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Want to see Tom Brady's post-Deflategate homecoming? It's gonna cost you

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On Sunday, Tom Brady will play his first game at Gillette Stadium this season since serving a four-game suspension for Deflategate.

By Matt Rocheleau

GLOBE STAFF OCTOBER 14, 2016

If you want a seat at Gillette Stadium Sunday to watch New England Patriots quarterback Tom Brady play his first home game since serving his four-game Deflategate suspension, expect to pay heavily inflated prices.

The matchup against the Cincinnati Bengals is “by far the most in-demand regular season NFL game this year,” said Chris Leyden, a spokesman for [SeatGeek](#), a search engine for tickets to live events.

The average resale price for a single ticket to Sunday's game was \$540 as of Wednesday evening, he said.

That puts the contest on pace to be the most in-demand Patriots home game — and one of the most in-demand NFL regular-season games — since at least 2010, when SeatGeek began tracking the secondary ticket market.



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“As of now, this game tops all of the AFC Championship games the Patriots have hosted [three since 2010], as well as all the other regular season matchups,” Leyden said in an e-mail.

He said the reason for the heavy interest is clear — New Englanders want to welcome back TB12.

The Patriots' opponent is of little consequence.

The last time the Bengals were in Foxborough, in 2014, the



average resale price for the game was just \$178, which was actually one of the least expensive Patriots games in the last five years, according to SeatGeek.

“While the Bengals are a good team and have been of late, I think it is clear that the demand here has little to do with fans wanting to see the Bengals,” said Leyden.

Officials at ticket-selling company [TicketNetwork](#) said that brokers on its site were listing tickets to Sunday's game for \$761 per ticket, on average, as of Thursday.


By comparison, the average list price for all other Patriots home games this year was \$415; for all other games in the NFL it was \$348.

Leyden said that there's some good news for fans who are still looking to buy tickets for Sunday's game on the secondary market: Advertised prices have dropped a bit in recent days as many resellers scramble to make sure they find a buyer before time runs out.

As of Wednesday night, the median listing price was 24 percent lower than it was about a week before, according to SeatGeek.

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