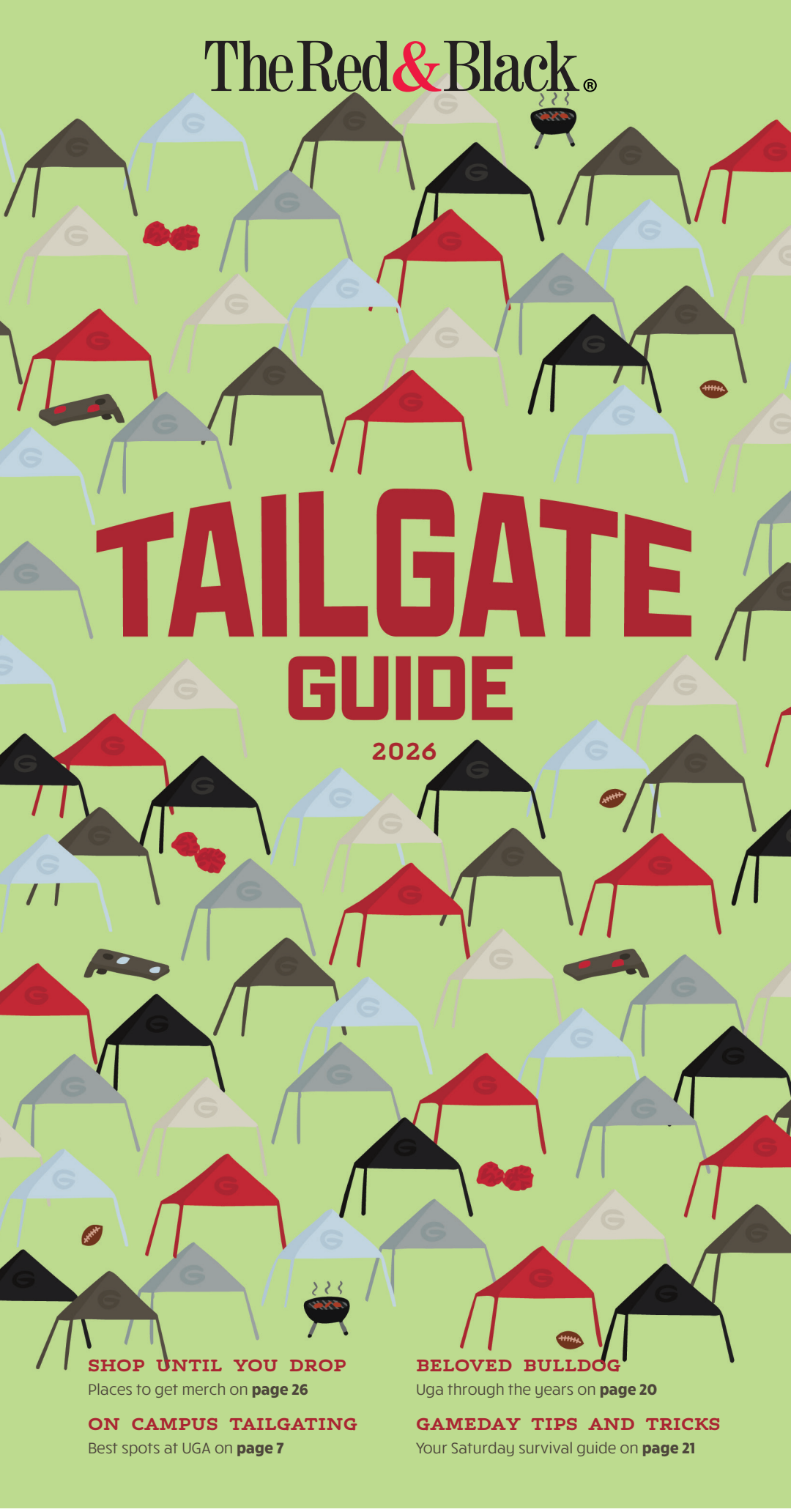




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TAILGATE GUIDE

2026

SHOP UNTIL YOU DROP

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ON CAMPUS TAILGATING

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BELIEVED BULLDOG

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Your Saturday survival guide on [page 21](#)



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SEPTEMBER 5 | Tennessee State at Sanford Stadium

SEPTEMBER 12 | Western Kentucky at Sanford Stadium

SEPTEMBER 19 | Arkansas at Razorback Stadium

SEPTEMBER 26 | Oklahoma at Sanford Stadium

OCTOBER 3 | Vanderbilt at Sanford Stadium

OCTOBER 10 | Alabama at Bryant-Denny Stadium

OCTOBER 17 | Auburn at Sanford Stadium

OCTOBER 31 | Florida at Mercedes-Benz Stadium in Atlanta

NOVEMBER 7 | Ole Miss at Vaught-Hemingway Stadium

NOVEMBER 14 | Missouri at Sanford Stadium

NOVEMBER 21 | South Carolina at Williams-Brice Stadium

NOVEMBER 28 | Georgia Tech at Sanford Stadium

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TAILGATE GUIDE | 5



Dear reader,

Perhaps like many of us, I grew up with a father who was constantly screaming, "Go Dawgs" every football season. I've also been told one of my first words was "Dawg." Admittedly, I'm not the biggest football fan, but I've always known my team. The Georgia Bulldogs.

I had never attended a UGA game before transferring here in the fall of 2023. I remember getting my acceptance email, sharing it with my parents and my dad immediately asking me if I was going to be attending football games.

"I mean, I think I have to, right?"

With each football student game package I've received in the past three years, I make sure to send him my games and get confirmation on whether they're "good" or not. Of course, he says they're all going to be great games, but I like to know if I have the best—whether I know what's happening on the field or not.

Every game, I make sure to send him a photo of my place in the bleachers, to which he responds without fail, "Cool!"

Nothing could have prepared me for how intense tailgate culture is here. There is passion flowing from every tent and set-up imaginable. Driving to class days before a game and seeing people set up camp for that Saturday—nothing compares to the dedication of a Dawg!

I've yet to dive into tailgating culture fully, but my best friend Madison and her family have always invited my friends and me out to their spot to chat and grab a snack and drink before making the trek back up Lumpkin Street to wait in line for a student wristband.

