



BACKYARD

EVENT PLANNING GUIDE

Thank you for your interest in hosting your event at The Home Depot Backyard! We look forward to working with you. We've provided a guide to answer many of the frequently asked questions of our team. If you have additional questions that are not covered in this guide or if you need any support in completing your event inquiry, please refer to the contact information below to connect with our team.

OVERVIEW

Page 2, 3

EVENT SPACES

Page 4

FACILITY SITE MAPS

Page 5

FEE INFORMATION

Page 6

SUPPLEMENTAL COSTS & PERMITS

Page 7, 8

FACILITY GUIDELINES

Page 9

FREQUENTLY ASKED QUESTIONS

Page 10, 11, 12

EVENT INQUIRY / APPLICATION

Page 13

Contact Information:

The Home Depot Backyard

1 AMB Drive NW, Atlanta GA, 30313

Email: events@thehomedepotbackyard.com





OVERVIEW

About Us:

The Home Depot Backyard is an 11-acre greenspace located in the heart of Downtown Atlanta, just next door to Mercedes-Benz Stadium. Our mission is to unite Atlanta's vibrant neighborhoods at The Home Depot Backyard, creating memorable experiences that inspire connection and celebration. Since opening in September 2018, The Home Depot Backyard has offered a broad spectrum of activities and event for all audiences such as field days, festivals, corporate events, TV/film shoots, walk/runs, youth sport practices, as well as tailgating and parking opportunities for Atlanta United FC, Atlanta Falcons, along with third party and sporting events that happen inside of Mercedes-Benz Stadium.

Through deliberate programming and permanent play areas, The Home Depot Backyard continues to serve as an inclusive and inviting space for the Atlanta community and beyond to grow, explore, and thrive together. Programming ranges from daily classes, seasonal series, or one-of-a-kind events providing opportunities for innovation and fun for little to no cost for our guests.

Event Inquiry:

To determine whether your proposed event is feasible for The Home Depot Backyard, and to determine an appropriate usage fee, we ask that you submit a formal, online inquiry. Please provide as much information as possible and answer all questions to the best of your ability. Elaborate whenever possible to provide a full and clear description of your proposed event.

[Click Here](#) to access our online inquiry form.

Kindly be advised that our facilities do not encompass any amenities or affiliations with the Signia by Hilton. Our online inquiry form does not extend to any accommodations with the hotel. For all inquiries and information pertaining to the Signia by Hilton, please follow this link: <https://signiabyhiltonatlanta.com/meetings-events/>

Submission Time:

For large-scale events expecting over 2,500 people, it is recommended that you submit your proposal as far in advance as possible. Generally, this means three (3) to six (6) months (90 to 180 days) prior to your preferred event date(s). Proposals for other events *may* be considered with a lead time of at least forty-five (45) days.

Response Time:

Fully completed proposals are reviewed within one-to-two weeks after submission. We are unable to provide an estimated fee for your event without a completed proposal. On-



BACKYARD

EVENT PLANNING GUIDE

site walkthroughs with The Home Depot Backyard staff are scheduled once all materials are submitted and all questions are answered. Your proposal may require revisions due to time and space restrictions, park rules, and/or other logistical requirements.

Event Contract:

All inquiries/proposals are non-binding indications of interest only. The final agreed terms for any event that is approved/accepted by The Home Depot Backyard will be set forth in and subject to an event license agreement for the event. No event in The Home Depot Backyard is binding or reserved until an event license agreement is fully executed.



EVENT SPACES

Please review the following event locations to determine which space works best for your event. Details surrounding each space, including overall area dimensions and surface type, are listed below for your reference.

Event Space	Specs	Surface Details
HDBY Buyout (All Spaces)	11 acres	Pervious pavers, Bermuda grass, reinforced concrete
West Lawn	~1 acre ~44,800 sq. ft	TIFTUF, hybrid Bermuda grass
Central Lawn	~2.15 acres ~93,000 sq. ft	TIFTUF, hybrid Bermuda grass
East Lawn	~.56 acre ~24,650 sq. ft	TIFTUF, hybrid Bermuda grass
THD Pavilion (2 tiers)	75'W x 35'D ~2,625 sq. ft	Pervious pavers, reinforced concrete, LPE wood decking
Northwest Lawn (Lot 42)	~20,000 sq.ft	TIFTUF, hybrid Bermuda grass
Northwest Plaza	~15,000 sq. ft	Reinforced concrete
Northside Plaza	~30,000 sq. ft	Reinforced concrete
Soccer Ball Plaza	~50,000 sq. ft	Reinforced concrete

**** Official capacities for events must be obtained via Fire Marshal's office once the final event site map is procured. HDBY Management will submit the final map for approval and official capacity limits.**

[Click Here](#) to view site maps of each event space. Please utilize these in your planning.



