

# RICH STADIUM PRESS BOOK



# **WELCOME** TO RICH STADIUM

That's what it's been named, and we all know that it really belongs to the people of Erie County. And that's why we're so proud that the County Legislators have awarded us the honor of naming the Stadium.

We feel that the Stadium marks the dawn of a new day. It symbolizes the dynamism and progress of Buffalo and Erie County. It is a beautiful showpiece which we intend to use to promote Buffalo and Erie County throughout the nation.

Why should we-a commercial firm-be so interested in doing this? It's quite simple, really. As an internationally-known company which originated from and is still based in Buffalo, we have great faith in the future of Buffalo and Erie County.

We're also a very sports-minded company, and we welcome any opportunity to promote Buffalo through sports.

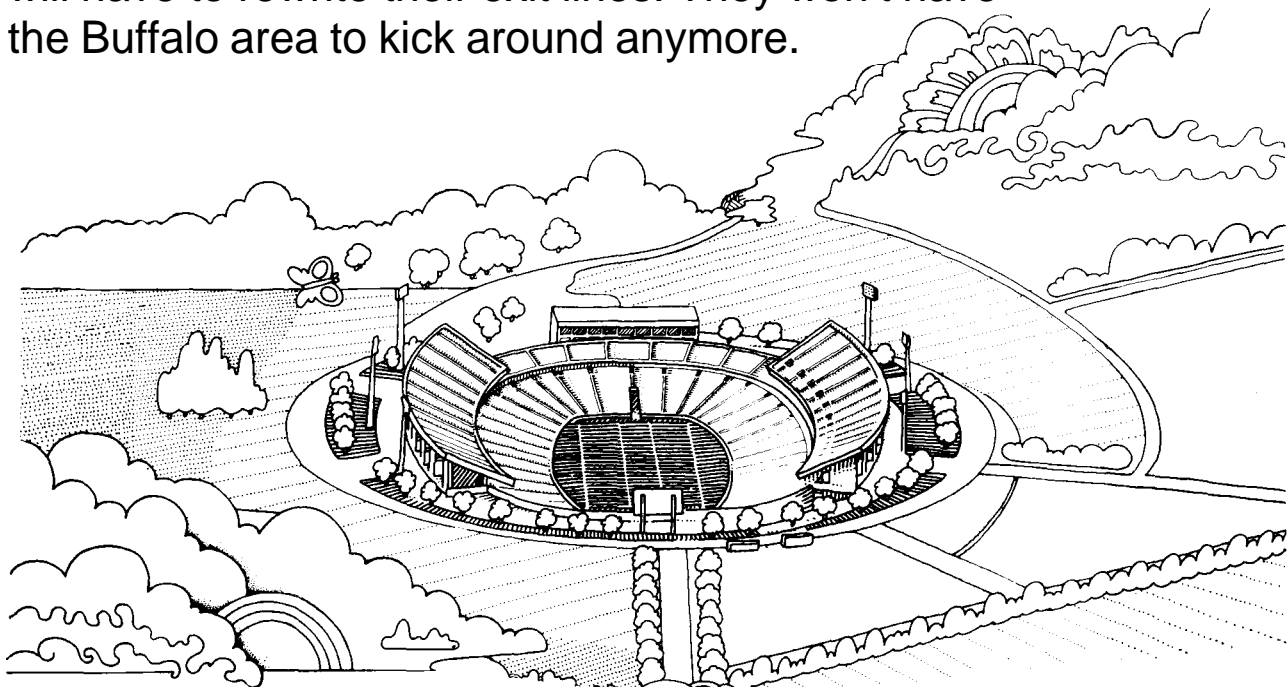
It was only natural, then, for us to get involved with wanting to help pro football prosper in Buffalo. Pro football is important to Buffalo; therefore, it's important to us.

We feel that Buffalo and Erie County is a great place to live, and we see the Stadium as a beautiful way to communicate this feeling throughout the country.

