



Patriots Season Ticket Holder Online Upgrades

Step-by-Step Guide

Getting Ready

To help you through the online upgrade process, we have created this Step-by-Step Guide. Before your time window, please read through the following information to ensure you're familiar with the process.

Account Manager Log In & Password:

To access the online upgrade process you will need to log in to your New England Patriots Account Manager at www.patriots.com/ticketexchange. If you don't know your password, please visit www.patriots.com/ticketexchange and click on 'Forgot Your Password' to have it emailed to the address on file.

Browser & Technology Requirements:

- The seat upgrade tool requires the latest version of Adobe Flash ([click here](#) to download).
- For best results, please access Account Manager through Internet Explorer ([click here](#) to download) or Mozilla Firefox ([click here](#) to download).

Real-Time Inventory & Final Upgrade Seat Selection:

The online upgrade process is in real-time and as such, all seats shown reflect the most recent changes and best available locations. You can re-enter the site as often as you'd like during your assigned time window to view available inventory. Once you confirm payment to relocate your seats, you will not be able to re-enter or make any additional changes.

If you do not find any seats into which you'd like to move and are happy with your current seat location, simply exit the online tool and you will retain your current seats.

Payment & Timing:

Online upgrades can only be made with a Visa credit, debit or gift card. Full payment must be made at the time of your seat relocation.

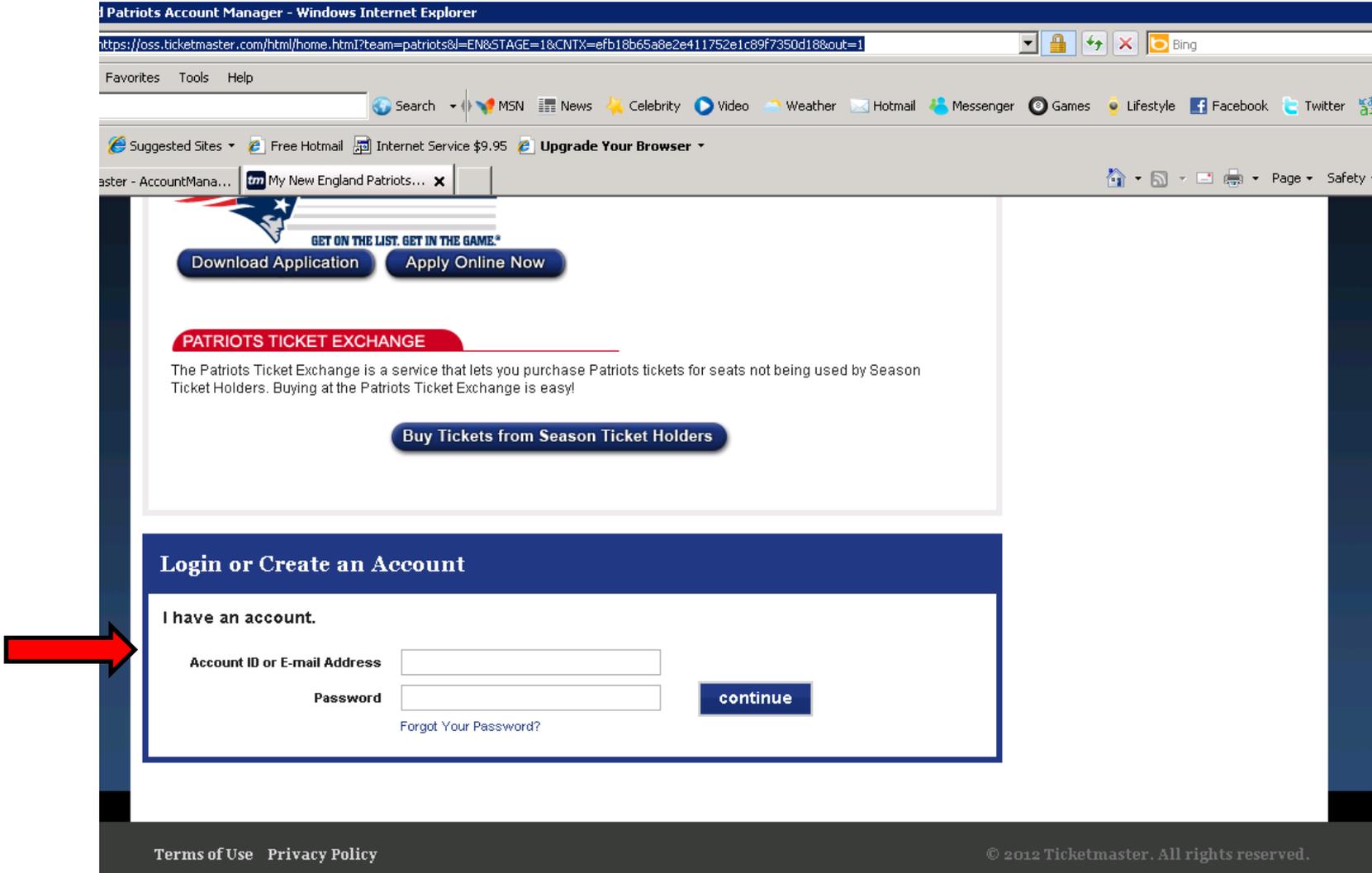
- Please note, once you select seats, there is only 2 minutes to complete the checkout process before making payment. If you share your season tickets with friends or family, please ensure you have discussed possible upgrade options and costs before you begin looking for available seats.
- To review the 2012 Gillette Stadium seating map, [click here](#).

