
Parking Lot Activations	4 hours prior to kickoff	Kickoff
Pro Shop - Main Store	4 hours prior to kickoff	Approximately 1 hour after game
Restaurant - 1919 K & T	4 hours prior to kickoff	10:00 PM
Ticket Office	4 hours prior to kickoff	Halftime
Titletown Park & 46 Below	Park: 7 AM (Daily) 46 Below: 4 hours prior to kickoff (Aug-Jan)	Park: 10 PM (Daily) 46 Below: 8 PM (Aug-Oct), 9 PM (Nov-Jan)
6:00 PM or Later Games Family Night 7:30 PM	Opens:	Closes:
For 6:00 PM or later games (including Family Night) exit/re-entry will be allowed to the Atrium businesses to TICKETED GUESTS ONLY from 6 hours prior to kickoff until 4 hours prior to kickoff via the American Family Insurance Gate. The Miller Lite & Oneida Nation Gates will open 2 hours prior to kickoff along with all other gates.		
Atrium	6 hours prior to kickoff via the American Family Insurance Gate	N/A
Atrium Eateries	3 hours prior to kickoff	End of game
Atrium Activations	6 hours prior to kickoff	End of game
Game Day Store (west side of the stadium)	4 hours prior to kick off with exit scanning until 2 hours prior to kick off when the concourse opens	Approximately 1 hour after game Family Night - will close at end of event
Gates/All Seating Areas	2 hours prior to kickoff	N/A
Ticket Scanning at Gates (FN)		
Guest Services Desk	6 hours prior to kickoff	Approximately 1 hour after game
Hall of Fame	6 hours prior to kickoff	Kickoff
Johnsonville Tailgate Village (JTV)	4 hours prior to kickoff (6 hours prior for Family Night)	Family Night - 7:00 - 7:30 PM Gamedays - approx. 1 hour after game
Parking Lots (stadium & TT)	4 hours prior to kickoff (6 hours prior for Family Night)	N/A
Parking Lot Activations	4 hours prior to kickoff (6 hours prior for Family Night)	Kickoff
Pro Shop - Main Store	6 hours prior to kickoff	Family Night - will close at end of event Approximately 1 hour after game
Restaurant - 1919 K & T	6 hours prior to kickoff	12:00 AM
Ticket Office	6 hours prior to kickoff	Halftime
Titletown Park & 46 Below	Park: 7 AM (Daily) 46 Below: 4 hours prior to kickoff (Aug-Jan)	Park: 10 PM (Daily) 46 Below: 8 PM (Aug-Oct), 9 PM (Nov-Jan)
Alcohol Sales (Family Night)	Varies depending on specific location	General Concessions - 9:00 PM Premium Areas - end of fireworks

Tour Guide Expectations

Availability & Schedules

The Packers organization uses Dayforce to submit availability and track hours. Please see the Dayforce packet for directions.

Availability should be submitted at the beginning of each month for the entirety of the following month. If your availability changes, you should make the necessary adjustments through Dayforce. However, if you submit a change to your availability after it has already been approved, Spencer has to administratively approve that change before it will appear in the system.

Schedules are completed in one-week increments, two weeks prior to those shifts. As soon as admin begins to work on the schedule, your availability for that week will be locked to changes. If you need to make adjustments, please email teamhofst@packers.com.

Admin will do its best to accommodate your availability. It is expected that you are available all day for all home game weekends.

Clocking In and Out

Shift duration will be tracked via Dayforce timeclock. You may clock in no more than 10 minutes prior to your shift start time. Using your staff ID badge, you can clock in and out at timeclocks located throughout the building. The location most convenient for Tour Guides is in the Hall of Fame break room. You must also punch out for any breaks longer than 15 minutes and at the end of your shift.

If you forget to clock in or out, please email Spencer at larsons@packers.com.

Switches

If something arises and you have a conflict in your schedule, you are responsible for finding a replacement for your shift. Use the online form to submit your swapped shifts. The link to this form is included in all schedule emails.