BACKYARD

EVENT PLANNING GUIDE

FACILITY SITE MAPS

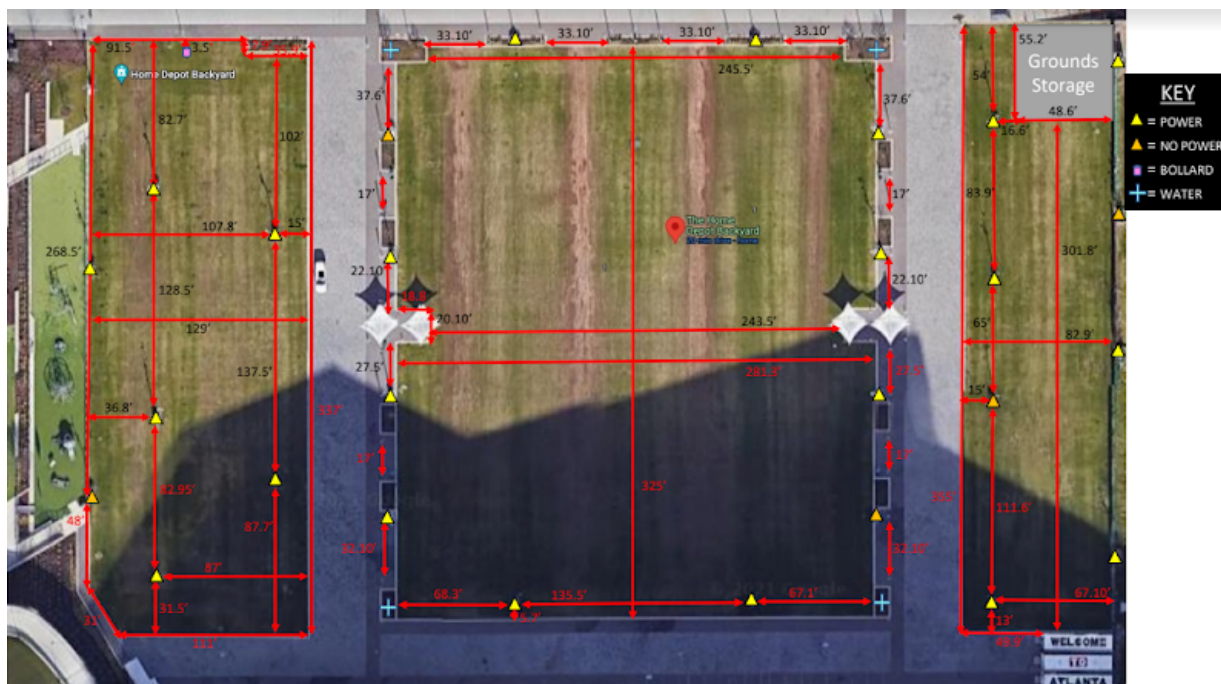
Overview Site Map:

[Click Here](#) to view/download a high-resolution file of The Home Depot Backyard site map for your reference.



Utility Site Maps:

Please see below for our utility site map. If you need a high-resolution file, please work through our event management team.



FEE INFORMATION

Fees are determined according to the details in your proposal. The more detailed your proposal, the quicker and more accurately we can estimate your fee. **Estimated fees will only be given after a complete proposal is submitted and reviewed.**

(Note: These estimated fees are not encompassing of staffing costs, in-stadium rentals, and/or contractor costs.)

The fee for your event is determined by the following, amongst other considerations:

Type of event	Whether the event is corporate, commercial, promotional, private, or public.
Use of space	What areas of The Home Depot Backyard will be occupied by your event along with your estimated attendance.
Length of time	The total amount of time in The Home Depot Backyard from load-in, the entire event timeframe, and completion of load-out and all clear of the space.
Construction	If extensive construction (i.e., large structures) is required or large/heavy duty equipment is necessary.
Disruption of public	Whether the event disrupts public use of The Home Depot Backyard, including obstructing pedestrian traffic flow, or closing off any part to the public.