Questions:

Call 508-384-4288 or email upgrades@patriots.com.

Step 1: Log In to Account Manager

During your assigned time window, go to www.patriots.com/ticketexchange and enter your New England Patriots Account Number and Password. If you don't know your Password, click on the 'Forgot Your Password' link and enter your Account Number. Your Password will be emailed to the address on file.



Patriots Account Manager - Windows Internet Explorer

https://oss.ticketmaster.com/html/home.html?team=patriots&l=EN&STAGE=1&CNTX=efb18b65a8e2e411752e1c89f7350d18&out=1

Download Application Apply Online Now

PATRIOTS TICKET EXCHANGE

The Patriots Ticket Exchange is a service that lets you purchase Patriots tickets for seats not being used by Season Ticket Holders. Buying at the Patriots Ticket Exchange is easy!

Buy Tickets from Season Ticket Holders

Login or Create an Account

I have an account.

Account ID or E-mail Address

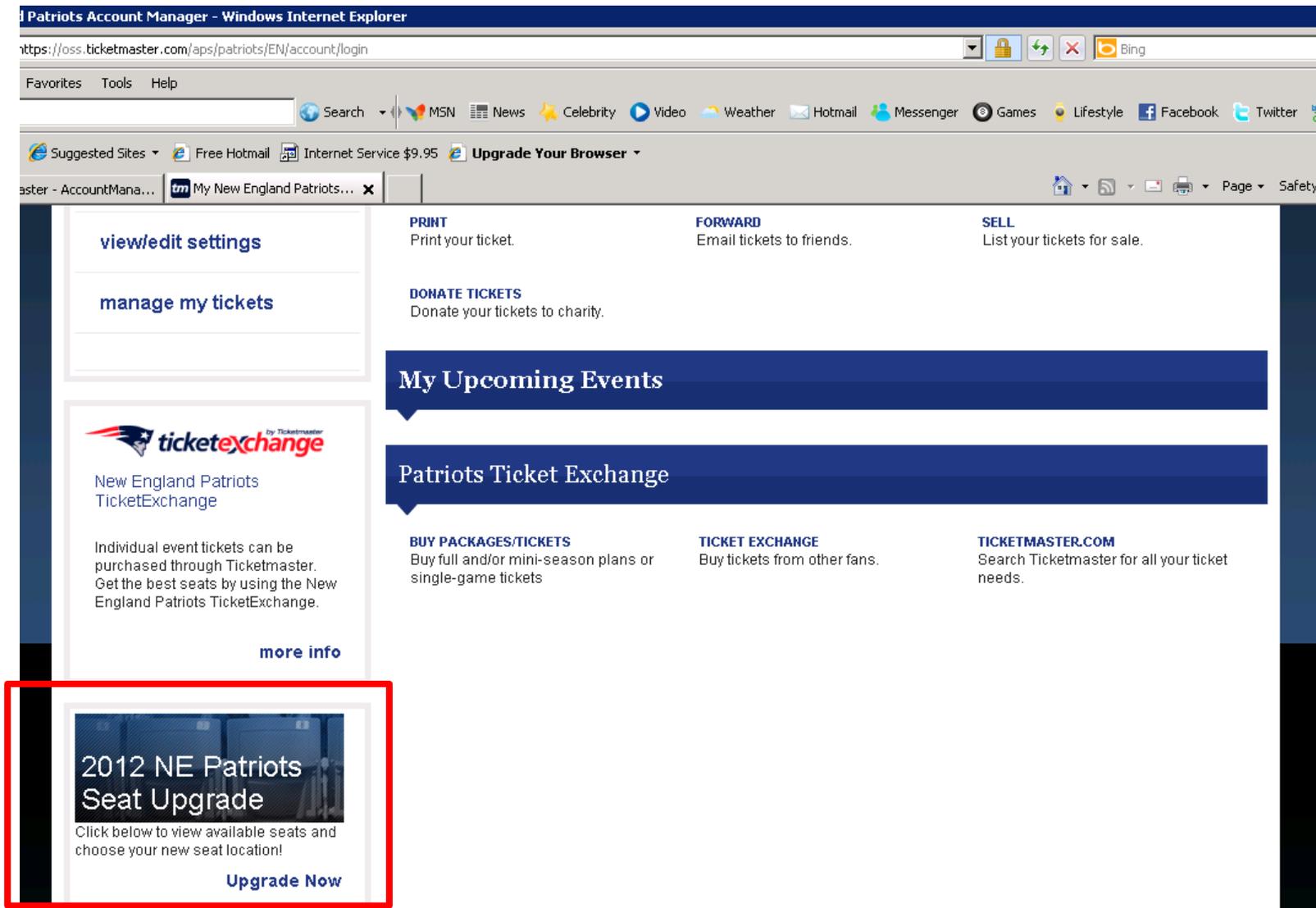
Password **continue**

[Forgot Your Password?](#)

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Step 2: Enter the Upgrade System

Click on the 'Upgrade Now' button on the bottom left hand side of your home page to begin the process of upgrading your season tickets.



