

Judge's decision in Brady case raises cost of Patriots opener

E-MAIL

FACEBOOK

TWITTER

GOOGLE

LINKEDIN

1



WINSLOW TOWNSON/AP

Patriots fans Andrew (left) and Luke Sheridan, of Hanover, Mass., held signs referring to Judge Richard Berman before Thursday night's preseason game in Foxborough.

By Matt Rocheleau

GLOBE STAFF SEPTEMBER 03, 2015

In the moments after news broke that Tom Brady's four-game suspension had been thrown out by a federal judge, clearing him to play, ticket sales and prices for the Patriots' first game spiked on the resale market, according to three companies in the industry.

Jim Holzman, founder and chief executive of Boston-based ticket broker [AceTicket](#), said that before the judge's ruling was announced Thursday morning, seats in the upper level — generally the cheapest section — of Gillette Stadium for the Patriots' first game, next Thursday, Sept. 10, against the Pittsburgh Steelers, were listed through his company for an average of \$240.

As of late afternoon Thursday, the average price for that section had risen 20 percent, to \$289, he said. The average price for seats anywhere in the stadium also rose 20 percent, from \$350 to \$420, over that same time-frame.

“Immediately after they made the announcement, prices went up by 10 percent. And then within an hour, it went up another 10 percent,” Holzman said.

“There's so much interest right now,” he added. “It's a special game to begin with — the first game of the NFL season, they're raising the banner [for last season's Super Bowl championship] — and now Brady will be back. People around here are just so jacked about this.”



Great Rate. Don't Wait.

Loans up to \$2 Million. No Points*!

*Click here for more information.

3.750%
interest rate

3.788%
APR*

30-Year Fixed Rate Residential Mortgage

INSTITUTION FOR SAVINGS
BUILDING STRONGER COMMUNITIES TOGETHER SINCE 1820.



Live updates: Patriots wrap up preseason at

home tonight

Roster spots are on the line at Gillette Stadium as players get their last chance to impress the coaching staff.

Gillette tailgaters in good spirits amid decision

Similar price spikes in the secondary retail market were tracked by [SeatGeek](#), a search engine for tickets to live events.

The median list price for the game rose 22 percent, from \$384 to \$469 per seat, SeatGeek found. The cheapest, or “get-in” price listed jumped 34 percent, from \$215 to \$289, according to Chris Leyden, content analyst for SeatGeek.

The tickets are not just being listed for higher prices, they're selling for more, too, he said.

Ticket resale company [StubHub](#) also has seen average prices rise for the game.

As of this morning, before the judge's ruling, the average price of Steelers-Pats tickets sold via StubHub was \$444 per seat. That rose only slightly to \$453 later in the day.

But company spokesman Cameron Papp said he expected to see sales and prices pick up in the coming days.

“It's still a little early, but we should expect some strong demand coming,” he said.

Officials at all three companies said that after the judge's ruling Thursday, they even saw other slight increases for prices and sales for other Patriots games — both home and away contests.

Holzman said the last time he remembers pricing rising so rapidly was after New York Yankees star shortstop Derek Jeter announced, before the season started, that he would retire at the end of the 2014 campaign. That caused a sharp spike in demand for tickets to his final game on the schedule

against the Boston Red Sox at Fenway Park.

“Seats are disappearing fast,” Holzman said of Steelers-Patriots game. “Our phones are ringing off the hook. Lots of people are coming into our stores. Everybody wants to be at this game now.”

“It’s not normal for prices to rise so quickly like this in the ticket business,” said Holzman. “This morning I felt like a stockbroker on the trading floor.”

More ‘Deflategate’ coverage: →

- **Judge rules against NFL, drops Tom Brady’s four-game ban**
- **Read the Tom Brady Deflategate ruling**
- **Key excerpts from the ruling**
- **Fans applaud judge’s ruling in favor of Tom Brady**
- **Shaughnessy: Shouldn’t the Patriots now go for complete vindication?**
- **Brady isn’t completely innocent in eyes of national media**
- **Robert Kraft's statement**
- **The NFLPA's statement**
- **Fan reaction to the ruling**
- **Charlie Baker had Tom Brady’s back during Deflategate**
- **Walsh elated by judge’s ruling in Tom Brady Deflategate case**
- **Look for Jimmy Garoppolo to get more action against Giants now**
- **Editorial cartoon: Airing out Deflategate**
- **Timeline: The Deflategate floodgates**

Matt Rocheleau can be reached at matthew.rocheleau@globe.com. Follow him on Twitter [@mrochele](https://twitter.com/mrochele)

Get [Today’s Headlines](#) from the Globe in your inbox:

[Privacy Policy](#)

SHOW 1 COMMENT

WIN TICKETS TO



VIEWING PARTY

Erie Pub - 10/1 at 6pm
 T's Pub - 10/1 at 9pm
 Tony C's in Somerville - 10/2 at 7pm
 Luxury Boxx - 10/2 at 10pm




Top 10 Trending Articles

Most Viewed

Most Commented

Most Shared

Patrick Kennedy reveals family's struggles with alcohol in n...

Before she was Baby Doe

Nick Cafardo | Sunday Baseball Notes: For baseball's wild-c...

Sanders draws big crowds in Massachusetts campaign swing

Rob Gronkowski more than a fun-loving goof

Dan Shaughnessy: Red Sox are in an awkward spot with Joh...

MY ACCOUNT

Ben Volin | Sunday Football Notes: Is the early part of the ...

MANAGE MY ACCOUNT

DOWNLOAD CUSTOMER SERVICE APP

Nick Cafardo | On Baseball: Red Sox' big-money players ha...

Survivor: Gunman spared student to take package to police

SOCIAL

FACEBOOK

Fluto Shinzawa | Sunday Hockey Notes: Bruins' Colin Mille...

GOOGLE+

CONTACT

HELP

FAQS

GLOBE NEWSROOM

ADVERTISE

MORE

NEWS IN EDUCATION

ARCHIVES

PRIVACY POLICY

TERMS OF SERVICE

TERMS OF PURCHASE

YOUR AD CHOICES

WORK AT BOSTON GLOBE MEDIA