For us, the Stadium is an achievement demonstrating the tremendous growth and civic pride that characterizes Buffalo and Erie County. We're proud to be part of it. You should be, too. After all, it is your Stadium.

**Rich Products Corp., Buffalo, NY**

**A**irline stewardesses who are too often fond of telling their Buffalo-bound passengers to turn their watches back 20 years will have to rewrite their exit lines. They won't have the Buffalo area to kick around anymore.



For there is now a new star on the community's horizon, and it has given the area's residents a new sense of achievement—a new sense of community-wide pride.

Erie County's magnificent new 80,000-seat Rich Stadium in Orchard Park has become a community catalyst. No longer does the Buffalo area have to take a back seat to any other when it comes to football gridirons.

The new \$21.5 million Rich Stadium built by the people of Erie County is a beautiful facility designed expressly for football. The lines of sight are excellent... no pillars... no posts. Unlike a multi-purpose stadium which requires a large amount of field space for baseball, the sideline seats in Rich Stadium are close to the playing field.

Of the total seating capacity of 80,000...which places Rich Stadium among the top five in the league...56,500 are along the sidelines. For maximum comfort, fans will have aluminum seats contoured with individually-curved backs.

Located an easy 20-minute drive from downtown Buffalo, Rich Stadium is easily accessible by expressways which have four

interchanges within a four-mile radius, and by several highways which have been widened and improved to cope with the extra traffic.

Parking space for 16,000 cars and 300 busses in adjacent parking lots has been provided. Additional “satellite” parking lots, connected by shuttle bus service, will handle an additional 4,500 cars. Stadium planners and traffic experts estimate it will take approximately ninety minutes to clear the lots after a game.

Compared to the working conditions at Buffalo’s “old rock pile” War Memorial Stadium, the Rich Stadium press box will seem like a journalist’s dream-come-true. Spacious enough to accommodate 150 pressmen, the heated/air-conditioned enclosure affords a superb view. It is complete with every piece of communications



equipment to make a reporting task an exceedingly pleasant one.

Included in the press box is plenty of space for writers, broadcasting booths, camera deck, dark rooms, instant re-play TV, plus a spacious lounge. Additional camera locations are provided at strategic spots throughout the stadium.

A spectacular feature which places Rich Stadium several big notches above other such arenas is the million-dollar scoreboard. The computerized scoreboard consists of 10,000 recessed 40-watt light bulbs that can produce five-tone images similar to

those seen on television.

In addition to providing visual player introductions, game-in-progress statistics, and results of other games, the 30 x 100-foot main matrix is capable of instant replay of the current home game as well as games being played elsewhere.

A plush stadium club and 1,000-seat restaurant has been developed atop the four-story facilities building. In addition, the facilities building will house executive offices, locker rooms, exercise rooms, handball courts, training and equipment rooms. Two elevators serve all floors of the building.

What's more, 30 luxurious, 25-seat corporate suites, all of which are leased at \$12,000 per year for five years have been designed. Each suite is air-conditioned, has closed-circuit TV and refreshment facilities.

There are ample concession and restroom facilities. The 38 concession stands will be strategically located throughout the three concourses and the latest fast food equipment will be used to assure rapid service. Forty-two restrooms are also conveniently located throughout the facility.

The playing field is Astroturf and a 12-foot wide synthetic warning track encircles the field.

Thanks to superb planning and outstanding cooperation from local contractors, Rich Stadium was completed on schedule, within the budget and within the bond.

And the name? It resulted as a response to a call by the Erie County Legislature for a sponsor who would contribute to the cost of the stadium in return for the advertising value.

The locally-owned, internationally-oriented Rich Products Corporation bought the naming rights for \$1.5 million over a 25-year period. It is this type of cooperation between business and local government that has been the key to progress in Buffalo and Erie County.

Stewardesses, and pilots too, will now have to think twice, for Rich Stadium is now a very important landmark in a revitalized Buffalo-Erie County area.