JetBlue Touches Down as Official Airline Partner of the New England Patriots and Gillette Stadium

Sep 08, 2015

To Celebrate Partnership, Fans Get a Home Field Advantage

BOSTON, MA -- (Marketwired) -- 09/08/15 -- JetBlue (NASDAQ: JBLU), the largest airline in Boston, is proud to announce a multi-year partnership becoming the Official Airline Partner of the New England Patriots and Gillette Stadium. The five-year sponsorship kicks off with this season's activities and an acknowledgement of the passionate Patriots fanbase.

New England fans will enjoy an added bonus when flying JetBlue from their local airports. Throughout the 2015 NFL regular season, customers wearing official New England Patriots jerseys on game days will be offered early boarding when flying out of JetBlue's nine New England cities* (Boston, Mass., Burlington, Vt., Hartford, Conn., Martha's Vineyard, Mass., Nantucket, Mass., Portland, Maine, Providence, R.I., and Worcester, Mass.)

"We're proud of our deep roots in our New England communities, and few institutions bring New Englanders together more than the Patriots. JetBlue is thrilled to join the huddle with the National Football League's reigning Super Bowl champions," said Marty St George, JetBlue executive vice president commercial and planning.

"Our organization is proud to team up with JetBlue, as this partnership will provide a number of benefits to our fans throughout New England and across the country," said Murray Kohl, vice president of corporate sales for the New England Patriots. "With a network of 875 daily flights traveling to 90 destinations, JetBlue gives Patriots Nation the best opportunity to follow their team on the road this season or catch a flight home to watch the Pats take the field at Gillette Stadium. We look forward to kicking off the 2015 season with JetBlue as our official airline partner."

As the Official Airline of the New England Patriots, JetBlue's partnership will include joint marketing promotions and branding. Elements will include online advertising, e-mail marketing and video board features, as well as contests, and giveaways for Patriots fans. The airline will also receive a new permanent digital board on the north end zone scoreboard at Gillette Stadium.

About JetBlue Airways

JetBlue is a leading carrier in Boston, New York, Fort Lauderdale-Hollywood, Los Angeles (Long Beach), Orlando, and San Juan with regular service from additional key New England cities including, Burlington, Hartford, Portland, Providence, and Worcester. JetBlue carries more than 32 million customers a year to 90 cities in the U.S., Caribbean, and Latin America with an average of 875 daily flights.

*Offer is only open to JetBlue customers who hold a boarding pass for a JetBlue flight originating from Boston, Burlington, Hartford, Martha's Vineyard, Nantucket, Portland, Providence, or Worcester to any destination, on any one or more dates of the 16 scheduled regular season Patriots' games; who are wearing Official Patriots' team jerseys (must be official merchandise only and not other branded apparel such as caps, scarves, etc.) Eligible customers will be offered early boarding after all other courtesy boarding and prior to general boarding.

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