***Binding fees will be set forth in the event license agreement and may differ from the original fee estimates depending on the needs of the event.**

****Payment for rent and expenses are required to be paid prior to the event as set forth in the event license agreement. Final settlement of actual costs incurred will be received within 30 days of the event's conclusion.**

SUPPLEMENTAL COSTS & PERMITS

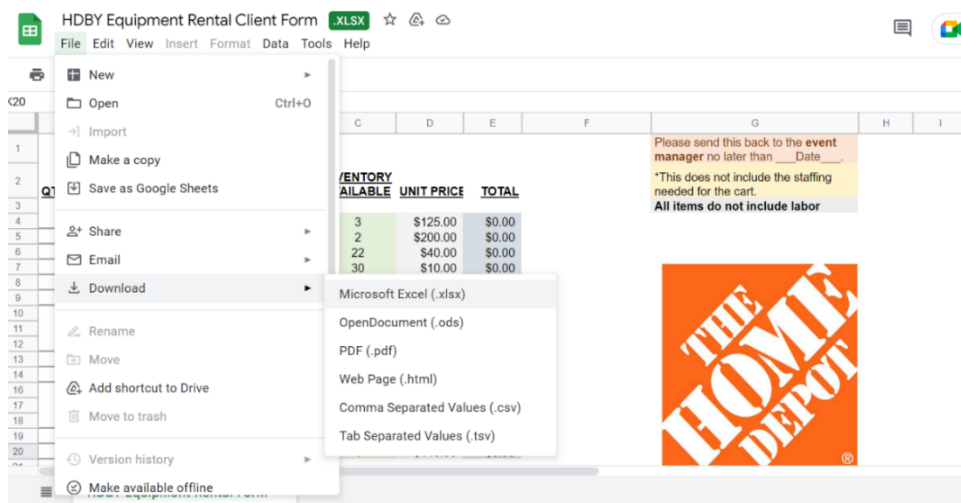
Liability Insurance: Event organizers must provide proof of liability insurance for use of The Home Depot Backyard. We require Commercial General Liability Insurance, naming Atlanta Falcons Stadium Company, LLC as additional insured. Exact amounts and types of insurance coverage required will depend on the nature of the event and will be set forth in the event license agreement.

Security & Medical: Security, medical, guest services, public safety, and law enforcement requirements will be determined based on the scope, size, activities, and operational needs of the event during the planning process. Clients must utilize The Home Depot Backyard's designated service providers for these services. The Home Depot Backyard reserves the right to determine the appropriate staffing levels and safety measures for all events. **Requests to utilize an outside vendor for credentialing services must be submitted for review and receive prior approval from The Home Depot Backyard and Mercedes-Benz Stadium security representatives.**

Parking: Parking for your event will come at an additional cost pending availability. Lots that are managed by Mercedes-Benz Stadium include a rate per space or a full buyout of the lots. Lots that are managed by the Georgia World Congress Center Authority can be requested to be put online for registrants to pre-purchase.

Sanitation: The sanitation staff maintains the cleanliness and regular upkeep of The Home Depot Backyard. If your event requires additional sanitization (i.e., use of construction materials, food & beverage service clean-up, post-event clean-up crew, etc.), we require that you hire our contracted service providers for sanitation.

Equipment Rentals: Pending availability, The Home Depot Backyard has limited inventory of items that can be rented for playing clients. To understand what the cost would be to rent these items directly from The Home Depot Backyard, please download a copy to your computer of our equipment rental form [here](#).





BACKYARD

EVENT PLANNING GUIDE

Permits: The client is responsible for obtaining all permits and licenses required by law for its use of the space. Although special event permits are not typically required within The Home Depot Backyard, permit requirements will depend on the specific event.

Examples of some instances that may require permits include, but are not limited to:

- Sale and/or distribution of food/alcohol (if other than Levy Restaurants)
- Use of drones. Drones desired to be used for any timeframe in or around The Home Depot Backyard must submit an application through The Home Depot Backyard event management staff. Application materials should be submitted as soon as possible but no later than (3) weeks before the event.
- Facilitations of a walk/run/race which may include the following applications or permits - temporary street/lane closure.
- Hosting large concerts or events with amplified sound extending past 11:00PM
- Music licenses if you are planning on playing any type of music.



FACILITY GUIDELINES

Please see the below for general policy information and FAQs which provide clear direction on what's permitted and accessible within The Home Depot Backyard during events. These guidelines are intended to aid in event planning and are subject to change by The Home Depot Backyard management team from time to time. For a comprehensive list of our rules and regulations, [please visit our website](#).