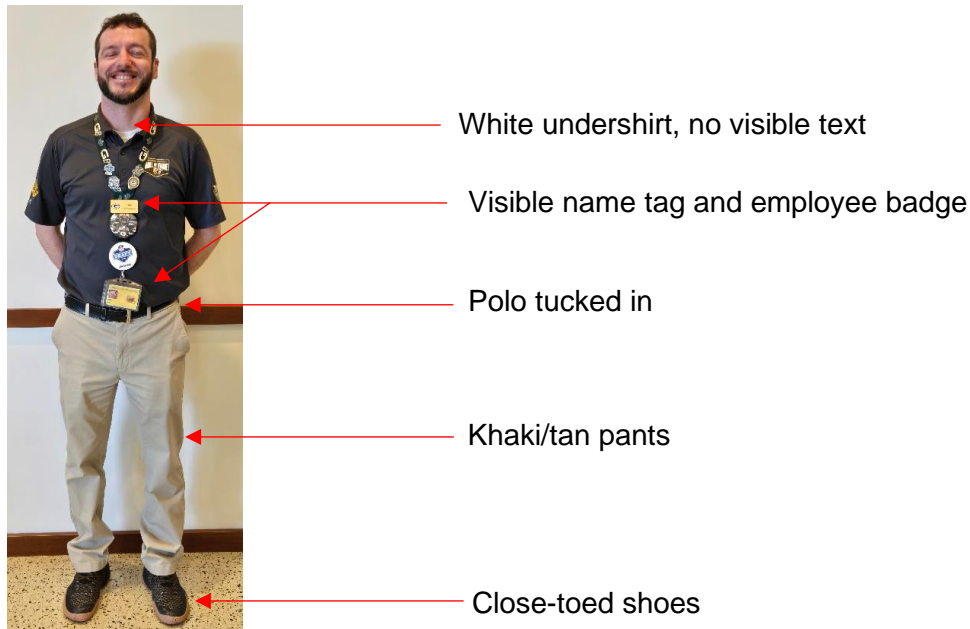
Employee availability should be accurate when entered. Please limit switches.

Uniforms

Staff members are required to come to work with a neat and tidy appearance, clean and pressed clothes, etc. Each staff member must maintain a professional appearance. All staff are provided with department-branded shirts: 1 green polo, 1 grey polo and 1 black long-sleeved quarter-zip. Staff should not wear department branded clothing outside of work.

The Tour Guide uniform includes the HOF/ST polo shirt, long-sleeved quarter-zip shirt, khaki/tan pants, comfortable closed-toe shoes, nametag and work badge. Undershirts should be white and without visible text. Polos should be tucked in. Quarter-zip shirts do not need to be tucked in. Tour guides may wear hats as long as they are Packers themed. Tour Guides are allowed to wear knee-length khaki/tan shorts when temperatures reach 70 degrees Fahrenheit or higher.

Department-branded lightweight jackets will be provided for guides to borrow in the warmer months. Heavyweight jackets will be provided for guides to borrow during the cold/winter months.



Work ID/Badge

Your Green Bay Packers ID/Badge should be worn and visible at all times.

You should only be using your own badge. If you forget your ID, please go to the security office prior to your shift to sign out a temporary badge.

Staff Dining & Lunches

The Staff Dining area, near the American Family Insurance gate, is available to staff members for break time.

Staff Dining meals can be pre-ordered through the Red Card app. Spencer can help you sign up for an account. Meals are paid for through payroll deduction.

Staff lunches, provided by the organization, are held most Fridays. Admin will notify those working on Fridays about the lunch option. These meals are only available to individuals working on that given Friday.