The screenshot shows a web browser window with the URL <https://oss.ticketmaster.com/aps/patriots/EN/account/login>. The page title is "Patriots Account Manager - Windows Internet Explorer". The browser's address bar shows the URL and navigation icons. The page content includes a left sidebar with links for "view/edit settings" and "manage my tickets". The main content area features sections for "My Upcoming Events" and "Patriots Ticket Exchange". The "Patriots Ticket Exchange" section includes options for "BUY PACKAGES/TICKETS", "TICKET EXCHANGE", and "TICKETMASTER.COM". A red box highlights a promotional banner at the bottom left with the text "2012 NE Patriots Seat Upgrade" and a blue "Upgrade Now" button.

view/edit settings

manage my tickets

PRINT
Print your ticket.

FORWARD
Email tickets to friends.

SELL
List your tickets for sale.

DONATE TICKETS
Donate your tickets to charity.

My Upcoming Events

Patriots Ticket Exchange

BUY PACKAGES/TICKETS
Buy full and/or mini-season plans or single-game tickets

TICKET EXCHANGE
Buy tickets from other fans.

TICKETMASTER.COM
Search Ticketmaster for all your ticket needs.

2012 NE Patriots Seat Upgrade
Click below to view available seats and choose your new seat location!
Upgrade Now

Step 3: Select Your Seat Location(s) to Upgrade

For each seat location you wish to Upgrade, check the box to the left of those seats. Once you have checked the seat location(s) you'd like to relocate, click 'continue'.

Please Note: If you would like to Upgrade only a portion of a seat location (e.g. you only have one seat location in Section 123, Row 3, Seats 1-6, and you'd like to move only Seats 1-3), you must contact the Ticket Office at 508-384-4288 during your time window.

Select Seats to Upgrade

1. Check the box to the left of the seat(s) you would like to upgrade.
2. Click the "Continue" button to begin selecting new seats

Your Current Seat Location

Below are your seats that are eligible to upgrade. Choose the location you wish to upgrade and proceed.
*Note: If your season tickets are currently together in one row (ex. Sec. 123 Row 3 Seats 1-6) and you're looking to upgrade only a portion of your season tickets, please contact the Ticket Office at 508-384-4288.
 If you are interested in adding a single seat to your account during the upgrade process, please contact the Ticket Office at 508-384-4288.*

Type	Seats	Price	Upgrade Status
<input type="checkbox"/> 2012 Patriots Season Tickets	Section 319 Row 1 Seat 1, 2 Adult	US \$0.00 x 2 (US \$0.00 avg. per ticket)	Currently Available view eligible upgrade items

[continue](#)

Quick Links

- home
- account settings
- manage my tickets
- change password

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Step 4: Choose Your New Seat Locations

The seats you have chosen to Upgrade will be listed on the left hand side of the screen under 'Current Seats'. As a reminder, to complete the Upgrade process, you will need to relocate each of the seats listed here.

As shown below, the map displays the stadium sections with available seats. Click on the Section(s) where you'd like to view available seats. Importantly, you can filter your search by price (cost shown is the cost per seat for ten games) using the tool in the upper left hand portion of the page.

The screenshot shows a web browser window displaying the 'My New England Patriots Account Manager' page. The main heading is 'Seat Upgrade Process'. On the left side, there are two red-bordered boxes highlighting key features:

- Pricing Options:** A filter for 'Cost per Seat (US \$)' with a range from 650 to 1850. Below the range is a price slider and a note: 'Prices displayed are the additional cost to upgrade from your existing seat. If the upgrade cost is displayed as \$0.00, the seat is the same as your current seat.' There is also a link for 'View Current Events'.
- Current Seats:** A list of selected seats:

Section	Row	Seat	Status
Section 321	Row 6	Seat 1	Available
Section 321	Row 6	Seat 2	Available

The main area features a stadium seating chart for the '2012 Patriots Season Tickets'. The chart shows various sections (e.g., 301-318, 140-143, 201-204, 210-218) and rows. A central field is labeled 'PATRIOTS SIDELINE' and 'VISITORS SIDELINE'. A note at the top of the chart area states: 'NOTE: You may not leave a single unoccupied seat.' There are navigation controls on the right side of the chart, including arrows and a zoom slider. At the bottom of the chart area, there are buttons for 'Available', 'Also Available', and 'Not Available'. Below the chart, it says 'Selected Seats* (0) | Show Details' and 'COST:'.