Sound/Noise Regulations: In efforts to be respectful to the surrounding businesses and community, we require that all events in The Home Depot Backyard must adhere to our sound and noise policy and applicable noise ordinance laws. Decibel levels will be set by The Home Depot Backyard event management staff. The surrounding noise ordinance law states the following:

- Sound of any kind may not be audible from 100 feet of the property from 11:00PM through 7:00AM Sunday through Thursday and 12:00 Midnight through 7:00AM on Saturday and Sunday.
- Sound of any kind may not be audible from 300 feet of the property from 7:00AM through 11:00PM Sunday through Thursday and 7:00AM through 12:00 Midnight on Friday and Saturday.

For a more comprehensive list of timing for the noise ordinance laws, please [click here](#).

Structural Building Policy: For any potential structural builds for your event, visuals and schematics must be submitted to the event management staff for approval or denial. An engineering inspection through Mercedes-Benz Stadium or The Home Depot Backyard will be completed during the structural build timeframe and may be denied at any point in time if the structure is deemed unsafe.

Damages to Property: Any alterations, installations, additions, or improvements in or to the licensed area will not be permitted without the prior written consent of The Home Depot Backyard event management staff. The client will make, at their own expense, all changes, installations, and will be responsible for restoring the licensed area to the same condition in which it existed prior to all changes that were made. A damage deposit fee may be required based on event details included in the event estimate. This fee may be fully refundable if no damage occurs.

Inclement Weather: All events are rain or shine. An evacuation plan will be set by the Mercedes-Benz Stadium security team for when the event area is experiencing lightning, heavy winds, or other extreme conditions. Client retains the authority to determine whether the event should proceed or not in consultation with The Home Depot Backyard leadership team.

FREQUENTLY ASKED QUESTIONS

Is staking allowed? How should I hold down my tent/structure? No staking of any kind is permitted within The Home Depot Backyard. This includes, but is not limited to, tent staking and flag staking. Sand or water weights are preferred; however, concrete weights may be utilized upon request. Generator staking must be pre-approved by The Home Depot Backyard event management staff prior to being placed for safety purposes.

Am I allowed to place risers or stages on the grass? Yes! However, all risers and stages on the grass must have appropriate ground protection supplied by our preferred vendor(s) (i.e., translucent decking). No tarps, plywood, or alternate methods of ground coverings are allowed. Risers and/or stages must be in compliance with our weight limitations and may be subject to additional insurance requirements.

Are there any weight restrictions on-site? Our grounds can accommodate light-duty vehicles up to 10,000 lbs. Without flooring or decking, optimal load max is 75 lbs. per sq. ft. With flooring or decking, optimal load max is 5,000 lbs. per sq. ft. Our pervious pavers can also withstand loads up to 27,000 lbs. per sq. ft. All equipment accessing the grass areas must be listed within the inquiry for weight approval.

Can I fly a drone to capture coverage of my event? Radio controlled model aircraft, unmanned aircraft systems and other similar devices (i.e., drones) are prohibited in/around The Home Depot Backyard without first submitting the proper documentation and obtaining approval from the Mercedes-Benz Stadium security team. Should you have a specific desire for use of the products, an application with all required supporting information (including an FAA pilot's license number) and any required fees must be completed and submitted for approval. The completion of the application and payment of fees does not guarantee approval will be granted. Application materials should be submitted as soon as possible but no later than (3) weeks before the event. Additional information regarding the application requirements will be provided upon request.

Ticketing: The Home Depot Backyard is a Ticketmaster venue, any deviations from this software is subject to our approval. If an alternate ticket provider is approved, all ticketing staff and resources (scanners, ticket resolution, etc.) will be the sole responsibility of the third-party and an advance for all expenses will be required.

Is there wi-fi accessible on-site? Wi-fi is not available in The Home Depot Backyard. However, there are DAS antennas throughout the property for enhanced cellular service. Please refer to our preferred vendor list for wi-fi options.

Can I park my car in The Home Depot Backyard? Vehicular parking is not permitted on-site for guests, unless specifically included in the event license agreement and approved by the event management staff. Should you need to park staff, vendors, or operational vehicles on-site, you must submit this request with your initial inquiry. All



permitted vehicles must obtain an official Mercedes-Benz Stadium-issued parking pass to gain entry to the property. All vehicular traffic must enter and exit through the Magnolia Drive screening point or other designated screening points laid out by the event management staff. Improperly parked vehicles may incur a fine or be towed if the client does not move the vehicle when requested by Mercedes-Benz Stadium representatives.

Are there power sources on-site? Select light posts on the property have 20AMP plug-ins. Please reference [The Home Depot Backyard power and water map](#) for specific locations. Because our light posts are on shared circuits, generators may be required for events with large or extensive production needs. Requests for power through Mercedes-Benz Stadium must be made in advance.