Phone Usage

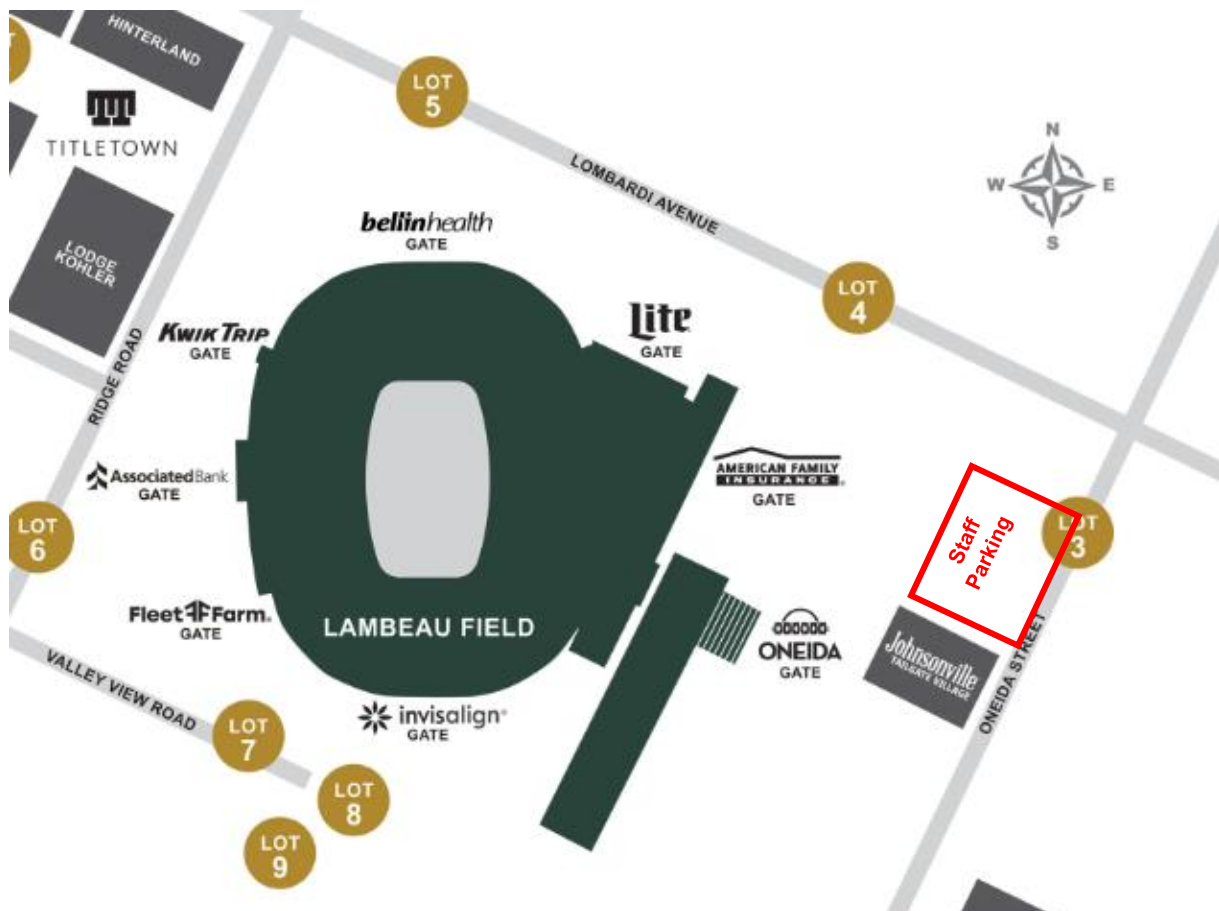
Personal cell phones are allowed with you, but not to be used while on tour, unless to assist a guest.

Media Policy

No staff is allowed to give a statement or interview to any press without permission from our public relations team. If there is press interested in coming into the Hall of Fame or going on tour, they also need approval from PR. Admin should be informed of this ahead of time and will follow up with Hall of Fame staff. If there are questions about approvals, please contact admin.

Parking

Employees should enter Lambeau Field Lot 4. Please, park no closer to the building than the west end of the Johnsonville Tailgate Village – area highlighted in red.



Training

New Tour Guide training begins with an onboarding meeting, which consists of:

- Human Resources
 - Filling out necessary paperwork
 - Reviewing employee handbook
- Hall of Fame & Stadium Tours Admin Staff
 - Review onboarding presentation
 - Review Dayforce
 - Review department handbook
 - Review training curriculum
 - Tour of department office space
 - Lambeau Field Stadium Tour

The second day of training, or “Orientation”, is handled by a senior member of our tour guide staff. This will be a general introduction to being a tour guide and some of the intricacies of the position.

Following Orientation, new guides will be working closely with their assigned mentor. Mentors are charged with helping new guides learn the tour guide positions, routes, scripts, etc. Admin staff will work to schedule new guides with their mentor as much as possible. New guides will shadow tours and complete several checkpoints. Before being approved to lead Classic Stadium Tours on their own, new guides must lead a test tour and be approved by admin staff. New guides will focus on Classic Stadium Tours for the duration of their first season.

Supplemental resources, training and reviews will be available throughout the year, including, but not limited to ...

