

## COTTON BOWL CASE STUDY

**Problem:** How do you provide comfortable premium chair back seating to a historic stadium with out changing the aesthetics of it?

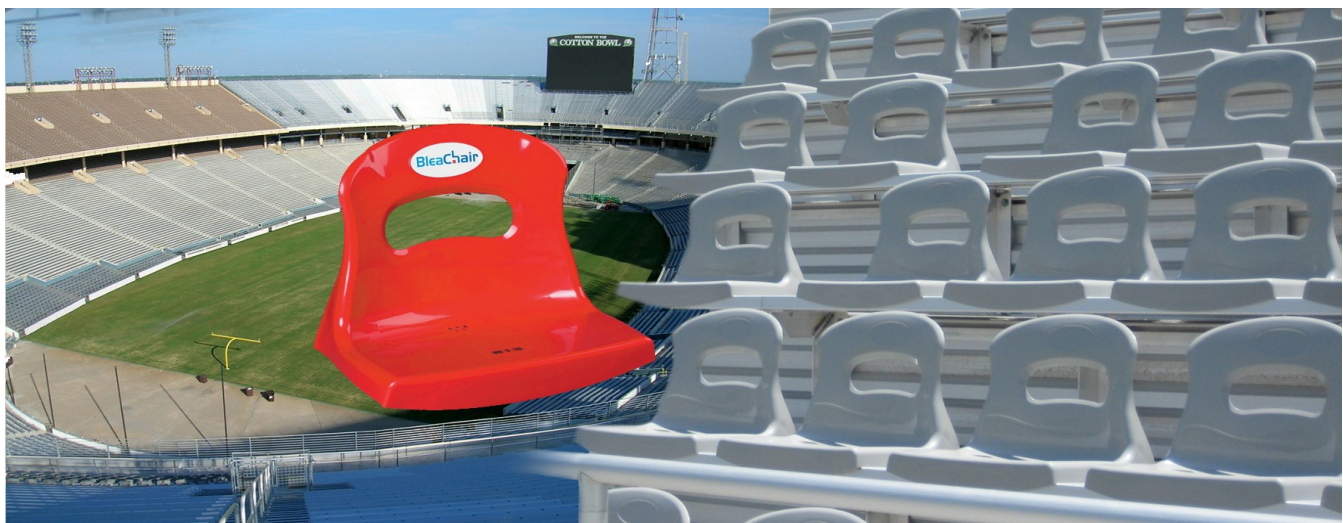
**Answer:** Install BleaChair as a retrofit to your existing bench seating to create a permanent chair back seat that is code compliant with in your stands.

In March of 2008 the Cotton Bowl was looking to finish there 45 million dollar renovation of the historic Cotton Bowl Stadium by adding premium seating for their boosters who helped make the renovation possible. One problem they ran into is how they move ticket holders that have sat in the same seats for years, another problem was that they had already poured the concrete for newly added end zone seating and did not have the tread depth to install flip up seats.

BleaChair quickly sent out information and sample seats to the site so that a sample section could be created within the newly installed end zone seating at the Cotton Bowl Stadium. After installing a test section in the end zone Charter Builders the construction company of the project brought in the University of Texas, the University of Oklahoma, as well as people from the Texas State Fair and City of Dallas who run the stadium. The BleaChair was unanimously approved by all parties and installed in each end zone of the Cotton Bowl providing more comfort than a standard flip up seat for a fraction of the cost, while maintaining code compliance within their stands. BleaChair provided all parties the opportunity to expand their premium seating sections to recognize their boosters who made this renovation possible while not displacing any of their fans.

One party also asked if they could take out the recently installed bench with back and add BleaChair because it not only added color to their stands, but was much more comfortable then the existing bench with back.

BleaChair not only upgrades the comfort of your fans but it can also personalize your seats to your stand with your Logo Label on each seat as well as create additional revenue streams with its' Sponsorship Label on the back of every seat.



**Before**

**After**

*Call 1-877-725-3242 now to speak to a representative to help you upgrade the seating at your facility*