Walking up and down tent-lined streets as my friends and I make our way to Sanford Stadium are some of my favorite memories, seeing children play in the grass, families laughing with one another and stopping by tents from student organizations, or finding someone giving out freebies.

As you walk into Sanford Stadium, you're met with the same passion as everyone watching from their television screen outside, fighting the Georgia heat. All because they love this team and this community.

Whether this will be your first or your 50th game, there is nothing I encourage you more to do than walk around campus and experience UGA's tailgating culture for yourself. From families to students, something is waiting for everyone.

Every day is a Saturday in Athens! See you between the hedges!

McKenna Edwards, guides and magazines senior editor



PHOTO | ASHTIN BARKER

ON CAMPUS

Tried and true tailgating spots at UGA

East Campus

Fans used to watch the game from the train tracks outside Sanford Stadium before the 1981 east end zone upgrade, and many people still tailgate near the tracks. Parking lots along East Campus Road allow tailgaters to set up next to their cars, and the proximity to the stadium ensures you won't have a long walk back after the game. These spots fill up fast, so get there early.

Myers Quad

The lush lawn between the Myers, Mary Lyndon and Rutherford residence halls is where TV networks often stage remote broadcasts (like ESPN's College GameDay) and there's plenty of greenspace left for tables and cornhole. The quad is a little over a quarter mile from the stadium, and there's parking nearby at South Deck.

North Campus

Tailgating among the shady oaks and iconic university landmarks of North Campus gives you the perfect opportunity to visit Herty Field, the birthplace of Georgia football, or ring the Chapel Bell to celebrate a Bulldog victory. It's spacious and just a half-mile walk to the stadium, with parking at the North Campus Deck and in side lots. Just be sure to familiarize yourself with the rules for this area.

Tate Student Center

Because of the parking deck and proximity to Sanford Stadium, the Tate Center is a popular spot for tailgaters. Setting up near Tate gives you easy access to air conditioning, food, drinks and restrooms. It's also where you can spot Uga and listen to the Redcoat Marching Band warm up before the Dawg Walk.

CAMPUS PARKING

You don't need a permit to tailgate on campus, but parking prices may vary. Digital single-day parking permits and season parking passes are available via ParkMobile.



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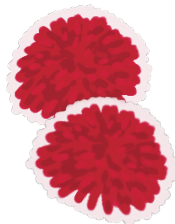
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OFF CAMPUS

You don't have to be on campus to tailgate



Baxter Street

You really can't beat the convenience. Parking on Baxter puts you right on the edge of campus, in close proximity to Tate and Sanford Stadium. Businesses that sell spots here generally charge lower rates than the lots downtown. The only downside is walking back up the hill after the game, but it's a way to get your steps in!

Campus View Church

campusviewchurch.org

Located across from the Vince Dooley statue on Lumpkin Street, Campus View Church has an alcohol-free tailgating lot. Day-of parking passes are available for \$60 per space on a first-come, first-serve basis. Season parking packages are sold out for the 2026 season, so if you want this to be your long-term tailgating spot, make sure to reserve it early next season.

The Classic Center

classiccenter.com

An easy walk to campus – and an even easier stroll downtown for pre- or post- game celebrations – The Classic Center offers gameday parking plans during football season. Single game spots range from \$79 to \$104, and additional inventory will be available first-come, first-serve each Saturday. The Classic Center offers two season parking packages ranging from \$575 to \$610. You can choose between single and double spaces, as well as between open air and covered deck.

TailGate Station

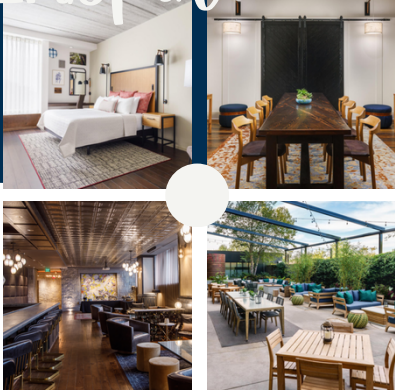
tailgatestation.net

For \$19,000 to \$21,000, you can buy a deeded spot in this gated lot less than a mile from Sanford Stadium. Owners can share spaces and bring up to 10 guests, and access includes an entertainment pavilion with TVs and restrooms. Other perks: a shuttle and food service on game days.



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TAILGATING RULES

UGA policies for tailgating on campus

GENERAL CAMPUS POLICIES

These guidelines cover all on-campus tailgates except for those on historic North Campus.

SETUP TIME

You can't set up your tailgate until 7 a.m., but feel free to find a parking spot earlier.

GRILLING

Only charcoal grills are allowed on UGA's campus. Open wood fires and other cookers that use propane tanks or compressed gas, like turkey fryers, are not permitted. However, grills that use disposable propane canisters of 17 ounces or less are allowed.

POWER SOURCES

Unauthorized use of UGA power sources is strictly prohibited.

FURNITURE

Folding chairs and tables are expected, but leave the couches and recliners at home.

CORPORATE TAILGATES

Corporate and professional tailgates are only allowed in specific areas and require approval before gameday. Factors that can classify a tailgate as corporate include charging for admission, hosting product giveaways or having

a DJ. To organize a corporate tailgate, contact Georgia Bulldog Sports Marketing.

NORTH CAMPUS POLICIES

North Campus is a more peaceful, picturesque spot, but if you're planning to tailgate in the historic heart of UGA, keep in mind there are tighter rules.

SETUP TIME

The 7 a.m. rule doesn't apply. Tailgating setup can only begin five hours before scheduled kickoff.

FURNITURE

Tables cannot be longer than six feet. If you have tons of food, bring a second table rather than an extra long one.

TENTS

You may think tents wouldn't be allowed on the historical lawns, but don't worry: You can still tailgate here rain or shine.

PROHIBITED ITEMS

Kegs, generators, TVs, grills or cookers of any kind are not allowed on North Campus. Amplified music is also banned, so leave your speakers at home.

DRINK RESPONSIBLY

How Athens open-container laws affect tailgating

Athens-Clarke County open-container laws have provisions that allow for drinking on property owned by the University System of Georgia Board of Regents (i.e. campus) and during certain special events (i.e. gamedays). These tips can help you drink responsibly (and legally).