- Resources available on the department's staff webpage
- Supplemental training and resources provided via Skypeprep
- Admin staff will check in with new staff and mentors throughout the year to assess where more training or information is needed

Performance Evaluations

Performance evaluations for the entire part-time staff take place at the end of the season and concurrent with the end of the Packers fiscal year. Appraisals include assessment on customer service, job knowledge, teamwork, quality of work and initiative skills. The possibility of raises will be discussed at this point.

Leveling Up

Guides looking to level up to the next tour type should talk with Forrest. Forrest will work with Brent to schedule a time for him to shadow a tour. Brent MUST shadow a guide's tour and give approval before that guide can begin training for the next tour type.

Once approved, guides should identify tour dates/times they would like to shadow and inform Forrest of their choices. Shadowing will be outside of a guide's existing scheduled shifts.

When a guide feels confident in their abilities at the next tour level, they should work with Forrest to get a tour scheduled. That tour will be with an experienced tour guide partner. There is no practice tour for leveling up.

Feedback

The Hall of Fame & Stadium Tours department, as well as the Green Bay Packers organization, provide several avenues for giving feedback to the department and organization.

Please discuss any concerns with admin staff directly. The Hall of Fame & Stadium Tours part-time advisory team is another option, made up of staff peers who meet quarterly with Admin to discuss operational improvements. If you would prefer to submit feedback anonymously, a department specific link is provided in each week's schedule email.

Operations & Procedures

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.

ADA Accommodations

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

For guests with a visual impairment, an audio guide is available that they can access using their personal smart phone.

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.

Service Animals

If a guest brings an animal inside the stadium and does not seek permission/information ahead of time – please do **not** ask any questions. We will assume the animal is a service animal and will allow entry.

- If the animal becomes disruptive (excessive barking, not under control, etc.), please notify management/supervisor/security who will then address the issue with guests.

If a guest makes inquiries prior to their visit, we will use the verbiage that is also listed on the Accessibility page of our website: “Lambeau Field follows the Green Bay city ordinance regarding animals in public places. Therefore, only service animals are welcome.”

Wheelchairs

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

If a guest needs a wheelchair once the tour is underway, the tour guide should radio the Hall of Fame desk to have a staff member bring it to the tour location. The Hall of Fame staff member should pick up the wheelchair from the guest services desk and bring it to the tour. The guest will need to provide a form of ID to the Hall of Fame staff member. The Hall of Fame staff member will bring the ID to the guest services desk. The guest should return the wheelchair to the guest services desk once they are finished using it and will receive their ID in return.

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 for 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 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.

Incident Reports

Security should be called to fill out an incident report only if a rescue squad is called, there is damage to property, or if a guest specifically asks to have one completed. Security will complete the report.

First – Aid Supplies

First Aid supplies are located at the Hall of Fame desk 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. The kit will be restocked by our internal security team. 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 gloves. Call Security so they are aware 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.

Disgruntled Guests

If there is a situation where a guest is rude and unruly and does not back down, notify Security to 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 secure areas, including those with interior walls and no windows, enclosed bathrooms, the south end zone tunnel, etc.

Stadium Tour Types

L A M B E A U F I E L D T O U R T Y P E S			
	Legendary	Champions	Classic
Duration	120min	90min	55min
Distance	1.5 mile	1 mile	1/2 mile
Lambeau Field Atrium			
East Side Premium Seating			
End Zone Rooftop			
End Zone Clubs			
Lee Rummel Press Box			
Team Tunnel & Sideline			

Tour routes, including access to the team tunnel and field, are subject to change based on Lambeau Field operations, events and weather.