Step 5: View Open Seats within a Section

After selecting the Section you'd like to view, available seats will be displayed. If you don't find any seats you'd like to move to, click the map in the lower right or use the scroll feature in the upper right to zoom out to view seats in another Section.

Please note: Given our high annual season ticket renewal rate, there is a limited inventory of available seats.

Windows Internet Explorer
 https://oss.ticketmaster.com/html/upgrade_select.html?I?=EN&CNTX=4f80e79e48f792-18860011

Pricing Options
 Cost per Seat (US \$) to
 Prices displayed are the additional cost to upgrade from your existing seat. If the upgrade cost is displayed as \$0.00, the seat is the same cost as your current seat.

Current Seats [View Current Events](#)

Status
Section 321, Row 6 Seat 1
Section 321, Row 6 Seat 2

View Seats You Have Selected!
 To view the exact seat location you have chosen for your upgrade, click on Show Details next to Selected Seats at the bottom of the stadium map.

NOTE: You may not leave a single unoccupied seat.

Legend:
 ● Selected Seat
 ● +US \$890.00 Upgrade/Downgrade Cost
 ● Also Available
 ● +US \$650.00 Upgrade/Downgrade Cost
 ● Not Available
 ● Owned Seats

Selected Seats* (0) | Show Details **COST:**

Step 6: *Select your New Seat Locations*

To select a new seat location, click on an available seat (each price level will have a different color dot for available seats) and it will change to orange. At the same time, your current seat location (as shown on the left side of the page) will have a check next to each seat that has been upgraded. When you have upgraded all of your seats, click 'Show Details' to the right of 'Selected Seats'.

The screenshot shows a web browser window displaying the Ticketmaster seat selection interface. The browser's address bar shows the URL: `https://oss.ticketmaster.com/html/upgrade_select.html?l=EN&CNTX=4f80e79e48f792-18860011`. The page features a stadium map on the right with a grid of seats. A red arrow points to a seat in the map that has turned orange, indicating it has been selected. On the left, a sidebar contains a list of 'Current Seats' with a red box around it. The list shows two seats in Section 321, Row 6, both with checkmarks in the 'Status' column. Below this is a 'View Seats You Have Selected!' section with a red box around the 'Selected Seats* (2) | Show Details' link. At the bottom, a summary bar shows 'Selected Seats* (2) | Show Details' and 'COST: + US \$1300.00'. A 'Checkout' button is visible in the bottom right corner.

Prices displayed are the additional cost to upgrade from your existing seat. If the upgrade cost is displayed as \$0.00, the seat is the same cost as your current seat.

Current Seats [View Current Events](#)

Section	Row	Seat	Status
Section 321, Row 6	6	Seat 1	✓
Section 321, Row 6	6	Seat 2	✓

View Seats You Have Selected!

To view the exact seat location you have chosen for your upgrade, click on Show Details next to Selected Seats at the bottom of the stadium map.

Selected Seats* (2) | [Show Details](#)

COST: + US \$1300.00

[Cancel](#) [Checkout](#)

By clicking on the "Checkout" button, or otherwise using this website, you agree to the [Terms of Use](#).
*Please Note: Seats are not reserved until you proceed to checkout.

Step 7: Confirm Your New Seats & View the Price

In the 'Selected Seats' area, you can confirm the exact Section, Row and Seat number. Additionally, the cost of your selected seats will be shown. If you are happy with your choice, click 'Checkout' to continue.

Please note: Your new seats are not reserved until you proceed to Checkout. If you change your mind after reviewing your selected seats, you must remove the seats you'd like to change before searching for others (see next page for details).

Prices displayed are the additional cost to upgrade from your existing seat. If the upgrade cost is displayed as \$0.00, the seat is the same cost as your current seat.

Current Seats [View Current Events](#)

Section	Row	Seat	Status
Section 321, Row 6		Seat 1	✓
Section 321, Row 6		Seat 2	✓

View Seats You Have Selected!

To view the exact seat location you have chosen for your upgrade, click on Show Details next to Selected Seats at the bottom of the stadium map.

Section	Row	Seats	Type	Upgrade/Downgrade Cost	Remove All
337	23	25	Adult	+ US \$650.00	REMOVE
337	24	25	Adult	+ US \$650.00	REMOVE

COST: + US \$1300.00

Cancel **Checkout**

By clicking on the "Checkout" button, or otherwise using this website, you agree to the [Terms of Use](#).
*Please Note: Seats are not reserved until you proceed to checkout.

Change Your Mind?

Once you select your new seat location, you are still able to look at other seating options on the stadium map before clicking 'Checkout'. If you find another seat location that you would like to reserve, you must release the seats currently being held by selecting 'Show Details' and clicking 'Remove' next to the seats you no longer wish to hold.