Glass Containers

You can't carry glass containers of any kind in any public area. Cans are easier to recycle anyway!

Streets

You can't carry open containers of alcoholic beverages on city streets – including streets that cut through campus. In other words, while you can wander Myers Quad with a beer in hand, you can't carry that beer down Lumpkin Street.

Sidewalks

You can only have open containers downtown on designated sidewalk areas outside of certain bars and restaurants.

Cars

You can't have an open container of alcohol while in a vehicle on public streets, sidewalks, rights of way or in any public or semi-public parking facility – whether the vehicle is moving or not.

Sanford Stadium

You can't bring any alcohol, or any liquids besides unopened water bottles, into the game. However, beer will be available for purchase at concessions.



TAILGATING MADE EASY

It's Saturday in Athens! Make sure you stop by Bolton Dining Commons for all-you-can-eat meals or Tate Student Center for all you could ever need.



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SEC TITLE PATH

Georgia football schedule overview

Romell Williams

Georgia football enters the 2026 season in a familiar position: loaded with talent, led by head coach Kirby Smart and carrying national championship expectations. But unlike some recent seasons, the path through the SEC is both intriguing and unpredictable, setting up a campaign that could define the next phase of Georgia's dominance.

SEASON OUTLOOK

Georgia is coming off another elite season, continuing a run that has included multiple playoff appearances and SEC titles over the past several years. The expectations in Athens haven't changed – Georgia has a program built to compete for championships every year. However, roster turnover and a demanding schedule create just enough uncertainty to make 2026 compelling.

The offense is expected to be led by redshirt senior quarterback Gunner Stockton, who has already shown flashes of high-level play. Around him, Georgia will rely on a new wave of playmakers stepping into larger roles, a common theme for a program that reloads rather than rebuilds. On defense, players like Raylen Wilson and KJ Bolden headline a unit that should once again rank among the nation's best.

If Georgia is going to reach its ceiling, it will likely be because of that defense – a group that has consistently carried the Bulldogs through high-stakes SEC matchups.

BREAKING DOWN THE SCHEDULE

Georgia's 2026 schedule is a mix of manageable non-conference games and a brutal SEC slate. The Bulldogs open with home games against Tennessee State and Western Kentucky, which should serve as early tune-ups. Conference play, however, ramps up quickly.

At home, Georgia hosts Oklahoma, Auburn, Missouri and Vanderbilt, along with the annual rivalry game against Florida, this year at Mercedes-Benz Stadium in Atlanta. These games provide opportunities to build momentum, especially with Sanford Stadium expected to be one of the toughest environments in the country.

The real tests come on the road. Georgia will travel to Arkansas, South Carolina, Ole Miss and Alabama – arguably one of the most difficult road slates in college football. Notably, Smart has yet to win at Alabama or Ole Miss, adding extra narrative and weight to those matchups.

AT ALABAMA

This is the marquee game of the season. Any time Georgia and Alabama meet, it carries SEC Championship and College Football Playoff implications. Winning at Bryant-Denny Stadium would not only boost Georgia's resume but also eliminate a major hurdle that has lingered during the Smart era.

AT OLE MISS

Ole Miss has emerged as a legitimate SEC contender, and Georgia's recent battles with the Rebels have been high-scoring and intense, especially after the ending of the College Football Playoff Quarterfinal game, where the teams duked it out. This road game could swing the SEC race, especially if both teams enter with playoff hopes intact.

VS. OKLAHOMA

A newer SEC matchup that brings a formidable and intriguing game for the Bulldogs. Oklahoma's arrival into the conference adds another high-profile opponent, and this game could serve as a measuring stick for both programs. The Bulldogs defeated the Sooners 54-48 in their last meeting, the 2018 Rose Bowl.

VS. FLORIDA (ATLANTA)

The rivalry with Florida football remains one of the defining games on Georgia's schedule every year, regardless of rankings or location. This year's game will be played at a neutral site in Atlanta instead of Jacksonville, Florida, splitting fans and creating a postseason-like environment.

VS. GEORGIA TECH

The in-state rivalry against Georgia Tech always carries emotional weight, regardless of records. Clean, Old-Fashioned Hate isn't just tradition – it's pride. Georgia will be expected to win, but rivalry games have a way of tightening margins and creating chaos late in the season.

AT SOUTH CAROLINA

This is one of the most dangerous games on the schedule. South Carolina's Williams-Brice Stadium is one of the toughest environments in the SEC, and the Gamecocks have a history of giving Georgia problems when given the opportunity to host. If the Bulldogs aren't sharp, this is a classic upset spot that could derail their bigger goals.

RECORD PREDICTION

The 2026 season won't be easy, but that's what makes it compelling. Georgia has the roster, coaching and culture to compete for everything again. The difference between a good season and a championship run will come down to a handful of road games – and whether the Bulldogs can once again rise to meet the moment.

While Georgia will not have to face some scary SEC opponents such as Texas, Texas A&M and LSU in 2026, there are still speculations that the tests on Georgia's schedule are enough to prevent it from reaching its goals.

Losses could come from the brutal road slate, with Ole Miss standing out as the most likely opponent to hand Georgia its lone defeat in 2026. However, Georgia should still position itself for an SEC Championship berth and another College Football Playoff run.

Prediction: 11-1 (8-1 SEC)



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THE PERFECT SETUP

Your packing checklist for a winning tailgate

☐ A pop-up tent

Look for one that's lightweight or comes on wheels. To help guests find your tailgate among the sea of tents, add a flag or inflatable mascot to make your setup stand out.

☐ Folding chairs and tables

These will save you from wet grass and ants. Lightweight backpacking chairs are especially easy to haul.

☐ Protection from the elements

Early in the season, bring sun hats, battery-powered fans and misters; in late fall, swap them for blankets and hand warmers. If it looks like rain, pack a poncho, as umbrellas aren't allowed in the stadium.

☐ Food and drinks

Use one cooler as a portable fridge; line another with aluminum foil to keep food warm. Charcoal grills are allowed on campus; glass containers are not.

