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## Big frills, but new 50-yard line Super Bowl seats cost big bucks



How would you like a guaranteed seat on the 50-yard line for the 50th Super Bowl? There's a company that can make that happen...For the right price, of course.

For the first time, [NFL on Location](#), which works with the NFL to offer exclusive ticket packages and amenities, is selling "On the Fifty" packages that include club seating on the 50-yard line for [Super Bowl 50](#) at Levi's Stadium in San Francisco.

But you can't buy the premium seats by themselves. These choice tickets are being sold to deep-pocketed fans and eager corporate customers as part of pricey packages that include in-game food and beverages and swanky pre- and post-game parties, according to David Abrutyn, executive vice president for Bruin Sports Capital, which [holds a long-term license](#) with RedBird Capital Partners to operate NFL on Location.

This prime Super Bowl real estate in the heart of Silicon Valley won't come cheap. The "On the Fifty" packages are running in the four to five figures, Abrutyn said. Now that the 2015 NFL season has started, inventory is already running low as corporate planners look toward the big game in five months.

Super Bowl 50 will be the first time Bruin Sports Capital — founded and led by former IMG and NASCAR power player George Pyne — is handling corporate hospitality sales for NFL on Location. Pyne and Abrutyn are taking advantage of the opportunity by offering field level seats that would normally go to team owners, movie stars and CEOs.

### **All of the frills for the NFL's biggest night**

The "On the Fifty" seats will be in 100 level sections of Levi's Stadium, specifically sections 115, 137, 138 and 139. The packages also include:

- A three-hour pregame party and 90-minute post-game party with a premium menu and top-shelf liquor.
- An express security entry inside the stadium.
- Access to premium parking passes and other goodies.

Also for the first time, NFL on Location customers will be able to enjoy pre-game hospitality inside the Super Bowl security perimeter, according to Abrutyn. Previously, high rollers attended parties outside the venue, then came inside the security perimeter for the game. Getting to the stadium earlier and partying on site is an added convenience.

"It's a fully integrated game-day experience package," Abrutyn said. "You have pregame, and post-game, in the stadium. You're there."

<a href="http://core.adtech.com/adlink/3.0/5452.1/0/0/-1/ADTECH;loc=300;grp=340879237;alias=nflarticleRIGHT1;random=884626032"> </a>

Say you want the Fat Cat experience but can't afford the "On the Fifty" seats. There are also cheaper packages with tickets located between the 30-yard lines, behind the end zones, or in the 200 and 300 level.

### **NFL on Location already 85% sold out**

NFL on Location is also selling a variety of [all-inclusive packages](#) that include tickets, flights, hotels and entertainment, plus private hospitality spaces for large corporate groups that want to bring anywhere from 50 to a few hundred people to the game. Many big NFL sponsors treat their top clients and salespeople to a trip to the Super Bowl. There's always huge contingents on hand from the league, its 32 teams and Super Bowl advertisers

Despite the high prices, NFL on Location says it has sold 85 percent of total inventory. There's a number of factors driving sales, said Abrutyn.

The last Super Bowl played in Northern California was Super Bowl XIX at Stanford Stadium in 1985, where Joe Montana's 49ers beat Dan Marino's Dolphins. That was 30 years ago. So spending \$10,000 to \$20,000 on ticket packages is chump change for the millionaires and billionaires of Silicon Valley.

Levi's Stadium's limited seating is driving up demand. Levi's Stadium holds 68,500 versus last year's Super Bowl venue, MetLife Stadium in New Jersey, which seats 82,566.

There's also the novelty of the golden anniversary of America's Game being played in the Golden State. The NFL is making a huge marketing deal about the 50th Anniversary of America's Game (Ditto for Super Bowl 50 broadcaster CBS Sports, which is running cutesy ads showing its on-air talent hanging off cable cars in San Francisco).

You may have noticed during game coverage of Week 1 that the NFL has changed the on-field color of the NFL shield and 50-yard line markers to gold to highlight the anniversary.

"It will be a constant reminder that something very special is going to happen in San Francisco in February," said Abrutyn.

Come February, Levi's Stadium will be the place to see and be seen for the most important people in sports, Hollywood and corporate America, and they'll all be shelling out thousands of dollars for the privilege of being at one of the biggest events in sports.