



# NEWS RELEASE

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## **SAN FRANCISCO 49ERS, TICKETMASTER EXTEND PARTNERSHIP TO BRING BREAKTHROUGH TICKETING AND VENUE TECHNOLOGY TO FANS**

**SANTA CLARA, Calif.** – Ticketmaster, the global market leader in ticketing, today announced an extension of its official partnership with the San Francisco 49ers. Every year, more than 660,000 football fans attend games at Levi's Stadium, and Ticketmaster will continue to serve as the official ticketing partner for the 49ers, providing both season ticket holders and single game buyers with a safe and secure marketplace to buy, sell, and transfer verified tickets on the Ticketmaster platform and [49ers.com](https://49ers.com).

***49ers, Ticketmaster Partnership Video: <https://49ers.egnyte.com/dl/YqtJFQXOK6>***

"Our organizational commitment to provide our fans with an enhanced gameday experience featuring the best technology available led us to be one of the first teams to use digital ticketing technology," said **Jamie Brandt**, 49ers Vice President of Sales and Service. "Being based in the innovation capital of the world, renewing our partnership with Ticketmaster was a given, as they have consistently delivered platforms that improve not just the fan experience, but team and venue operations, as well. We're thrilled to continue this partnership and we look forward to even more innovations from Ticketmaster."

In 2018, the 49ers and Ticketmaster will roll out a new Member Credential for 49ers season ticket holders, providing them with the most efficient ticketing experience to date using a single scannable barcode to make stadium entry easier than ever for all home games.

Since opening in 2014, more than 2.5 million fans have entered Levi's Stadium to attend 49ers games using Ticketmaster's ticketing platforms. Under this renewed partnership, 49ers fans will continue to access verified tickets on their mobile device, download them to a digital wallet, receive personalized event notifications, and enjoy a streamlined venue entry experience.

"We're proud to continue our partnership with one of the most innovative and forward-thinking teams in all of professional sports, the San Francisco 49ers," said **Greg Economou**, Chief Commercial Officer and Head of Sports for Ticketmaster, North America. "With this renewal, 49ers fans will continue using the best technology available, which creates a more personalized

and engaging live experience at Levi's Stadium. Ticketmaster shares the 49ers commitment of innovation and looks forward to seeing our platforms continue to give their fans the best live experience possible."

The San Francisco 49ers have long been an early adopter of Ticketmaster's innovative products. In 2014, the San Francisco 49ers helped launch the mobile platform VenueNext, integrated directly with Ticketmaster, to provide real-time insights and analytics to the 49ers and Levi's Stadium resulting in an improved experience for fans. With VenueNext, fans can receive notifications on available ticket upgrade offers, the most efficient parking and entry options at the stadium, and place food orders to be delivered to their seat.

Ticketmaster and the San Francisco 49ers have been partners since 1999 and revolutionized the live experience with the opening of Levi's Stadium in 2014.

Fans can access resources such as mobile ticketing tutorials and step-by-step screenshots at <https://www.49ers.com/tickets/mobile>. These resources will be important as Ticketmaster and the 49ers look to educate all fans about mobile ticketing during the 2018 season.

### **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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