☐ Entertainment

Pack cornhole, footballs, wireless speakers and TVs if you're planning to tailgate all day and want to provide plenty of activities for your group. If you bring a TV, make sure you have a reliable generator. Using a UGA power source is prohibited.

☐ Other necessities

Hand sanitizer, sunscreen, disinfecting wipes, first aid supplies, portable phone chargers, jumper cables, toilet paper and trash bags can all come in handy.

☐ A wagon

All of this adds up! A collapsible wagon makes hauling your tailgate essentials easier.

Got a tailgating hack for us? Did we miss your must-have tailgating item? Submit your tips to us at guides@randb.com.



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GETTING AROUND ON GAMEDAY

Sanford Stadium may be the epicenter of Saturday in Athens, but the gameday festivities take over not only the entire UGA campus but downtown as well. Whether you're going to the game, tailgating all day, attending an alumni event or embarking on a bar crawl, make sure you can navigate the city when it's at its busiest.

UGA Buildings



UGA Property



Parking Areas



Visitor Parking



Downtown Athens

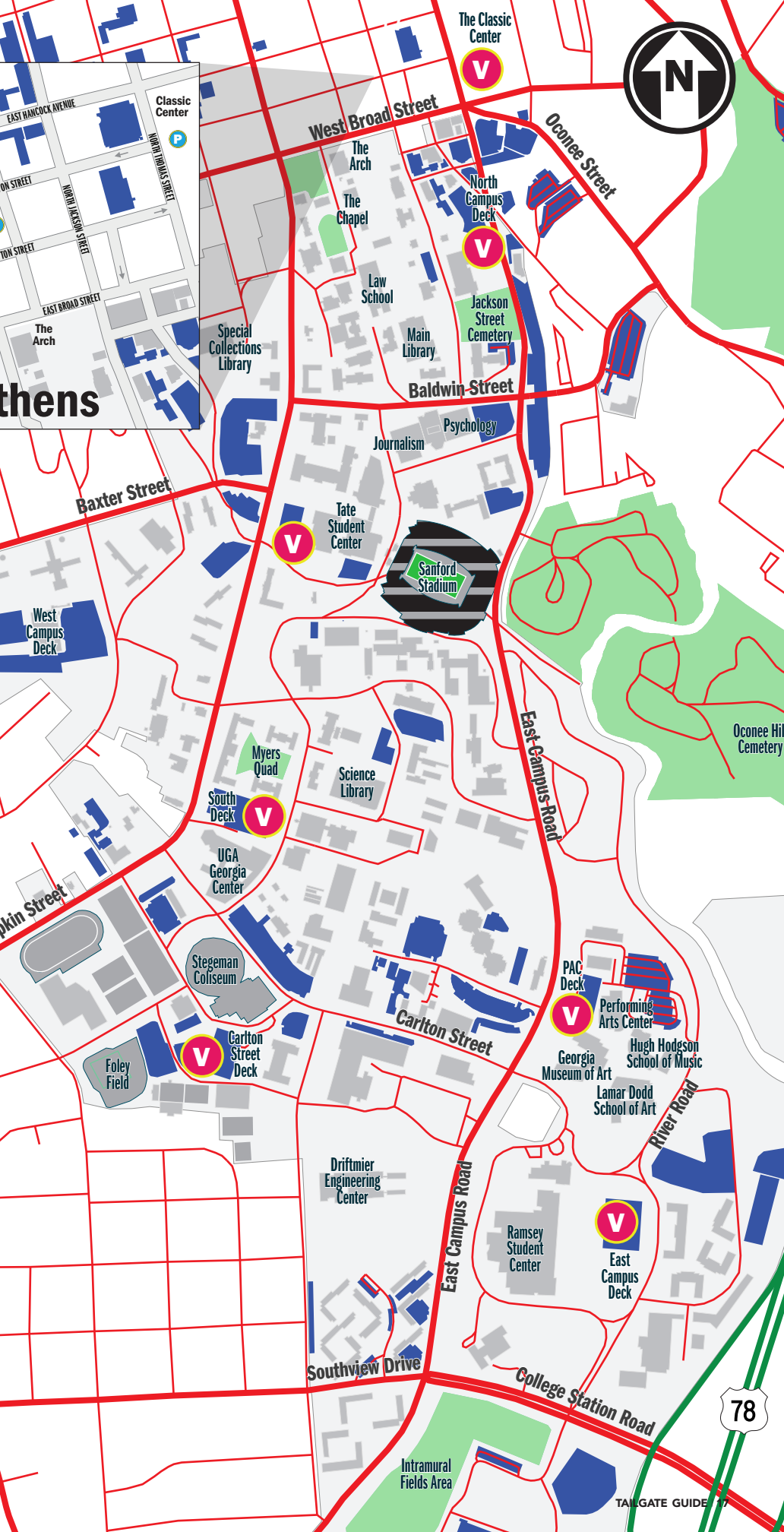
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Athens

78

'WE DRESS UP TO THE NINES'

Georgia football gameday fashion

Alexia Rule



When University of Georgia freshmen first walk into Sanford Stadium as students, they are met with an unparalleled atmosphere born of SEC culture and Georgia's roots.

As they look around at the more than 90,000 fans in the stands, they are met with booming voices supporting the team, smells of classic gameday foods in the air and an impossible-to-miss sea of red and black. Fashion is a key aspect of SEC gamedays that sets the University of Georgia apart.

SEC gameday fashion has seen trends rise and fall over the decades, from the elegance of the 1950s to the colorful looks of the 1960s, 1970s and 1980s, the grunge of the 1990s to the ever-evolving style of the 2000s.

Today, matching sets, skirts, dresses, jeans, sneakers and boots, face paint, big jewelry, T-shirts, sports jerseys and more all have a place in Sanford Stadium, sharing one common theme: the Bulldogs.

Students, faculty, alumni and other visiting fans alike start gameday long before kickoff, with the morning spent getting ready and dressing to the nines in support of the Bulldogs. From patterns and colors to classic pieces and bold choices, fashion trends have become a defining feature of gameday culture over the years.

Haley Pearson, a senior advertising major with a minor in fashion merchandising, compared gameday fashion to the Met Gala, where interesting outfits stand out and inspire the others to make bold fashion choices.

