

TICKETMASTER BRINGS FANS TO EVERY NFL HOME GAME WITH EPIC, 32-TEAM TICKET GIVEAWAYS



LOS ANGELES, CA (August 3, 2018) – Ticketmaster, the global market leader in ticketing and the official ticketing marketplace of the NFL, just kicked off a first-ever, 32-team season ticket giveaway. Thirty-two lucky fans will win a pair of season-long tickets to all 2018 home games for the NFL team of their choice – one fan per NFL team – courtesy of Ticketmaster.

To enter, fans are asked to [flaunt their fandom](#) for their favorite NFL team by following @ticketmaster, posting a photo or video on Instagram or Twitter with the hashtag #TicketmasterNFLentry and @tagging their team.* Submissions can include personal highlights from past game days, fans watching their team, creative team cheers, or any other moments that convey how much they love their team.

“As we gear up for the NFL 2018 Kickoff, we’re excited to celebrate alongside the NFL’s true MVPs—the fans,” shared Greg Economou, Chief Commercial Officer and Head of Sports for Ticketmaster North America. “Made possible by the strength of our official partnership with the NFL, we’re proud to offer a campaign of this magnitude as our way of saying thanks to the amazing fans for their incredible spirit.”

As the Official Ticketing Marketplace of the NFL, Ticketmaster is the best place to shop for game day tickets, providing fans with the most options from the safest and most secure marketplace to buy, transfer, and sell tickets.

The 2018 season also marks the League-wide adoption of Ticketmaster’s digital ticketing technology, as tickets will be digitally delivered to all NFL fans, including the

32 lucky season ticket giveaway winners. With an all-digital ticketing marketplace, Ticketmaster will provide NFL fans with authentic, downloadable tickets that can be easily accessed on their mobile devices.

In addition to fraud prevention and expedited venue entry, digital ticketing also offers fans a more personalized experience through tailored push notifications, such as preferred parking and other helpful venue suggestions. NFL fans are already enjoying the many benefits of the new technology throughout the 2018 preseason that kicked off this week.

*NO PURCHASE NECESSARY. For the complete entry details for your team, go to:

<https://insider.ticketmaster.com/nfl-home-team-sweepstakes-announcement-2018>

Each Giveaway is open to legal residents of U.S. and Canada (excluding Quebec), 18+. Void where prohibited. Deadline to enter is 9AM PT on 8/23/18. Winner must correctly answer a time-limited skill-test question if resident of Canada. Travel, parking, and accommodations not included. SPONSOR: Ticketmaster, LLC.

Additional Background Information

In 2017, Ticketmaster and the National Football League [extended their partnership](#), paving the way for the first league-wide fully digital ticketing system in sports. Ticketmaster will power the NFL's official ticketing marketplace for primary and resale tickets, provide season ticket holders the exclusive ability to resell tickets directly through season ticket account manager, and deliver real-time insights and analytics to teams to better serve their fans.

About Ticketmaster

Ticketmaster is the global market leader in live event ticketing that drives 500 million ticket transactions per year. Through exclusive partnerships with thousands of venues, artists, sports leagues, and arts and theater tours, Ticketmaster delivers unparalleled access to the most iconic live events to millions of fans worldwide.

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