Prices displayed are the additional cost to upgrade from your existing seat. If the upgrade cost is displayed as \$0.00, the seat is the same cost as your current seat.

Current Seats [View Current Events](#)

Status

Section 321, Row 6 Seat 1	✓
Section 321, Row 6 Seat 2	✓

View Seats You Have Selected!

To view the exact seat location you have chosen for your upgrade, click on Show Details next to Selected Seats at the bottom of the stadium map.

Selected Seats* (2) | [Hide Details](#)

Section	Row	Seats	Type	Upgrade/Downgrade Cost	Remove All
337	23	25	Adult	+ US \$650.00	REMOVE
337	24	25	Adult	+ US \$650.00	REMOVE
COST: + US \$1300.00					

[Cancel](#) [Checkout](#)

By clicking on the "Checkout" button, or otherwise using this website, you agree to the [Terms of Use](#).
*Please Note: Seats are not reserved until you proceed to checkout.

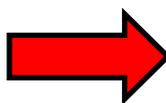
Holding More Seats Than In Your Account?

If you have reserved the same number of seat(s) as you currently hold and try to reserve additional seats, the following error message will be displayed. If you would like to release your reserved seats back into inventory and hold a new seat location, click on 'Show Details' and then 'Remove' next to the seats you no longer wish to hold (see previous page for details).

The screenshot shows a Ticketmaster web browser interface. On the left, there are sections for 'Pricing Options' (with a price range of 650 to 1690), 'Current Seats' (listing two seats in Section 319, Row 1), and 'View Seats You Have Selected!'. The main area is a stadium seating chart with a legend for 'Selected Seat' (orange), 'Also Available' (blue), 'Not Available' (grey), and 'Owned Seats' (black). A red arrow points to a white error message box that reads: 'You currently have 2 seat(s) to upgrade and cannot exceed the seat limit of 2. If you still wish to upgrade to this seat, please change your previous new seat selections and try again.' The bottom of the interface shows 'Selected Seats* (2) | Show Details' and a total cost of '+ US \$2340.00', with 'Cancel' and 'Checkout' buttons.

Seats No Longer Available?

As inventory continues to change and other Season Ticket Holders are selecting seats, you may encounter seats that appear to be available on the stadium map, but have already been held by another Season Ticket Holder. If this happens, you will see the error message below. Please continue to search for a different seat location.



Important Message
 One or more seats you have selected are no longer available. Please reselect new seats.

Seat Upgrade Process

Select New Seats

Pricing Options

Cost per Seat (US \$) ?

650 to 1690



Prices displayed are the additional cost to upgrade from your existing seat. If the upgrade cost is displayed as \$0.00, the seat is the same cost as your current seat.

Current Seats View Current Events

Status

Section 319, Row 1 ?
 Seat 1

Section 319, Row 1 ?
 Seat 2

View Seats You Have Selected!

To view the exact seat location you have chosen for your upgrade, click on Show Details next to Selected Seats at the bottom of the stadium map.

NOTE: You may not leave a single unoccupied seat.

Instructions | Map Disclaimer



Available Also Available Not Available

Selected Seats* (0) Show Details

COST:

Step 8: Confirm Your New Seat Locations

After you click 'Checkout' (see page 9) your current and new seat locations will be shown side-by-side. Review the new seat location(s) you have chosen for the 2012 season and any balance due. Click 'accept' to continue (see yellow box), or, if you would like to release your new seats and look for another location, click 'change seats' (see red box).

Please note: **YOU ONLY HAVE 2:00 MINUTES** to review this information. After 2:00 minutes your new seat location(s) will be released back into available inventory.

File Edit View Favorites Tools Help

bing Search MSN News Celebrity Video Weather Hotmail Messenger Games Lifestyle Facebook Twitter Translate

Internet Service \$9.95 Upgrade Your Browser

Ticketmaster - AccountMana... Ticketmaster

1. Review your new seat location that you have selected
2. Click the "Accept" button to upgrade your new seats

REVIEW YOUR UPGRADE

Current Seats

Type	Seats	Price
2012 Patriots Season Tickets	Section 319 Row 1 Seat 1, 2 Adult	US \$0.00 x 2 (US \$0.00 avg. per ticket)

New Seats

Type	Seats	Price
2012 Patriots Season Tickets	Section 129 Row 32 Seat 9, 10	US \$1690.00 x 2 (US \$169.00 avg. per ticket)

[change seats](#)

Cost Summary

Cost of Current Seats:	US \$0.00
Upgrade Cost:	+ US \$3380.00
Cost of New Seats (US \$1690.00 avg. per ticket):	US \$3380.00
Amount Due:	+ US \$3380.00

This total does not include service fees, if any. Any applicable service fees will be added during checkout. If a balance is due, your current seats will not be released until a payment is made. Note: You may be eligible for a Payment Plan option.

cancel

accept

Step 9: Confirm Your Upgrade

In order to proceed, enter your Account Password and click 'proceed to checkout'. This is still part of the 2:00 minutes allotted to secure your new seat location.