"Gameday is one of the only times where it's incredibly socially acceptable by everyone to dress super out there," Pearson said.

Pearson recalls always being "very expressive" with her fashion choices growing up. During her sophomore and junior years, she served as the creative director of Rouge Magazine, a student-run fashion publication affiliated with the UGA College of Family and Consumer Sciences.

Pearson noted that modern gameday fashion is "very diverse" with many options, including "zebra, polka dots, bright reds and black and white stripes." Pearson added that sparkles are not just acceptable on gamedays, but fashionable as well.

Shopping for Saturdays

When shopping for Saturdays in Sanford Stadium, Pearson looks to the Urban Outfitters sale room, Pitaya in downtown Athens and online retailer Princess Polly.

Dress Up is a women's clothing store in downtown Athens where Kara Worley has been a manager for five years. She has watched denim dresses, shorts, skirts and vests remain stable pieces across football seasons, calling them "good layering pieces [that] always stay." White and red clothing also remains popular.

"Based on what people are buying in here, it's just dressing up to a whole different level going to the games," Worley said. "The style is just completely like night and day from north and south. We dress up to the nines like you're going to the biggest event ever."

Addyson McCoy works at Dress Up and is a rising junior majoring in public relations. She noted polka dots, stripes and matching sets as current trends for women, as well as denim skirts, which she described as "so versatile." McCoy said that "boots are really a staple," and she personally enjoys sporting her red Adidas Samba sneakers.

"I feel like you can really show your personality throughout dressing for gamedays," McCoy said. "It really is what you make it."

According to McCoy, men's fashion trends include red-and-black striped overalls, cotton T-shirts, baseball caps, cowboy hats and polo shirts.

"You see a lot of jerseys, which I feel like are timeless," McCoy added.

Patrick Sowell, CEO of men's clothing store Dick Ferguson's, highlighted quarter-zips, softer and more casual coats and quality, lightweight pieces that can be worn throughout the entire season. Sowell added that the store carries the brand Peter Millar, which has released new patterns for gamedays.

While some staples of gameday fashion have stood the test of time, Athens has seen trends come and go over the years.

Holly Stephenson studied risk management and insurance during her time as a UGA student before graduating in 1992. Stephenson, who attended home and away games every year, recalls that she and



PHOTO | ASHTIN BARKER

others dressed "a little more casual and a little more comfortable" than students today.

"You'd usually wear a nicer top or blouse with the jeans, usually tennis shoes for comfort," Stephenson said. "Of course we wore a lot of jewelry, and then tried to make the hair look big ... you still wanted to look nice."

Stephenson remembered that men wore jeans and T-shirts to games in the early fall, switching to sweatshirts and sweaters as the weather cooled deeper into the season.

Best friends and "partners in crime" Dana Melnick and Cortni Farmer both majored in communications before graduating from UGA in 1991 and 1992, respectively. According to Farmer, her friends call her a "fashionista," but she thinks that Melnick is the "fashion-forward" one in the friendship.

Both Melnick and Farmer still attend Georgia football games, often tailgating together and making an entire day out of the event. Melnick remembered other women wearing long Laura Ashley dresses, with men in khakis, a white button down and sometimes a tie.

"Back then, people would always take dates to the game, so that was kind of the standard of what everybody would wear," Melnick said. "They didn't really care that much about red and black."

Farmer recalled shopping at Harold's with her friends on the weekends for long, ankle-length skirts to wear to gamedays, even in 90-degree weather. Now, one of her favorite gameday styles are "the cute little sneakers that are so in fashion," such as Back 70s.

"Definitely fashion has changed now. Everybody is always in red and black, maybe a little bit of white, but now it's like you can't ever wear the same thing twice," Melnick said. "It's like everybody has on some new red-and-black outfit that they just purchased, and you can tell it's never been worn. It is kind of cool to see that."

According to Melnick, there was no clear-bag-only policy in Sanford Stadium when they were students, so they could accessorize with bags or purses of any kind. UGA implemented this policy in 2017.

Creating personal style

Today, fans do not just stop at clothing: accessories are ever-growing in importance. Stylish clear bags, ribbons and bows in hair and on boots, Bulldogs-themed jewelry, hair glitter, Georgia stickers and face paint all make their way into the stadium.

Farmer said that the current popularity of buttons and pins is a "really big difference" between now and when she and Melnick were students. Women and men alike often accessorize with UGA or Kirby Smart buttons pinned onto their shirts, jackets and bags.

Gathered in the student section at each football game are several student groups and organizations that sport their own signature attire, adding to the creative mix of clothing choices and gameday traditions.

Members of the UGA Spike Squad wear signature football shoulder pads heavily decorated with large spikes, paired with thick black and red body paint. The UGA Paint Line consists of students covered in black and red body paint, each with a letter on their backs that together spell out words or phrases. Members of UGA's Arch Society, who serve as the university's official hosts and goodwill ambassadors, wear their signature black blazers in the front row of football games.

From long walks to Sanford, tailgating and spending time with friends, football gamedays can easily become an all-day event at UGA. Whether fans choose to sport the iconic UGA Stripe Game Bib Overalls, a Georgia football jersey, jeans and boots or a simple black dress, Saturdays in Athens are a time to express their creativity while showing their Bulldog pride.

WHO LET THE DAWGS OUT?



Uga throughout the years

Ansley Jackson

The Seiler family has raised generations of the University of Georgia's beloved mascot, Uga. This bulldog has quite the history, with 10 bulldogs barking before the current dog, Boom. Here is a brief history of all the mascots that have represented the school.

Uga 0: before the Seiler family

During the team's first football season, the mascot was not a bulldog at all, but a goat. The goat made its debut during the Georgia versus Auburn game on Feb. 22, 1892, wearing a black coat with 'U.G.' in red letters on either side, a hat and ribbons on its horns.

Trilby, a female bull terrier owned by student Charles H. Black, was the first dog mascot for the team. Trilby, along with her 13 puppies, were considered the first sponsors for Southern football, and inspired the "Bulldog" label that Georgia wears to this day.

