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Client Entertainment at Red Bull Stadium

May 18, 2014 - [Hospitality, Premium Seats, Soccer, Tickets](#) - Tagged: [business entertaining](#), [entertaining](#), [executive suite](#), [hospitality](#), [New Jersey](#), [premium seats](#), [red bull stadium](#), [Red Bulls](#), [skybox](#), [soccer](#), [Ticketing](#) - no comments

Red Bull Arena, home to the New York Red Bulls, is widely considered the premier soccer venue in North America. Where the early Major League Soccer pitch was marred with stark white football lines on unnaturally green carpet, over the course of its nearly two decades of existence, MLS has undergone a vast transformation – the dawn of the soccer specific stadium. New MLS stadiums have lush grass pitches, perfect sightlines and world-class fan accommodations, and interest in the league has grown exponentially as result. Both fans and investors have seen this positive evolution, and attendance averages now surpass that of both the NHL and NBA, while influential sports franchises like Manchester City and the New York Yankees have invested in new expansion teams.



With its opening in 2010, Red Bull Arena raised the bar on MLS stadiums. Red Bull Arena boasts a capacity of 25,189 seats, with a scant 21 feet from the sideline to the first row. Covered seating areas protect spectators from inclement weather while leaving teams exposed to the elements, allowing the game to be played in its traditional outdoor state. Each detail, from the locker rooms to the pitch, is designed with the beautiful game in mind, and it

shows.

The attention to detail that marks Red Bull Arena as the foremost place to play the game also makes it the perfect venue to watch a game. Fans can choose to shout and sing with the raucous fanatics of the South Ward, the designated Red Bull supporter's section, enjoy the comfort of a luxury Skybox, or chose from one of the 1000 premium viewing locations, all of which provide an array of options catering to all seating tastes and needs.

The ultimate game day experience can be found in one of the 30 luxury Skyboxes that comprise the 400 and 500 levels of the arena's west side. Each Skybox provides extensive amenities that are perfect for entertaining clients, whether they are watching the game from the exterior seats or enjoying the all-inclusive food and drink options in the exclusive Skybox Lounge. While in your private Skybox, a personal attendant caters to your needs as you watch the game, allowing uninterrupted access to all of the action on the pitch. Other amenities include a VIP entrance with a view of the player's tunnel, invitations to private events and use of the Skybox on non-event days for company functions, such as meetings and product launches. Clients enjoy these additional perks while you add value and increase your return on investment. Skyboxes also include tickets to any non-Red Bull related events held at the arena, including national soccer team matches, international exhibition games and concerts.

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Each Skybox shares the same extraordinary list of amenities, and includes a private external viewing patio, indoor viewing section, high definition television and ample space for meetings and mingling. Three types of layout are available: Style A, with 13 exterior seats and four interior seats; Style B, with 15 exterior seats and four interior seats; and Style C, with 17 exterior seats and five interior seats. Skybox pricing ranges from \$65,000 to \$75,000 with multi year agreements.

For clients who prefer a traditional view of the match, Red

Bull Arena offers three types of premium seating options. These outdoor seating options add the passion and frenetic energy of the crowd to the luxury experience. Spectators can enjoy the enthusiastic and fanatical support of the South Ward, where dynamic fans have been cheering and singing the Red Bull's to victory since the league's inception. Their uniquely American style draws from various global soccer cultures, and their songs and chants will likely offer European and South American clients a small reminder of their own soccer roots.

Club Seats complement an extensive list of amenities with unparalleled views of the match. From their location on the 100 level of the west side of the stadium, Club Seats offer guests premium amenities while allowing them to absorb the electric atmosphere that Red Bull Arena is known for. Club Seat tickets include all the benefits afforded full season ticket holders along with exclusive access to the Club Seats Lounge, all-inclusive food and non-alcoholic drinks, a VIP entrance with view of the player's tunnel, and right of first refusal to any non-Red Bull related events held at the arena. Padded seats round out the premium experience. At \$3,000 per seat for a full season with a multi-year agreement, or \$200 per seat for single games, Club Seats work perfectly as a corporate perk or night out entertaining potential clients.

Manager's Box seating offers guests the unique opportunity to truly feel like they are a part of the game. From their luxurious leather seats that sit directly behind the benches, guests sitting in the Manager's Box are afforded uninhibited look at the team's inner workings, and a match day experience unlike any other in Red Bull Arena. Amenities include direct access to the player's tunnel, complimentary valet parking, in-seat service, all-inclusive food and drink and access to the exclusive 19THIRTY5 lounge. Manager's Box seating is limited— availability and pricing can be found by calling Red Bull Arena directly.

For executives looking to impress their clients, few seating options have the impact of premium Field Seats. Guests watch the match directly from the side of the pitch, putting the thrill of top-flight soccer just inches away and see soccer icons like Thierry Henry and Tim Cahill face to face. Field Seating amenities include VIP entry, access to the Bulls' Corner Pub and all the perks afforded full season ticket holders. Tickets are available in full season packages only and cost \$2,000 per seat.

Red Bull Arena is 20 minutes outside of New York City in Harrison, N.J., and is easily reached by car, NJ Transit and PATH trains. Ample parking is available surrounding the arena, and VIP parking is available onsite. Seats are often available near day of game, but larger market teams, teams with notable players and special events will often sell out well in advance. Tickets can be found on the secondary market at or below face value, and last-minute deals on unsold Club Seats are often available, but substantial markups are not uncommon for sold out matches. While entertaining clients in a luxury suite or front row seat is a great way to build profitable business relations, opportunities for company exposure are not limited to game day entertaining at Red Bull Arena. Corporate sponsorships and marketing partnerships are also available.

Red Bull Arena
600 Cape May St.
Harrison, NJ 07029

Luxury Seating Contacts: Mike Minchella (973-268-8471), Patrick Quinn (973-268-8476). Email: premiumservices@newyorkredbulls.com

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