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Tickets on the secondary market for Sunday's AFC Championship at Gillette Stadium game are among the priciest ever seen for a New England Patriots home game.

By [Matt Rocheleau](#)

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Another season, another AFC Championship game in Foxborough, and another record set for ticket prices.

Tickets on the secondary market for Sunday's AFC Championship at Gillette Stadium game are among the priciest ever seen for a New England Patriots home game, even though it will mark the fifth time in the past seven seasons that the Pats have hosted a Super Bowl semifinals game.

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"I know there has been some talk of winning fatigue for Patriots fans, but it doesn't really seem to be showing up," said Chris Leyden, a spokesman for SeatGeek, a search engine for tickets to live events.

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The average price for tickets to Sunday's matchup against the Jacksonville Jaguars that had sold as of Tuesday morning was \$738, according to SeatGeek, making it the priciest AFC Championship game in recent years. Another company, Vivid Seats, said its data showed the average cost of tickets that had sold was \$700. StubHub had the figure at \$690. TicketNetwork had it at \$771.

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And TicketIQ said its data showed the average asking price was \$794 per ticket, while the cheapest available ticket was listed for \$440, making it the most expensive non-Super Bowl Patriots game TicketIQ has tracked since the company formed during the 2009-10 NFL season.

The next most expensive game the company has tracked? Last year's AFC Championship game when the Patriots hosted the Pittsburgh Steelers. The average asking price for that game was \$758 and the cheapest tickets were listed for \$325.

Experts at the companies said several factors may be driving the sky-high prices on the resale market. Ralph Garcia, spokesman for TicketIQ, said that tickets for this past weekend's [Divisional Round game against the Tennessee Titans](#) were cheaper than usual and even cost less than tickets to some regular season Pats games.

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“Perhaps Pats fan predicted a blowout [against Tennessee] and instead saved their money for this game,” Sunday against Jacksonville, said Garcia.

As for the high prices heading into this Sunday's game, it's possible that team dynamics could be driving up those costs. New England fans may sense the franchise's remarkable run of success could be nearing an end, as quarterback Tom Brady and coach Bill Belichick — both already relatively old for their respective jobs — grow one year closer to their inevitable retirements.

“It's likely many fans are realizing that seeing Tom Brady and Bill Belichick together on the sidelines has an expiration date, driving sales for Patriots tickets,” said Steve Murray, senior vice president of TicketNetwork.

Those feelings may be heightened amid recent [reports](#) of friction between Brady, Belichick, and owner Robert Kraft and that other key members of the team's coaching staff [could be headed for jobs elsewhere](#) after this season ends.

Strong demand from Florida residents — presumably Jacksonville fans who haven't seen their team in a conference championship since 1999 — may be helping to drive up prices as well.

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Another possible reason for the high cost of admission to Sunday's game: The weather outlook is about as good as you can expect for a late January game in Foxborough.

The National Weather Service predicts Sunday will be partly sunny with a high near 46 degrees. Plus, the game will kick off at 3:05 p.m., while there's still some sunlight.

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