Mr. Angel was the final predecessor for Uga. From 1944-1946, he was the first English Bulldog to serve as the UGA mascot.

Uga I, Hood's Ole Dan: 1956-1966

Hood's Ole Dan, the first Uga, was a gift to Cecelia Seiler from a friend, Frank Heard. He made his first appearance during the 1956 home opener against Florida State University. One of Frank Seiler's classmates in law school, William Young, came up with Uga's name, which is an abbreviation for the University of Georgia.

Uga II, Ole Dan's Uga: 1966-1972

Uga II, the son of Uga I, was introduced during the Homecoming pregame ceremony against Kentucky in 1966. He had a grand entrance, with Charles Seiler leading him down a field lined by the Georgia Redcoat Band.

Ole Dan's Uga had a successful career, watching the team appear in five different bowl games and win two SEC Championships.

Uga III, Seiler's Uga Three: 1972-1980

Seiler's Uga Three had a successful career, leading the team to six bowl games and winning the 1980 NCAA championship. He ended his career on his 100th game, marking the start of the 1981 season.

Uga IV, Seiler's Uga Four: 1981-1989

Seiler's Uga Four was considered the most active of the Georgia mascots, being the only mascot to attend a bowl game every year of his career. He also attended the Heisman Trophy Banquet with Herschel Walker on Dec. 9, 1982, becoming the first mascot to be invited to a Heisman Trophy Banquet. After being named "Dog of the Decade" by Vince Dooley, he was awarded the Georgia varsity letter, which is the highest honor available to UGA mascots.

Uga V, Uga IV's Magillicuddy II: 1990-1999

Uga IV's Magillicuddy II led Georgia to four NCAA team titles, women's swimming and diving, women's gymnastics, men's tennis and men's golf, and placed second in the Director's Cup race. This is considered Georgia's most successful collective sporting effort in department history at the time.

Uga V was featured on the cover of Sports Illustrated, where he was declared the nation's best college mascot.

In addition to being a team mascot, he also pursued an acting career, appearing on Clint Eastwood's "Midnight in the Garden of Good and Evil," which was filmed in his hometown of Savannah, Georgia.

Uga VI, Uga V's Whatchagot Loran: 1999-2008

Uga V's Whatchagot Loran was crowned the winningest mascot in UGA history in 2007, with a record of 87-27. Over the span of his career, he attended 114 games, which is more than any Uga in the mascot's history.

Uga VI is also known as being the heaviest Uga, weighing 65 pounds, which is 20 pounds heavier than his father, Uga V.

Uga VII, Loran's Best: 2008-2009

Loran's Best was introduced during the 2008 season-opener against Georgia Southern. He was known as a laidback mascot, who was not annoyed by flying in airplanes, taking photos with fans or the loud crowds during games.

Uga VII unexpectedly passed away on Nov. 19, 2009, due to heart problems. Georgia did not have a

live mascot at the final home game of the 2009 season. Instead, a wreath was placed above Uga VII's dog house, and the players wore a special decal on their helmets in his honor.

Uga VIII, Big Bad Bruce: 2010–2011

Big Bad Bruce was introduced during the Homecoming pregame ceremony against Vanderbilt on Oct. 16, 2010.

Uga VIII was diagnosed with lymphoma and was only able to serve the last six regular season games in the 2010 season. Due to his condition, he had to miss the bowl game against the University of Central Florida.

Uga IX, Russ: 2012–2015

Russ, the half brother of Uga VII, got an upgrade from interim mascot in 2012. During his reign, he won the SEC Eastern Division Championship twice. He was the first substitute mascot since Otto in 1986.

Uga X, Que: 2015–2022

Que made his debut during the game against Georgia Southern on Nov. 21, 2015. He attended every game in 2015 as part of his audition for the Uga title.

Uga X took the crown for winningest Uga, surpassing Uga VI's 87-27 record. He had a record of 91-18 and won back-to-back national championships, as well as two SEC championships.

Uga XI, Boom: 2023–present

Boom stepped into his role as Uga at only 10 months old. He was introduced during the G-Day Game in 2023.

Uga XI has already had a successful career, leading the team to back-to-back SEC championships, and has a record of 36-6. With a few more years, Boom might claim the title of winningest dog.



PHOTO | ETHAN GREENE

GAMEDAY FOR DUMMIES

The ultimate University of Georgia
gameday survival guide

Sophia Eppley

A sea of red and black, echoes of "Who's that coming down the track?" and the steady vibration of music from tailgate speakers. This is gameday at the University of Georgia. Streets are packed, grills are fired up before sunrise and the air buzzes with energy as more than 90,000 fans swarm toward Sanford Stadium.

Whether you're a first-year student or a seasoned senior, surviving gameday takes more than just team spirit; it takes planning, patience and the right gear. Here's everything you need to know to make the most of your UGA gameday.

PARK IT LIKE IT'S HOT

For on-campus parking, UGA Transportation and Parking Services offers season parking passes, purchased on a first-come, first-serve basis through ParkMobile. Seasonal passes are \$280 for the Carlton Street Deck, East Campus Deck, River Road and the Health/Visitors Center, and E23 Park & Ride is \$1,050 – meant for RV parking. More information can be found on the UGA TPS website.

Parking on sidewalks, grass or landscaped areas is prohibited. Illegally parked vehicles are subject to being towed at the owner's expense. Gameday parking areas open at 7 a.m. on Saturdays and overflow parking is available at the Intramural Fields.

Fan shuttles from the East Deck on River Road will start running 3.5 hours before kickoff. Shuttles from behind the Intramural Fields will begin running once overflow parking opens. There are many lots to park within walking distance from the stadium; the full list can be found on the University of Georgia Athletics website.

Off-campus parking is offered at The Classic Center and numerous places in downtown Athens. The Classic Center, located at 300 N. Thomas St., offers two season parking packages – which come with either single or double spaces – as well as single-game passes. Downtown Athens decks and lots also offer season parking passes for \$350. Local businesses, organizations and homeowners may also rent out parking spaces.

PERFECT THE PRE-GAME

There are plenty of places to tailgate on campus, including the East Campus parking lots, Myers Quad, North Campus lawns and lots, the Tate Student Center and the Bulldogs Tailgate Club in Reed Quad, which offers customizable tailgate packages with varying catering and tent options – all within earshot of Sanford Stadium.