Is water accessible on-site? Water access points are available throughout the property via key access only. Please reference [The Home Depot Backyard power and water map](#) for specific locations. Requests for water must be made in advance and are subject to a usage fee. Additionally, hoses will be required to utilize these access points as they are not traditional spouts. There is also a cost to utilizing water, costs are as follows:

\$150.00 for the first 250 gallons used. This will cover labor costs for hook-up, hoses, meters, etc.

\$15.00 for every 250 gallons used after the initial 250 gallons.

Restrooms? Permanent restrooms are in the southwest corner of The Home Depot Backyard, closest to The Home Depot branded pavilion. There are four (4) seats per gender, each equipped with ADA-accessible stalls and baby changing tables. Depending on your event, you may be required to rent portable restrooms. The event management staff will notify you of the number of restrooms required based on the following:

- Type of event
- Timeframe of the event
- If alcoholic beverages are being sold or served during the event
- Event attendance numbers

What about food and beverage? Food and beverage services (including catering and alcohol sales) in The Home Depot Backyard are provided by our concessionaire, Levy Restaurants. Please include your Food & Beverage needs in the inquiry form and The Home Depot Backyard team will provide available options and requirements for your event. The event management staff will notify you of the number of food and beverage options required based on the following:

- Type of event



- Timeframe of the event
- If alcoholic beverages are being sold or served during the event
- Event attendance numbers

Catering by companies other than Levy Restaurants must be expressly approved by Levy. All approved vendors (excluding alcohol vendors) will need to provide the following:

- Copy of valid COI (Certificate of Insurance)
- Current ServSafe Certification
- Current Health Permit
- 90 or above on recent Health Inspection (must be within the past 12 months)
- Required insurance documents dependent on type of food or beverage vendor
- The Home Depot Backyard, as well as Mercedes-Benz Stadium, is a Coca-Cola product facility. It is imperative that all partners adhere to exclusively providing Coca-Cola products.

Information and detail(s) regarding requirements for Food Trucks will be provided upon request.

Is alcohol allowed in The Home Depot Backyard? Alcohol of any kind is not permitted in The Home Depot Backyard during daily operations, unless otherwise noted for a specific event. If alcohol is permitted for a special event, the distribution/sale must be facilitated through our concessionaire (Levy Restaurants) via their existing liquor license.

Can I use on-site trash bins during my event? To support Mercedes-Benz Stadium in achieving zero waste, receptacles are available within The Home Depot Backyard for proper disposal of recyclables, compostable, and landfill. We ask that clients take away larger or bulky waste items that may not fit in the waste receptacles. Sanitation services and their associated usage fees will be evaluated upon submission of event inquiry.

Zero Waste Initiative: The Home Depot Backyard is committed to making this space Zero Waste. To achieve this goal, we need all vendors to follow the zero waste procedures.

- What is Zero Waste? Zero waste is the conservation of all resources by responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning. Our goal is to divert 90% of all waste from landfill. We do this by recycling or composting the waste, preventing discharges to land, water or air that threaten the environment or human health.
- How to achieve Zero Waste? To achieve Zero Waste all materials that are bought into The Home Depot Backyard are diverted to recycling (i.e., aluminum, plastic, glass, paper, and cardboard) or compost (i.e., food waste, paper towels, compostable cutlery, plates, cups, and straws). In



BACKYARD

EVENT PLANNING GUIDE

addition, all building materials (i.e., metal, wood, hard plastics, etc.) should be taken out of The Home Depot Backyard by the vendor that brought them into The Home Depot Backyard.

Why is this event process different from City of Atlanta parks? The Home Depot Backyard is not a part of the city's Parks and Recreation system. The Home Depot Backyard receives no city, state, or federal money and is funded entirely by earned income. A large part of this revenue comes from fees charged to those who wish to use The Home Depot Backyard for a commercial, profitable, promotional, or exclusive event. All site fees are used to operate, maintain, and improve The Home Depot Backyard's beauty and functionality for our community.

EVENT INQUIRY/APPLICATION

To determine whether your proposed event is feasible for The Home Depot Backyard as well as help determine an appropriate usage fee, please complete our online event inquiry form. Specific details surrounding submission and response times can be found on page 2.

[Click Here](#) to access our online inquiry form.

If you are interested in hosting a class or program within The Home Depot Backyard, please contact our programming team via email at info@thehomedepotbackyard.com or visit us at www.thehomedepotbackyard.com

Should you have any additional questions that are not answered in this **Event Planning Guide**, please contact us at events@thehomedepotbackyard.com