



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.

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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 establish a gathering space that connects diverse communities through memorable experiences. Since opening in September of 2018, The Home Depot Backyard has offered a broad spectrum of happenings 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.

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



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 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 send the final map along for approval and official capacity limits.**

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

[Click Here](#) to view a photo gallery of past events at The Home Depot Backyard for inspiration.



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FACILITY SITE MAPS

Overview Site Map:

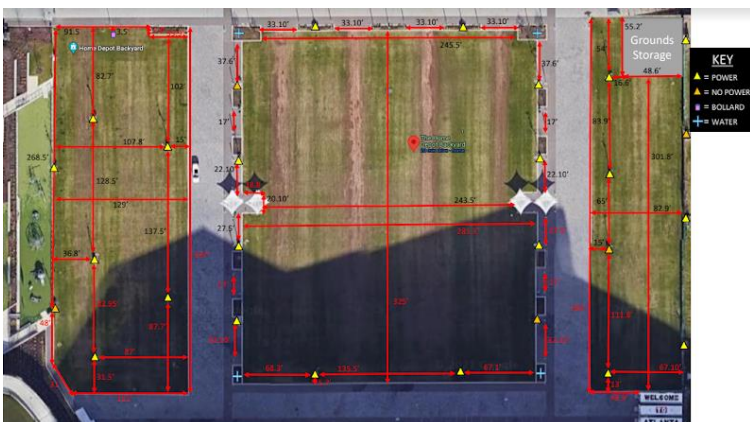
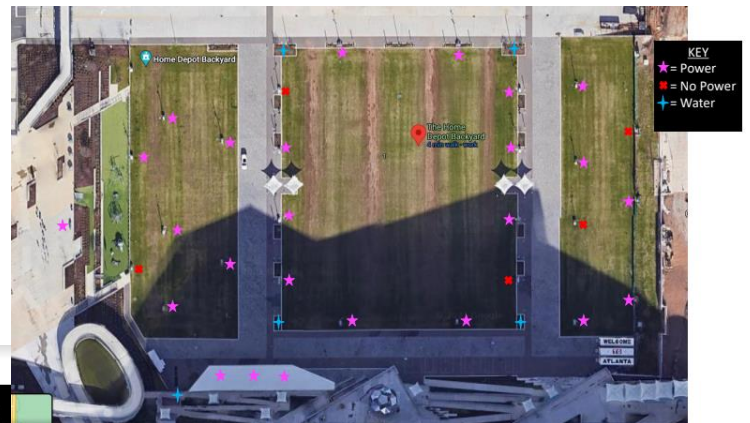
[Click Here](#) to view/download a high-resolution file of The Home Depot Backyard site map for your reference.



Utility Site Maps:

[Click Here](#) to view/download a high-resolution file of The Home Depot Backyard utility map files for your reference. Please include these files in your planning.

[Click Here](#) to view/download The Home Depot Backyard power and water map as well as The Home Depot Backyard lawn measurements map.





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 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.

****Payment for rent and expenses are required to be paid prior to the event. 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 Employer’s Liability Insurance, naming the Atlanta Falcons Stadium Company, LLC as additional insured. Exact amounts and type of insurance will depend on the nature of the event and will be communicated by The Home Depot Backyard management.

Security & Medical: There is always a minimum of one uniformed private security officer in The Home Depot Backyard to ensure public and park safety, however they cannot be utilized as event security. Should your proposed event host over 150 people, provide live entertainment, require a ticket for admission, require restricted/limited access of any kind, or provide/sell alcohol, additional security **will be** required. We require that you hire our contract service providers for law enforcement, medical, guest services, public safety, and security. Any desire to use an outside vendor for credentials **must be pre-approved with requirements laid out by The Home Depot Backyard and Mercedes-Benz Stadium security team.**

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](#).

INVENTORY AVAILABLE	UNIT PRICE	TOTAL
3	\$125.00	\$0.00
2	\$200.00	\$0.00
22	\$40.00	\$0.00
30	\$10.00	\$0.00

Please send this back to the event manager no later than ___ Date ___

*This does not include the staffing needed for the cart.
All items do not include labor



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Permits: Special event permits are not typically required within The Home Depot Backyard as we are not a city or state operated park. However, some instances may require sub-permits. Examples of these occurrences are:

- Sale and/or distribution of alcohol (if requesting a food & beverage buyout from Levy Concessions)
- Use of drones. Drones used for any timeframe in or around The Home Depot Backyard must submit a special use permit through The Home Depot Backyard event management staff. Permits 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 displaying 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. 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. 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.



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.

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 are prohibited without first obtaining approval and the proper documentation. Should you have a specific desire for use of the products, a permit with 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. Permits should be submitted as soon as possible but no later than (3) weeks before the event.

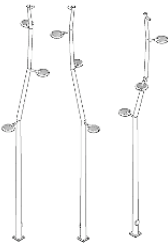
Ticketing: The Home Depot Backyard is a TicketMaster venue, any deviations from this software is subject to our approval. If an alternate ticket provider is approved, all ticketing staff and resources (scanners, ticket resolution, etc.) will be the sole responsibility of the third-party and an advance 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 stated as a request in your inquiry 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 organizer 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 & Beverage requirements will be provided to the client by The Home Depot Backyard team. All 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

Food standards, as well as experience with vendors, will also be provided to the client from The Home Depot Backyard team. 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

Please see [Food Truck Requirements](#) for more information and detail(s).