Tour Capacities

Public Field Viewing – 20 people

Classic, Champions & Legendary – 35 people

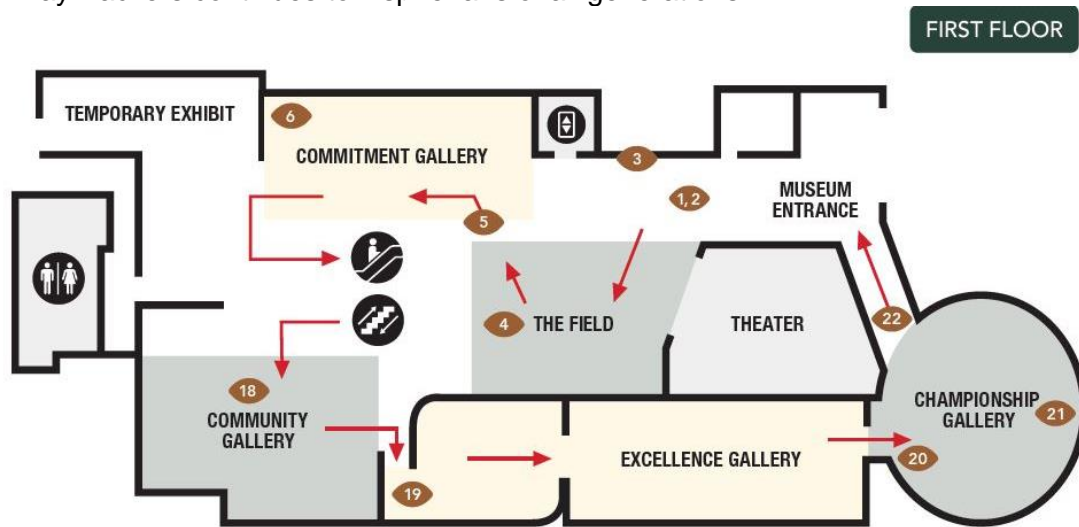
Alumni Tour – 40 people

Heritage Trail Trolley Tour – 28 people

Capacities may be adjusted by up to 5 people

Green Bay Packers Hall of Fame

A trip to Lambeau Field is not complete without a visit to the Packers Hall of Fame, where fans can experience the legacy of the greatest story in sports. With dynamic displays and interactive exhibits, the Hall of Fame always has something new to discover. Embark on a journey through more than a century of football history by exploring the team's humble beginnings, sitting at Vince Lombardi's desk and getting goosebumps in the 13 Below Ice Bowl Theater. Celebrate each era of Packers greats, relive the heart-pounding victories and honor the greatness of each championship in the Hall of Fame's trophy room. With one-of-a-kind artifacts sourced from players of the past and present, engaging galleries and highlight reels, learn why the story of the Green Bay Packers continues to inspire fans of all generations.

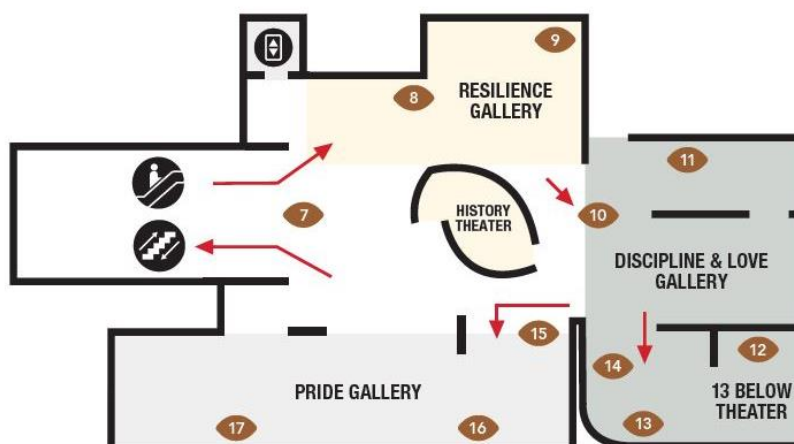


ENHANCE YOUR PACKERS HALL OF FAME VISIT WITH OUR AUDIO TOUR

Explore the museum through our free self-guided audio tour. Use your mobile device to access the tour and scan QR codes at each stop or go to our website packershalloffame.stqry.app.

Each stop is indicated on the map by this icon: #

- RESTROOMS
- ESCALATOR
- ELEVATOR
- STAIRS



SECOND FLOOR

- RESTROOMS
- ESCALATOR
- ELEVATOR
- STAIRS

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 1 temporary exhibit space on the first floor. The theme or topic of this exhibit typically changes on a yearly basis.

Packers Hall of Fame Inductees

Since 1970, over 170 individuals have had the honor of being inducted in the Packers Hall of Fame. All inductees have a bronze football with their likeness in the museum's Excellence Gallery.

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 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 business card. Business cards are located at the Hall of Fame's front desk.

The Green Bay Packers and Green Bay Packers Hall of Fame Inc. Two Distinct Organizations

The Green Bay Packers, established in 1919, are one of the most storied franchises in all of professional sports. The organization's rich history and tradition, celebrated by its fans and respected by its opponents, sets it apart from many other professional teams.