*Please note: Your previously held seats will be released as soon as you make payment. If you wish to cancel the transaction and keep your current seats after proceeding to checkout, you must **close** the browser. Do not click the 'Back' button in your browser.*

The screenshot shows a Windows Internet Explorer browser window displaying the Ticketmaster website. The browser's address bar shows the URL: `https://oss.ticketmaster.com/html/upgrade_review.html?l=EN&CNTX=4f80ee2dde8596-79433512`. The page content is partially obscured by a modal dialog box.

The dialog box has the following text:

Please confirm your upgrade. Close X

By entering your account password here, you agree to release your current seats and upgrade to your newly selected seats at the end of this transaction.

Your Email Address:

Password:

cancel proceed to checkout

The background page shows two tables: 'Current Seats' and 'New Seats'.

Current Seats			New Seats		
Type	Seats	Price	Type	Seats	Price
2012 Patriots Season Tickets	Section 321 Row 6 Seat 1, 2 Employee	US \$0.00 x 2 (US \$0.00 avg. per ticket)	2012 Patriots Season Tickets	Section 338 Row 23 Seat 23	US \$650.00 x 1 (US \$65.00 avg. per ticket)
			2012 Patriots Season Tickets	Section 338 Row 24 Seat 23	US \$650.00 x 1 (US \$65.00 avg. per ticket)

At the bottom of the page, there is a summary section with the following text:

This total does not include service fees, if any. Any applicable service fees will be added during checkout. If a balance is due, your current seats will not be released until a payment is made. Note: You may be eligible for a Payment Plan option.

cancel accept

Step 10: Select Your Delivery Method

Your season tickets will be shipped in mid-July to the address we have on file for you as of May 11, 2012. This is the only delivery method available for season tickets. Please select 'Mail in July' and click 'Continue'.

The screenshot shows a web browser window displaying the Ticketmaster website. The page is titled "NEW ENGLAND PATRIOTS" and features a navigation menu with links for NEWS, TEAM, GAMES AND STATS, MEDIA CENTER, FAN ZONE, CHEERLEADERS, COMMUNITY, GILLETTE STADIUM, and TICKETS. A progress bar at the top indicates the current step is "1. Shipping", with other steps being "2. Payment Plan", "3. Billing", and "4. Confirmation".

A warning message states: "Your tickets are on hold. You have 4:00 minutes to complete this page. After 4:00 minutes these tickets will be released." Below this is an "Order Summary" section with a link to "Explanation of Delivery Methods". The summary text reads: "All tickets will be printed and mailed to address on file in mid-July." A table lists the order details:

Game	Quantity	Price	Select Delivery Method	Total
2012 Patriots Season Tickets Show Plan and Seats Info	1 Adult	US \$650.00 per ticket	Mail In July (US \$0.00)	US \$650.00

A red box highlights the "Select Delivery Method" dropdown menu, which is currently set to "Mail In July (US \$0.00)". Below the table is a red "Continue" button. At the bottom of the page, there are links for "Contact Us", "Terms of Use", "Privacy Policy", and "Help", along with the copyright notice "© 2012 Ticketmaster. All rights reserved."

Step 11: Review Order Summary and Payment

Review your new seat location listed in the 'Order Summary' section. Once you verify your Section, Row and Seat, click 'Continue' to make payment with your Visa card. Full payment is required.

1. Shipping **2. Payment Plan** 3. Billing 4. Confirmation

Order Summary

Event	Seats		
2012 Patriots Season Tickets Gillette Stadium	Section 301, Row 19 Seat 13 Adult		US \$650.00
Delivery: Mail In July			US \$0.00
TOTAL:			US \$650.00

Select Payment Option

Please note Visa is the only credit or debit card accepted for New England Patriot Ticket Purchases.

Plan Name	Number of Payments	Plan Description
<input checked="" type="radio"/> Single Payment	1	Make one payment for the full value of the purchase.

