

THE ONCE AND FUTURE K.





THE K. LIKE ALL GREAT LEGENDS, IT GROWS BETTER WITH TIME.



Legend has it that The K began in a Kansas City steakhouse late at night in a back booth. A matchbook propped against a butter dish was used to illustrate the Jumbotron and innovative seating bowl. The concept was further sketched on a cocktail napkin. (If anyone runs across that napkin, we'd like it for our archives.)

Ideas are things. Especially here. In Kansas City, dreams have a way of materializing into powerful realities. The Jumbotron, once the marvel of the sports world, has been replaced with CrownVision, the largest HD Videoboard in the entire world. And your Major League Baseball stadium is undergoing what can only be termed an astonishing evolution.

We kept what was great. We expanded and enhanced what will now be a premiere fan experience in professional sports.

The K was always an aficionado's ball park, a legend in Major League Baseball. Now it's that and more. It's a true recreation and entertainment destination for the entire community and outlying areas—for all ages, for all kinds of fans. For generations, The K has produced fond memories for the community; that won't change. That foundation is now being enriched by fan-friendly technology, stunning surroundings and greater experiences for a more diverse audience.



THE LEGEND GROWS. A CONSTRUCTION TIMELINE.

April 10, 1973

Royals Stadium opens and hosts the All-Star Game that year.



1995

Grass replaces The K's artificial playing surface.



1999

The Crown Club, dugout suites and new lower level seats appear.

K



July 2, 1993

Royals Stadium renamed in honor of Ewing M. Kauffman.

2000

Seat replacement completed. Royal Pavilion opens.





Stadium renovations are already well underway, but we're just getting started.



Oct. 3, 2007

Groundbreaking ceremony kicks off stadium renovation.

Oct. 2007

Two of four spiral walkways removed.



July 2008

The new Kauffman exterior begins to take shape.



Aug. 24, 2007

Renovation plans unveiled.



Dec. 2008

Crown Club and dugout suites expansion begins.



Feb. 2008

CrownVision HD VideoBoard installed. Bullpens renovated.





KC

OPENING DAY, WE'RE OPENING SOME EYES.

The K was different from Day One. Those were the good old days. Prepare for the best days yet. Even as you approach the stadium you'll begin to see the difference. It's all open, wide and plaza-like, with landscaping that reflects the heritage of the prairie: native grasses, pavers, trees, large sculptures. You see beyond the circular ramp and begin to feel a connection to the field of play — enter the gates and you see the field.

This feeling of connection to the field of play; it's ever-present, it's 360° and it's part of the plan.





THE HALL OF FAME



KANSAS CITY ROYALS

	AB	R	H	RBI
1. Mike Moustakas	4	1	1	1
2. Salvador Perez	4	1	1	1
3. Eric Hosmer	4	1	1	1
4. Alex Gordon	4	1	1	1
5. Matt Wieters	4	1	1	1
6. Ryan Lugo	4	1	1	1
7. Mike Trout	4	1	1	1
8. Jacob deGrom	4	1	1	1
9. Matt Kemp	4	1	1	1
10. Matt Kemp	4	1	1	1
11. Matt Kemp	4	1	1	1
12. Matt Kemp	4	1	1	1
13. Matt Kemp	4	1	1	1
14. Matt Kemp	4	1	1	1
15. Matt Kemp	4	1	1	1
16. Matt Kemp	4	1	1	1
17. Matt Kemp	4	1	1	1
18. Matt Kemp	4	1	1	1
19. Matt Kemp	4	1	1	1
20. Matt Kemp	4	1	1	1



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A QUICK TOUR OF THE FUTURE THAT STARTS WITH OLD GLORY.

A great place to begin is the new Royals Hall of Fame building. Two stories of interactive displays pay tribute to Kansas City's baseball past, including Royals, Monarchs and more. The exhibits and displays change, giving visitors reason to return time and again.



Next to it are a series of five flexible group suites that can accommodate from 20 to 150 people, including a patio and great views of the field and the bullpen. And outfield seating in front of them: price friendly with super views. The outfield plaza emphasizes the 360° design of game focus wherever you are.

Behind the Hall of Fame is a canopied interactive zone with speed pitch, batting cages and family-oriented games. There'll be a regulation-size youth baseball field, a family area, playground, putt-putt golf, a carousel and sitting areas. A large video board allows anyone watching kids to watch the game as well.



YOU DON'T MISS A THING, DO YOU?

And that's the point. Head for the Outfield Plaza: concessions, team stores, mingling—hang out and watch the game in a pleasant social area with a great view. You may gravitate to the upscale sports bar in right field for a burger or a steak sandwich—floor to ceiling windows overlook the field. Its rooftop provides a spectacular view and is available for groups to rent.

Also, within the Outfield Plaza is a walk of fame with bronzes of the greats, a fine view of the game, concessions, restrooms, team store and more. From the Outfield Plaza to the upper deck to the many attractions along the walkways and plazas, the fan-game connection is primary.

The aroma of barbecue may lead you to the Taste of Kansas City open cooking area. You can see the game from here, too. It's big enough for a mini-concert and pre-game parties. Events will be hosted here.

And the Stadium Club has been revitalized with more bar space and better views of the game. There's a feeling of openness and being connected to the game. The expanded upper deck concourse has an atrium feel with vendors and wide food choices. You won't need to stay put to enjoy the game action. You'll experience it whether in a family area, grabbing a bite to eat or stretching your legs in a standing area. Stroll the concourses to find a snack or a cap to shield your eyes—you won't miss a play. Dugout box seats, field level seats, pavilion seating—all open and airy. Oh, the sights you'll see.



YOUR (OTHER) ROYALS TEAM.



There's another hard-working team out there, to make sure Season Ticket Holders get to Opening Day 2009 as smoothly as possible. We've established a dedicated team to answer your questions about the renovations, seat relocation opportunities, or related concerns. Ticket Services Representatives are available Monday–Friday from 9 a.m. to 6:00 p.m., and game-day Saturdays from 12 noon to 7:00 p.m.

Representatives will also be available at the stadium to answer your questions during every home game. Stop by the Stadium Renovations Display near Section 105.

Call 816-504-4040, extension 3, or e-mail ticketsservices@royals.com to contact a Royals Ticket Services Representative.

Here's what's happening on the way to the new K: in mid-August, Season Ticket Holders will receive the first glimpse of all of the brand new seating options available in 2009, including premium seating opportunities. Also included will be detailed information on how existing Season Ticket Holders may relocate or add seats in the new seating areas, and how priority for relocation is determined.



A SNEAK PREVIEW FOR SPECIAL FRIENDS. THE K MOVIE.

The accompanying DVD will give you a better idea of what to expect in 2009. And it will help you get your bearings, see what's changed and what hasn't. One thing that hasn't changed is the magnificence that was built into the stadium when it captured the imagination of the league.

This virtual tour will show you, graphically, what the architects have done to open up The K, enhancing its dramatic sweep and volume, widening concourses, creating atriums, plazas, entertainment sections and seating improvements.

Kick back a few minutes and take a look at how The K is coming along. On time. On budget. On vision.