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 Concessions) via their existing liquor license. Buyouts through Levy Concessions may be alternate option if you can obtain a catering license/special event permit for the property/event.

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 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.



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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.



VENDORS

Event organizers must select vendors from our required and preferred list. Any deviations must be submitted in written request and pre-approved by the event management staff. A detailed vendor list will be required to the event management staff including vendor contact information, as well as load-in and load-out timeframes at least (2) weeks prior to the event start date.

REQUIRED VENDORS

CATEGORY	COMPANY	CONTACT
Event Rentals	United Site Services (Portable Restrooms)	Derek Reyes Derek.Reyes@unitedsiteservices.com (678) 725-0541
Fence & Scrim Rental	C&C Fence Co.	Stephanie Spruill stephanie@CNCFence.com 678-201-3648
Traffic Cones	Crate Facility Services	James Crouch cratefacility@gmail.com 434-215-9815
Food & Beverage	LEVY Concessions	Stephanie Faulk sfaulk@levyrestaurants.com 404-632-2740
Power	Yancey	Hank Price hankprice@yanceybro.com 678-557-7194
	United Rentals	Jason Jarvi jjarvi@ur.com 404-682-6755

PREFERRED VENDORS

CATEGORY	COMPANY	CONTACT
A/V and Production	Active Production	Ever Clavel ever@apdatl.com 404-977-9375
Event Rentals	EventWorks Rentals	Jennifer Uriostegui jen@eventworksrentals.com 678-267-3304
	REVELxp	Kenneth Williams kenneth.williams@revelxp.com (470) 569-8869
Food & Beverage	Simply Food Trucks (Food Truck Sourcing)	Paige Nathan paige@simplyfoodtrucks.com 678-480-6401
	Proof of the Pudding	Barbara Yontz byontz@proofpudding.com 404-898-1759



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Event Décor & Activities	Amusement Masters	Kelly Smink ksmink@amusementmasters.com 770-451-5527
	Lemiga Events	info@lemiga.com 404-704-0725
	Phoenix Amusements	Stacey Hankinson slh@phoenixamusements.com 404-767-4420
	C. Wayman Floral and Events	Catherine Wayman catherine@cwayman.com 404-213-9551
WM Events	WM Events	Leigh Simpson Leigh@WMEvents.com 678-251-6363
Wi-Fi	Echo Technologies	sales@echotechnologies.net 678-809-0300
Signage	AlphaGraphics	us592@alphagraphics.com
	Colorsphere	Bryan Hadley Bryan@colorsg.com 770-753-4001
	Fast Signs	Melissa Wilson melissa.wilson@fastsigns.com (404) 724-0700

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



FOOD TRUCK REQUIREMENTS

FOOD TRUCK REQUIREMENTS

Please review the following list of requirements for food trucks operating in The Home Depot Backyard. All food trucks must be contracted unless otherwise approved by event management.

Certifications*

- Copy of valid Certificate of Insurance – Please note that all COIs should include **Atlanta Falcons Stadium Company LLC at 1 AMB Drive, Atlanta, GA, 30313** as the Certificate Holder
- Current Serv Safe Certification
- Current Health Permit
- 90 or above on the last Health Inspection (must be within the past 12 months)

Insurance*

- Commercial General Liability with limits not less than \$1,000,000 each occurrence and \$5,000,000 in the aggregate
- Workers' Compensation (statutory limits), including Employers' Liability for limits not less than \$500,000.00 each accident, \$500,000.00 disease-policy limit, and \$500,000.00 disease-each employee
- Business Automobile Liability coverage with a combined single limit of not less than \$1 million
- Commercial Liquor Liability coverage with a per occurrence limit of not less than \$1 million. The general aggregate shall have a limit of not less than \$5 million. (If needed)

Food Standards

- Fan Friendly pricing for any items sold that are on our Fan Friendly list (see menu below)
- Street pricing on all items (Pricing cannot be different from the brick and mortar location (If applicable) or variance in pricing from other locations they serve in the city.
- Quality comparable to food served in the Mercedes-Benz Stadium
- Alcohol sales are prohibited unless approved by Levy
- Coca-Cola products must be sold

Experience

- Professional engaging staff
- Well-designed truck with visual interest
- Quick turn around on frequently ordered items
- Simple, easy to execute menu

*Proof of these documents must be submitted in advance and approved by event management prior to load-in.

Mercedes-Benz STADIUM			FAN FIRST MENU PRICING		
	\$2	Coca-Cola Refillable Cup		\$2	Dasani Water Bottle
	\$2	Hot Dog		\$2	Popcorn
	\$3	Waffle Fries		\$3	Pizza Slice
	\$5	Bud Light Draft Beer		\$5	Cheeseburger
	\$2	Pretzel		\$3	NACHOS w/ Cheese
	\$4	Souvenir Refillable Cup		\$6	Chicken Tender Basket w/ Fries