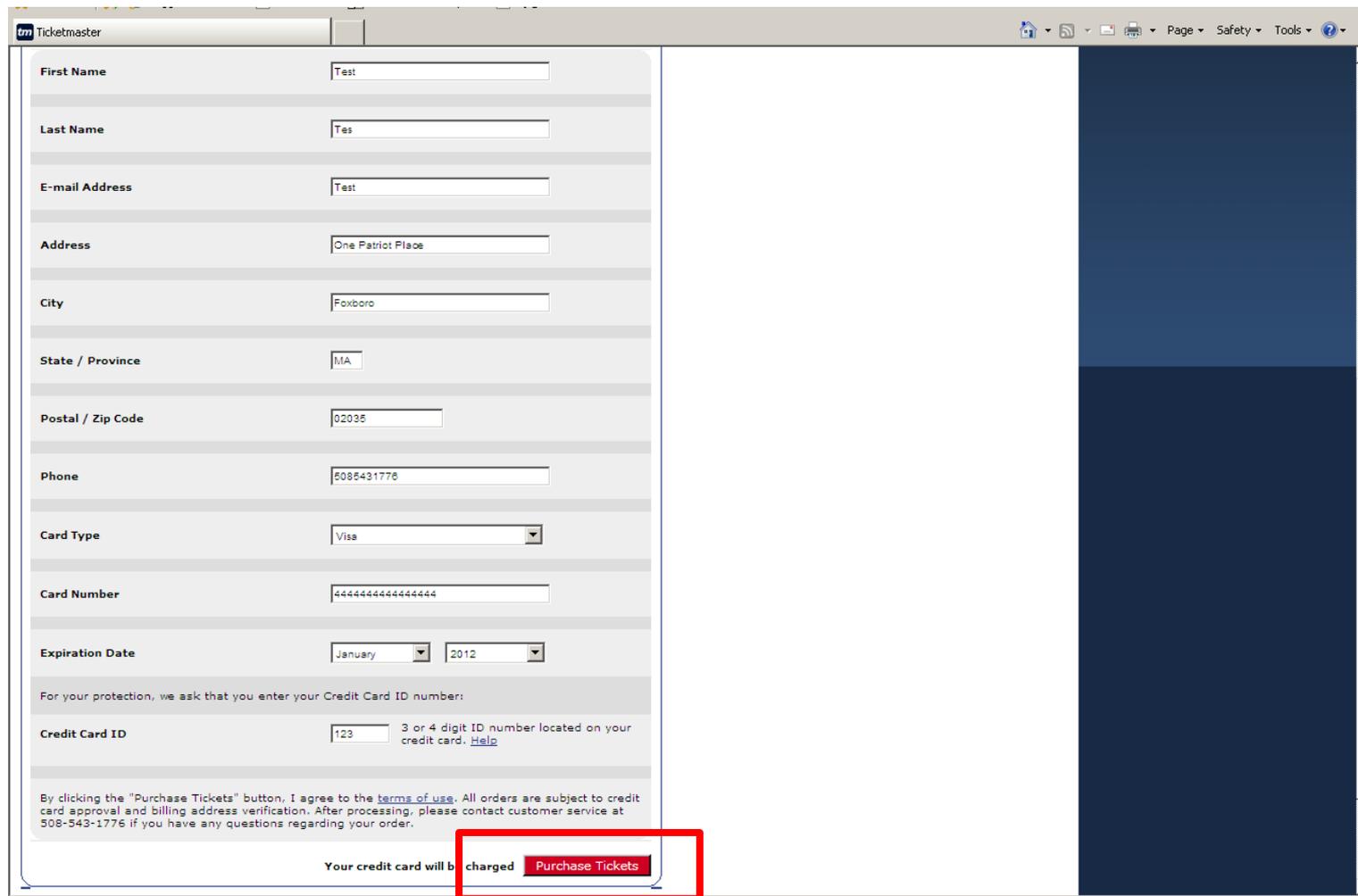
Your credit card will be charged for the full purchase amount at time of purchase.

Continue

Step 12: Enter Your Visa Information

All Billing Information fields must be completed for payment to be processed. Please enter the Visa card information even if the address is different from your season ticket account (*providing a different name/address will NOT change your season ticket account information*). **By clicking 'Purchase Tickets' you are agreeing to upgrade/relocate your season ticket(s) and your old seat location will now be released into available inventory.**

Please Note: If using a Visa debit card, please ensure you have a sufficient daily limit to make full purchase.