For tailgating on campus, set up cannot start until 7 a.m. on Saturdays. Only charcoal grills are allowed and tailgaters must bring their own power source. Folding chairs are acceptable but large furniture is prohibited. For those tailgating on North Campus, tailgating can begin only five hours before kickoff, folding tables must be no longer than six feet, and kegs, generators, TVs, grills, cookers and amplified music are not allowed. For a family-friendly experience, Campus View Church at 1360 S. Lumpkin St. offers an alcohol-free lot with a playground and restrooms.

Once you've secured your spot, settle in and enjoy. Bring games like cornhole or a deck of cards to pass the time, set up a portable speaker and listen your favorite songs or enjoy some snacks while preparing to cheer on the dawgs.

DON'T FORGET THE ESSENTIALS

Sanford Stadium permits clear bags smaller than 12"x12" or small clutch purses. A full list of prohibited items can be found on the University of Georgia Athletics website under stadium policies and procedures.

First things first: make sure to have your game tickets, a form of ID and parking passes with you at all times. Inside of your clear bag, you should find:

A hat and sunscreen: protect yourself from the sun and summer heat

Water: one unopened bottle is permitted and hydration stations can be found once in the stadium

Cashless payment methods: for drinks and food, Sanford Stadium is a cashless venue

Portable charger: make sure your phone is always charged for digital tickets, photos and communication

BEAT THE CLOCK, BEAT THE CROWDS

Now that you've found parking, tailgated and packed your essentials, you should be ready to go ... right?

Not quite. Getting to the stadium is half the battle.

To avoid stampedes of Georgia fans rushing through the gates at the last minute or being stuck in the nosebleeds, plan to arrive even before stadium gates open. Gates open two hours before kickoff, but to get a good seat in the student section, arrive even earlier to secure a spot in line – especially for big games. For smaller games, arriving an hour early should suffice.

For regular ticket holders, still plan to arrive two hours and 15 minutes prior to kickoff to experience the Dawg Walk and other pre-game traditions.

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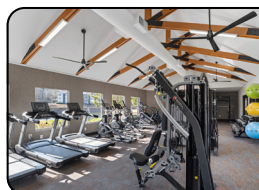
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STAYING SAFE

How to navigate tailgate emergencies

The first two rules of tailgating at UGA are to have fun and be safe. Check out these tips to prepare for worst-case scenarios.

GOT OVERHEATED

Many games take place on hot days. If someone you know is suffering from heat exhaustion, move them to a cool or air-conditioned place and give them water or a sports drink. Several UGA buildings are open to the public during games, like the Tate Student Center or the UGA Bookstore. Heatstroke is more serious. If someone is overheated and experiences confusion or nausea, seek immediate medical attention by calling 911. Get them out of the heat and try to cool them down however you can. To prevent this, remember to hydrate, wear breathable fabrics and stay in the shade as much as you can.

FORGOT TO PAY FOR PARKING

If you happen to come back from tailgating and find that your car has been towed, the ACCPD can help you locate your vehicle. To avoid this, research nearby parking lots beforehand and take note of all permit warning signs in the area. UGA Transportation and Parking Services does not play around.

ACCPD (Non-Emergency) (706) 613-3345

UGA Police (Non-Emergency) (706) 542-5813

LEFT SOMETHING AT HOME

On-campus stores carry a variety of supplies that might solve your problem. The UGA Bookstore is located across from Sanford Stadium, where you can find everything from rain ponchos to specialty UGA spatulas. Right next door is the Market at Tate, where you can grab basics like disposable cups, chips and bags of ice. If you're on North Campus, head to the Target on Broad Street.

SOMEONE CRASHES THE PARTY

Unfortunately, some people see tailgates as the perfect time to grab a free meal, whether they were invited or not. If these situations involve extreme drunkenness or escalate to violence, call UGA Police for on-campus issues or the Athens-Clarke County Police Department for problems off campus. If you find yourself in an uncomfortable situation, or being repeatedly approached by an unwanted party, don't hesitate to call UGAPD or the ACCPD.

UGA Campus Safety Ambassadors
(706) 542-2200

**UGA's Sexual and Relationship
Violence Prevention** (706) 542-7233

The Cottage: Sexual Assault Center
(877) 363-1912

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PHOTO | SIDNEY CHANSAMONE

FAN FASHION

Boutiques and merch stores in Athens

Whether you're looking for Natty merch or a one-of-a-kind look, here are some options to find gameday fashion in Athens.

Cheeky Peach

160 W. Clayton St.

At Cheeky Peach, you can book a free session with a stylist at their downtown shop. Their gameday selection features everything you need for a trendy tailgating outfit, from red and black dresses and two-piece sets to cowboy boots and on-theme accessories.

Christopher Mobley

278 E. Clayton St.

This luxury menswear brand recently opened a location on Baxter Street. They stock formal wear and gameday pieces from sport coats and loafers to vintage-style Georgia polos and shorts with "Dawgs" embroidered over the back pocket.

The Clubhouse

157 College Ave.

Just steps from campus, The Clubhouse offers Georgia apparel, accessories and home decor. It's a great place to find kids merch and UGA-themed gifts. They also have tailgating supplies like tablecloths, tumblers and temporary G tattoos.

Community

260 N. Jackson St

This downtown shop focuses on local and sustainable clothing, featuring Georgia-made goods (like ceramic earrings by Athens-based Clayton Street Clay) and unique vintage pieces (puff sleeve blouses and silk dresses). Fun fact: Community is responsible for patching and repairing UGA's football jerseys after each game.

Dukes Clothier

857 S. Milledge Ave.

This high-end, vibrant boutique offers a variety of preppy women's styles. Stop by the new store on Milledge Avenue for a curated gameday

collection full of mini dresses, ruffle skirts and two-piece sets.

Dynamite Clothing

143 N. Jackson St.

This cozy vintage shop is a smorgasbord of retro clothing, with funky red and black pieces, bold accessories and old bulldogs gear. Look for vintage UGA sweatshirts, leather boots and Georgia jewelry.