Appropriately, the team's history is preserved and advanced through a number of programs. Two separate organizations – the Green Bay Packers and Green Bay Packers Hall of Fame Inc. – work on that effort. Often the organizations work together on an initiative or program, but each can also work separately. This is a common source of confusion because the Green Bay Packers Hall of Fame Inc. inducts the players and the Packers organization – the team – operates the Hall of Fame museum, the actual physical space in the Lambeau Field Atrium.

Many people – whether it be Packers coaches, players, alumni, staff member, as well as Packers fans and the public in general – come in contact with members of both organizations. This document explains each organization and how people may interact with them.

Green Bay Packers Hall of Fame Inc.

The Green Bay Packers Hall of Fame Inc., is an independent not-for profit organization separate from the Green Bay Packers. The Hall was established in 1967, when the Packers organization itself did not have a Hall of Fame or museum, to preserve and advance the storied history of the Green Bay Packers. Efforts of the Green Bay Packers Hall of Fame Inc. benefit not only the Hall of Fame Inc., but also the NFL Player Care Foundation and promotion of the Green Bay Packers organization.

Events

The Hall of Fame, Inc. elects players for induction and hosts the **Hall of Fame Induction**

Banquet.

A common misunderstanding is that players are inducted into the team's Hall of Fame. This is not the case. Hall of Fame Inc. is the organization that owns the Hall of Fame into which players are inducted. The inductees and bronze footballs are then featured in the Hall of Fame museum in the Lambeau Field Atrium.

The Hall of Fame Inc. also hosts an annual **Golf Outing** and **Tailgate Party**. Other charitable and/or educational events that have been held include the Hall of Fame Tent Sale, 50th Anniversary Celebration and Ice Bowl Anniversary event. These events are coordinated by the Hall of Fame Inc., with some assistance from the Green Bay Packers.

Employees/Hall of Fame Inc. Board of Directors

The staff of the Green Bay Packers Hall of Fame Inc. is not Green Bay Packers staff. However, members of the Packers staff work with the Hall of Fame Inc. to represent the Packers, help facilitate events and display artifacts. There are Packers staff members, Jennifer Ark and Aaron Popkey, on the Hall of Fame Inc. Board of Directors that represent the Packers.

OFFICE STAFF

- Sam Kluck – Executive Director
- Katie Foust – Archival Assistant

EXECUTIVE COMMITTEE (NON-COMPENSATED)

- Don Sipes II, MD – President
- Thomas Konop – Past President
- Randy Brice – Vice President
- Mike Higgins - Treasurer

BOARD OF DIRECTORS

- Jennifer Ark (Packers staff member)
- Mike Becker
- Pepper Burruss
- Matt Gage
- Mike Harlan
- Dale Jaeger
- Bill Jartz
- Perry Kidder
- Geoff Lacy
- Edward Martin
- Thomas Murphy
- Chris Nerat
- Steve Ninham
- Aaron Popkey (Packers staff member)
- Mark Schiefelbein
- John Smits
- Mark Wagner

Donations

The Hall of Fame Inc. accepts artifact donations for its archives. Items donated to the Hall of Fame Inc. are under ownership of the Hall of Fame Inc., not the Green Bay Packers. Selected items are then leased by the Green Bay Packers to put on display in the physical Hall of Fame museum located in the Lambeau Field Atrium.

Green Bay Packers Hall of Fame and Stadium Tours Department

The Green Bay Packers Hall of Fame and Stadium Tour Department is a department of the Green Bay Packers organization that operates and programs the physical Hall of Fame museum in the Lambeau Field Atrium, which was established in 2003 following the redevelopment of Lambeau Field. Employees in this department are Packers employees who are committed to preserving the Packers' history through exhibits and various programming through the museum and stadium tours.

Programming and Events:

The Packers Hall of Fame museum staff programs various events per year, including:

- History Nights
- Educational Programming
- Alumni Events and Tours
- Art Tours and Events
- Updates and creates new exhibits in the physical Hall of Fame museum
- Guided Museum Tours

Employees:

- Jennifer Ark – Director of Stadium Services
- Spencer Larson – Stadium Services Manager
- Justine Kaempfer – Hall of Fame & Stadium Tours Coordinator
- Brent Hensel – Hall of Fame Curator
- Forrest Rabach – Stadium Services Coordinator
- Anna Thomaschefskey – Hall of Fame & Stadium Tours Intern
- Emma Golfis – Hall of Fame & Stadium Tours Intern

Donations

The Green Bay Packers Hall of Fame and Stadium Tours Department also accepts artifact donations for its archives, just like the Hall of Fame Inc. These items are owned by the Green Bay Packers. Selected items are placed on display in the Green Bay Packers Hall of Fame museum located in the Lambeau Field Atrium

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.