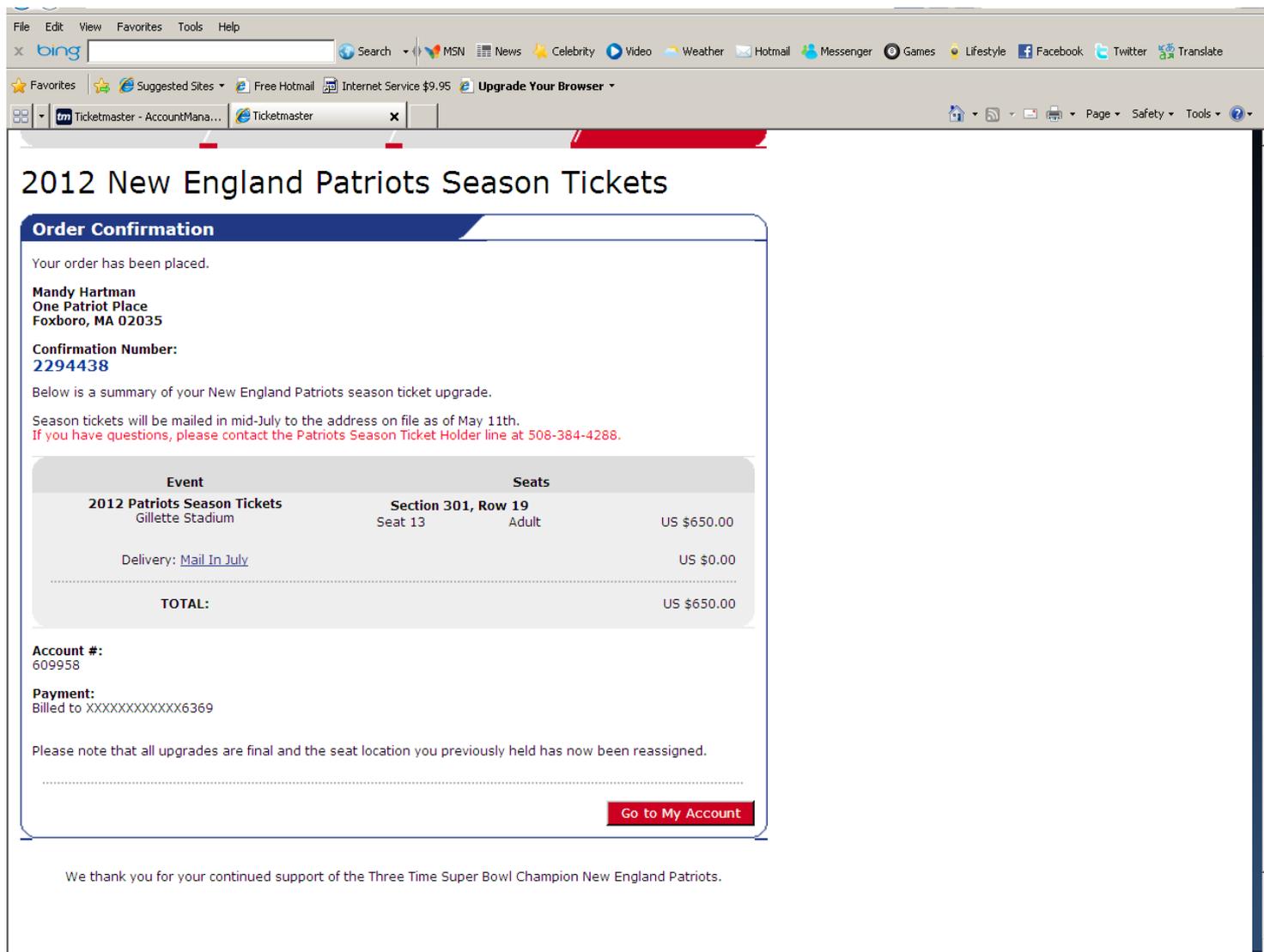
The screenshot shows a Ticketmaster web form for entering billing information. The form is titled "Ticketmaster" and includes the following fields:

- First Name: Test
- Last Name: Tes
- E-mail Address: Test
- Address: One Patriot Place
- City: Foxboro
- State / Province: MA
- Postal / Zip Code: 02035
- Phone: 5085431776
- Card Type: Visa
- Card Number: 4444444444444444
- Expiration Date: January 2012
- Credit Card ID: 123 (with a note: "3 or 4 digit ID number located on your credit card. [Help](#)")

At the bottom of the form, there is a red box containing the text "Your credit card will be charged" and a red button labeled "Purchase Tickets". Below the form, there is a disclaimer: "By clicking the 'Purchase Tickets' button, I agree to the [terms of use](#). All orders are subject to credit card approval and billing address verification. After processing, please contact customer service at 508-543-1776 if you have any questions regarding your order."

Step 13: Print Your Confirmation Page

Please print the confirmation page for your records. Additionally, a confirmation email will be sent to the address on file and a copy of your new seat location will be mailed to the mailing address we have on file. All upgrades are final and the seat location that you previously held will no longer be available.



The screenshot shows a web browser window with the Ticketmaster website. The page title is "2012 New England Patriots Season Tickets". The main content is an "Order Confirmation" box. It states that the order has been placed for Mandy Hartman at One Patriot Place, Foxboro, MA 02035. The confirmation number is 2294438. Below this is a summary of the ticket upgrade, including a table of charges and a total amount of US \$650.00. The page also includes account information, payment details, and a "Go to My Account" button.

2012 New England Patriots Season Tickets

Order Confirmation

Your order has been placed.

Mandy Hartman
One Patriot Place
Foxboro, MA 02035

Confirmation Number:
2294438

Below is a summary of your New England Patriots season ticket upgrade.

Season tickets will be mailed in mid-July to the address on file as of May 11th.
If you have questions, please contact the Patriots Season Ticket Holder line at 508-384-4288.

Event	Seats	
2012 Patriots Season Tickets Gillette Stadium	Section 301, Row 19 Seat 13 Adult	US \$650.00
Delivery: Mail In July		US \$0.00
TOTAL:		US \$650.00

Account #:
609958

Payment:
Billed to XXXXXXXXXXXXX6369

Please note that all upgrades are final and the seat location you previously held has now been reassigned.

[Go to My Account](#)

We thank you for your continued support of the Three Time Super Bowl Champion New England Patriots.