

WELCOME TO **THE MERCEDES-BENZ STADIUM**

A reimagined
experience like
none other.



HISTORY AND TIMELINE

Mercedes-Benz Stadium is a multi-purpose stadium located in Atlanta, Georgia, United States. Opened in August 2017, it serves as the home stadium of the Atlanta Falcons and the Atlanta United FC. The stadium is owned by the state government of Georgia through the Georgia World Congress Center Authority, and operated by AMB Group, the parent organization of the Falcons and Atlanta United. In June 2016, the total cost of its construction was estimated at \$1.6 billion.

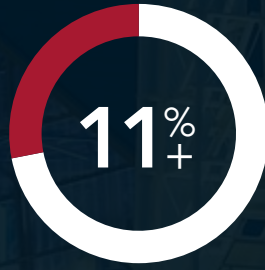
May 19, 2014
Broke ground on the project.

Aug 26, 2017
Facility officially opens

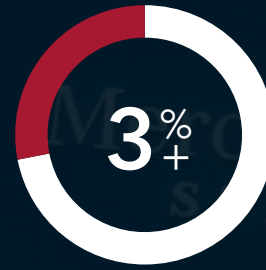
FUN FACTS

IN COMPARISON TO THE
GEORGIA DOME...

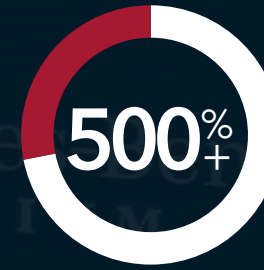
Stadium Height



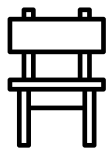
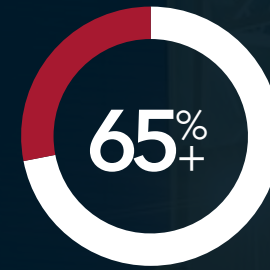
Field Level



Bars/Restaurants



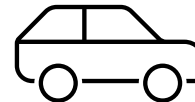
Concessions



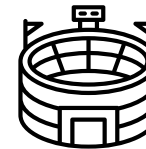
The stadium holds up to
75,000 attendees.



The total cost to build the
stadium was **1.5 billion**



Parking is plentiful with
21,000 total spaces.



The total stadium square
footage is **2,000,000².**

BUILDING DESIGN

ROOF



The stadium's signature feature is its retractable roof, which features a "pinwheel" consisting of eight translucent, triangular panels.

INTERIOR



The stadium also includes features specific for college football use. It opened with two oversized locker rooms, each capable of housing 100 players.

AMENITIES



The upper concourse includes an area known as the "100 Yard Club". Other noted areas include the "AT&T Perch" and the "Budweiser Biergarten" plus several "neighborhood bars".

NOTABLE CONCERTS

On October 12, 2017, the inaugural concert at Mercedes-Benz Stadium, featuring Garth Brooks, received widespread scorn, including demands for refunds, due to the reported abysmal acoustics that many attendees deemed unfit for concert sound. The stadium authority stated that plans are underway to help improve the acoustical quality of the stadium



MAJOR EVENTS



NFL

On May 19, 2015, Mercedes-Benz Stadium was awarded Super Bowl LIII in 2019, marking Atlanta's first time hosting the game since Super Bowl XXXIV in 2000.



COLLEGE BASKETBALL

The stadium was scheduled to host the 2020 NCAA Final Four. On March 12, 2020, the tournament was completely cancelled outright due to the COVID-19 pandemic.



SOCCER

On October 22, 2017, Atlanta United played an MLS regular season match versus Toronto FC at Mercedes-Benz Stadium in front of 71,874 spectators, beating the record they set for the largest crowd in a stand-alone MLS match in September against Orlando City.

UPCOMING EVENTS

May 13, 2023

Atlanta United vs Charlette FC

Jul 26, 2023

Premier League Summer Series

May 27, 2023

Ed Sheeran: + - = ÷ x Tour

Aug 11, 2023

Beyoncé: Renaissance World Tour



RANKED NO. 1

#1

FOOD AND BEVERAGE

The food and beverage program was ranked No. 1 in the NFL and MLS "Voice of the Fan" surveys 2017.

#1

FAN EXPERIENCE

The stadium is ranked No. 1 in the NFL in safety and security.

YOUR TEAMS

ATLANTA FALCONS



The Falcons compete in the National Football League (NFL) as a member club of the league's National Football Conference (NFC) South division. The Falcons were founded on June 30, 1965, and joined the NFL in 1966 as an expansion team, after the NFL offered then-owner Rankin Smith a franchise to keep him from joining the rival American Football League.

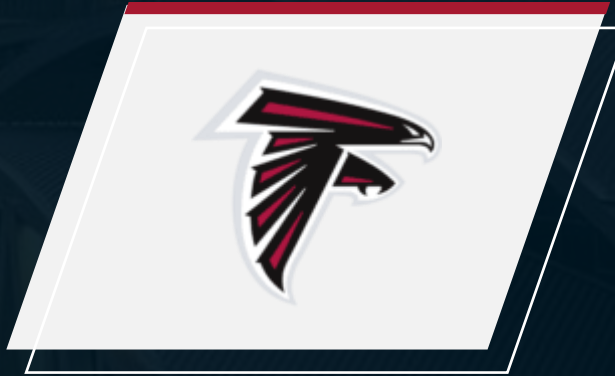
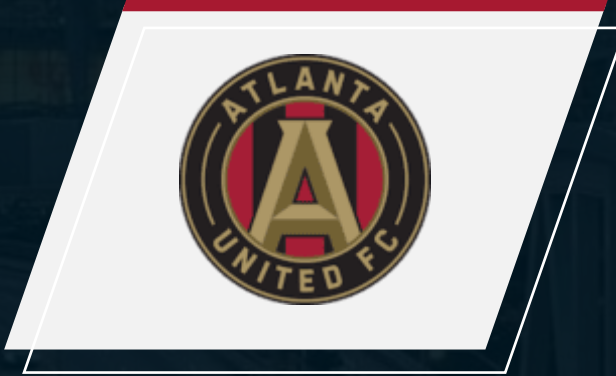
ATLANTA UNITED



Founded in 2014, Atlanta United began play as an MLS expansion team in 2017, as the twenty-second team in the league. It is the first MLS franchise to be based in Atlanta, and the club plays home games at the Mercedes-Benz Stadium, which they share with the city's National Football League (NFL) franchise, the Atlanta Falcons. Both are owned by Arthur Blank, co-founder of The Home Depot. The club also owns Atlanta United 2, a reserve team that competes in MLS Next Pro.



THE PROUD HOME OF...





Mercedes-Benz
STADIUM