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, you'll be led by a knowledgeable, entertaining guide who will help bring to life the story of Green Bay and its team.

Admission Rates

Hall of Fame and Stadium Tour Pricing

Hall of Fame	Price	BC Resident*
Adult (18-61)	\$20	\$18.00
Senior (62+), Military, College*	\$17	
Youth (6-17)	\$14	\$12.60
Child (5 and under)	FREE	

Legendary Stadium Tour	Price	BC Resident*	COMBO	BC COMBO*	ULTIMATE	BC ULTIMATE*
Adult (18-61)	\$38	\$34.20	\$52	\$46.80	\$92	\$82.80
Senior (62+), Military, College*	\$36		\$47		\$87	
Youth (6-17)	\$30		\$38		\$78	
Child (5 and under)	FREE		FREE		\$42	

Champions Stadium Tour	Price	BC Resident*	COMBO	BC COMBO*	ULTIMATE	BC ULTIMATE*
Adult (18-61)	\$29	\$26.10	\$40	\$36.00	\$80	72.00
Senior (62+), Military, College*	\$28		\$36		\$76	
Youth (6-17)	\$22	\$19.80	\$31	\$27.90	\$71	63.90
Child (5 and under)	FREE		FREE		\$42	

Classic Stadium Tour	Price	BC Resident*	COMBO	BC COMBO*	ULTIMATE	BC ULTIMATE*
Adult (18-61)	\$23	\$20.70	\$36	\$32.40	\$76	\$68.40
Senior (62+), Military, College*	\$20		\$30		\$70	
Youth (6-17)	\$14	\$12.60	\$24	\$21.60	\$64	\$57.60
Child (5 and under)	FREE		FREE		\$42	

Heritage Trail Trolley Tour	Price
All Tickets	\$42

Alumni Tour	Price	COMBO	ULTIMATE
Adult (18-61)	\$64	\$75	\$115
Senior (62+), Military, College*	\$64	\$72	\$112
Youth (6-17)	\$64	\$72	\$112
Child (5 and under)	\$64	\$64	\$106

Field Viewing	Price	BC Resident*	COMBO	BC COMBO*
Adult (18-61)	\$17	\$15.30	\$29	\$26.10
Senior (62+), Military, College*	\$14		\$24	
Youth (6-17)	\$14	\$12.60	\$24	\$21.60
Child (5 and under)	FREE		FREE	

*To receive Military, College or Brown County Resident pricing, guests must present valid identification. Brown County Resident priced admission can only be purchased in person.

BC = Brown County Resident

COMBO = Stadium Tour + Hall of Fame Admission

ULTIMATE = Stadium Tour + Hall of Fame Admission + Heritage Trail Trolley Tour

Sales

Daily (POS) Sales

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

Advance (Order Entry) Sales

These sales are also run through Galaxy for guests looking to purchase tickets for a future date. If you are running an advance sale you must also add contact information to the order. Contact information should include the contact's name, phone number and email address.

Online (Webstore) Sales

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

Tickets are purchased online at www.packershofandtours.com

Gift Cards

Gift cards can be purchased for the Hall of Fame and Stadium Tours for a specific experience. Gift cards can be redeemed online through the webstore.

Gift vouchers from Altru are still valid for the item(s)/experience(s) listed on the voucher. Expiration dates should be listed on the voucher.

Group Sales

Please direct group sales questions to our group sales team 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

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.

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.
- **Can I use cash at Titledown?** All Packers-operated businesses at Titledown (46 Below, Homefield Pub + Social, Ariens Hill) will be cashless. Private businesses at Titledown, 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 in various locations around Lambeau Field and Titledown. A number of conversion stations will also be available for Lambeau Field visitors on non-gamedays.
 - Atrium locations include on the first floor near the main elevator bank and on the lower level (American Family Insurance Gate) near the entrance to the Pro Shop.
- **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.
- **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 Titledown?** The cards are available to use anywhere MasterCard is accepted around the world, including at retail locations, restaurants, grocery stores and gas stations.