Fan Outfitters

198 W. Broad St.

This new merch store on the corner of West Broad and North Hull Street stocks Georgia apparel, jerseys, accessories and gifts. Stop by to put together a cute gameday outfit or a Kirby Smart cosplay (visor included). They also carry brands like Nike, Champion and Vineyard Vines.

Heery's Clothes Closet

195 College Ave.

Offering high-end womenswear since 1959, Heery's is a go-to for chic gameday fashion just steps from the Arch. Find everything from designer dresses and clear vinyl purses to red and black jewelry and UGA silk scarves.

The Red Zone

186 E. Clayton St.

The Red Zone carries a lot of the same merch as the campus bookstore, but in a cozy spot downtown. National Championship gear goes fast; other favorites include the "Georgia Mom" and "Georgia Dad" Champion sweatshirts.

University Spirit

700 Baxter St.

If you want to avoid the crowds downtown and on campus, try University Spirit on Baxter Street. Shop a wide range of UGA garb and gifts, as well as so-rority tees, sweatshirts, accessories and more.

An aerial photograph of the Chateau Elan Winery & Resort. The main building is a large, white, multi-story structure with three prominent dark, conical roofs. It is surrounded by a well-manicured lawn with a circular gazebo in the center. In the foreground, there are rows of grapevines in a vineyard. The background shows a dense forest and a small town under a dramatic, cloudy sky at sunset.

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TAILGATE TAKEOUT

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Serving recipes passed down from his grandmother, owner William "B.J." Hardy keeps things simple but delicious at his restaurant on West Hancock Avenue. They have an extensive online menu where you can order pork, chicken and ribs by the pound or half pound.

Em's Kitchen At Hawthorne Drugs

emskitchenathawthorne.com

If your tailgate has more of a picnic vibe, Em's Kitchen on Hawthorne Avenue offers sandwich platters starting at \$59.27. A wide range of fresh appetizers is also available, as well as Em's signature Ooey Gooney Bars in over a dozen flavors.

Saucehouse

saucehouse.com

Saucehouse's restaurant may no longer be open, but football season is the perfect time to place a catering order if you miss their barbecue, mac n cheese or bread pudding. For larger groups, get per-person plates, boxed meals, bulk orders or their full service barbecue package. Have pork, chicken, brisket or ribs with your choice of sides, drinks and desserts.

Marti's at Midday

martisatmidday.com

Marti's has one of the biggest catering menus in town, with offerings ranging from casseroles and biscuit sandwiches to salads and hummus platters. You also can order a la carte items like chicken salad and veggie trays to supplement your own spread.

Donderos' Kitchen

donderoskitchen.com

Donderos' serves breakfast and lunch just off Prince Avenue, but they also have a huge catering menu ranging from appetizers, finger foods and breakfast packages to Mediterranean, Indian and Malaysian dishes.

Strickland's Restaurant

stricklandsrestaurant.com

Family-owned and operated since 1960, Strickland's is a local favorite. For morning tailgates, try the Day Break biscuit tray for \$4.75 per person. If you want all the breakfast fixings, go for the Grand Buffet for \$17.50 per person. For later games, they have 10 different types of smoked meat including turkey, ham and ribs.



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Located in Normaltown just off Prince Avenue, Authentic is known for its friendly atmosphere and packed events schedule. Floodgate, Material Girl, Ryeding High and Prickly Pear-adise are the low ABV beers on offer.

Creature Comforts Brewing Co.

Creature Comforts is a local favorite with more than a decade of success behind them. Their downtown taproom is located in the old Snow Tire Co. factory, where you can find Bibo, Classic City Lager, Classic City Light and Sip 'Em Seltzer.

Normaltown Brewing Co.

This small-batch brewery in the historic Chase Street Warehouses offers a constantly changing selection of beer on tap and a few canned options, too. Try the Hair Band blonde ale or El Jefe Mexican style lager.

Terrapin Beer Co.

Since it opened its doors in 2002, Terrapin has become Athens' most widely distributed beer. Stop by the Newton Bridge Road location to pick up one of their signature flavors. RecreationAle is their low calorie and low ABV IPA, and it's available in 12-packs.

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NOT DRINKING?

Non-alcoholic options to stock your tailgate



FIGMENT KOMBUCHA

If you're looking for some non-alcoholic brews, head to Figment on Baxter Street. Opened by Jason and Jessica Dean in 2018, Athens' only kombucha brand uses local ingredients and prioritizes innovative flavors and sustainability—drinks come in aluminium cans instead of glass bottles and they work with Athens-based service Compostia to ensure that fruit scraps, food waste and paper products are properly processed.

While they partner with local farmers for their drinks, they partner with Athens businesses to stock The People's Pantry, the gourmet grocery section of Figment's tasting room.

Their signature flavors include orange blossom, strawberry Meyer lemon, mango ginger and blueberry lavender.

NEW CREATION SODA WORKS

What started as a family business at the Watkinsville farmers' market has grown into a beloved brand available in hundreds of locations nationwide.

Paul Kooistra found nostalgia in a good soda. His grandfather used to make root beer for his mother growing up and always had his root cellar stocked with soda from The Pop Shoppe

when he and his family would travel from Mississippi to Minnesota for Christmas every year to visit relatives.

Find Root 42 Old Time Root Beer Soda, Hopscotch Dry-Hopped Ginger Ale, Jack'd Strawberry Habanero Soda, PECHES Georgia Peach Soda (named for the beloved fruit stand near Eatonton) and more in local businesses and grocery stores.

DIY MOCKTAILS

Making your own mocktails is an easy way to skip the alcohol without sacrificing the fun. With just a few ingredients, you can mix colorful, refreshing drinks to elevate any occasion.

Start with a base like sparkling water or club soda, then add fruit juice, fresh fruit and herbs for garnish. Simple ingredients like frozen berries, citrus slices and flavored syrups can all add flavor and color.

For a local twist, stop by Piedmont Provisions for handcrafted preserves, herbal vinegar infusions or old-fashioned drinking vinegars to elevate your mocktail. Opened in 2013 by Heather Russell, Piedmont Provisions' mission is to make organic, heirloom and locally sourced food products accessible to the community.



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