



## **MILWAUKEE BREWERS® *DREAMSUITE*** **(Creating Additional Revenue in Stadiums)**

In April of 2008 the Milwaukee Brewers unveiled another unique seating area in right-centerfield at Miller Park. Known as the *Tundra Territory*, this luxury DreamSuite featuring DreamSeat luxury recliners licensed by Major League Baseball Properties is sponsored by Toyota and has proven to be an immediate hit with the fans. According to Jason Hartlund of the Brewers, “The DreamSeat section at Miller Park instantly became a highly coveted ticket while offering Toyota a platform to activate their sponsorship with the team; overall we feel it was a great investment.”

Designed, engineered and installed by Seating Solutions, this VIP section in Miller Park is equipped with 24 Milwaukee Brewers DreamSeat leather reclining chairs, 42” Sharp flat panel televisions, seat covers for between games and custom signage including a custom cut-out 30’ Toyota Tundra Truck that sits prominently above the DreamSuite providing brand recognition and public awareness. The Brewers, in turn, generated immediate revenue and will continue doing so for years to come. Fans sitting in the DreamSuite say it is like watching the game live in the comfort of their home.

Knowing how sports fans feel about their teams, Seating Solutions created DreamSeat, LLC in 2007, and began producing league licensed Dreamseat recliners for people’s homes and offices. They currently produce recliners licensed by Major League Baseball, National Football League, National Basketball Association, National Hockey League and select Colleges.

This story may begin with the luxury and excitement created by the DreamSuite, but it continues with the immediate revenue generated by the Brewers, a revenue stream that will continue to benefit their organization for years to come.

### **HOW DID THEY DO IT??**

Seating Solutions proposed this project to the Brewer’s with the objective of filling an area in right-centerfield where they were not currently maximizing revenue from sponsorship or ticket sales. Once they heard the proposal, they saw the potential to immediately turn this area into a revenue generator.

The Brewers contracted with Seating Solutions to turnkey the entire project, while the Brewer’s job was to find a sponsor for the DreamSuite. It didn’t take too long before Toyota saw the opportunity to obtain the sponsorship and seat rights to the DreamSuite. The Wisconsin Toyota Dealers Association worked in conjunction with the Brewers to claim the Toyota Tundra Territory.

Toyota’s sponsorship gives them more than just tickets for the games. The Tundra Truck that sits prominently above the DreamSuite increases brand recognition and public awareness by virtue of its high visibility. It is seen by tens of thousands inside the stadium and by hundreds of thousands on television...especially when Prince Fielder jacks one out their way.

In addition to the Brewers introducing this unique viewing experience for their fans, they generated immediate revenue and will continue generating it for years to come. It is recognized that a DreamSuite

is a great addition to any stadium/arena and can become a revenue generator for your organization and an avenue of visibility and brand recognition for your sponsors.

Seating Solutions has over 20 years experience in spectator seating and specializes in the design, sales, rental and permanent installation of custom seating systems. The expertise extends to all venues and incorporates a wide range of seating systems including; bleachers, grandstands, press boxes, luxury boxes and field suites. The years of experience in designing seating systems have enabled them to complete removable end zones for Gillette Stadium, reclaimed VIP end-zone seating at the University of Alabama, provide VIP DreamSuite Seating in the end zones at University of Kansas and turned non-utilized areas into revenue generating seats for the Carolina Panthers. They are confident that the DreamSuites or one of their other seating systems will work in your facility, that they will provide a free consultation at your stadium/arena. If you would like more information regarding this topic or other seating requirements, please call Chandler Suprina at 631-845-0449, email him at [chandler@seatingsolutions.com](mailto:chandler@seatingsolutions.com) or visit [www.seatingsolutions.com](http://www.seatingsolutions.com)

