

New York Jets “Jets Rewards” Program Overview

The New York Jets introduced a fan loyalty program (“Jets Rewards”) in 2014 (for season-ticket holders only) and fully relaunched it in 2021 with modern technology ¹. The program uses RFID/QR-based season-ticket cards and a mobile app to track fan actions (ticket scans, purchases, etc.) and award points. Points are earned for spending on tickets, parking, merchandise and concessions ^{1 2}, and for game attendance (1,000 points per home game scanned, plus large bonuses for full-season attendance) ³. Points can be redeemed for “Jets Cash” (usable for stadium food/bev/merchandise) or JetsShop.com gift cards, as well as VIP experiences, memorabilia and other exclusive perks ^{3 4}. By embedding this loyalty platform into the official Jets app and game-day operations, the team aimed to boost fan engagement and business results.

Ticket Sales & Season-Ticket Renewals

- **Renewal Incentives:** Season-ticket renewals now come with preloaded Jets Cash and points. Each STH account receives a free JetsCash bonus at renewal (scaled by seat location and quantity) ⁵. This upfront benefit (worth up to several hundred dollars) adds immediate value to renewal purchases, encouraging fans to re-subscribe. Purchases of new or renewal tickets also earn rewards points (\$1 = 1 point) ², further enriching the renewal transaction. By tying loyalty credits directly to ticket sales, the program makes renewals more attractive without lowering face prices.
- **Dynamic Pricing Context:** The Jets carefully review demand and attendance in setting prices. Jets President Neil Glat noted the team considers **demand, attendance and market comparables** when raising ticket prices ⁶. **Loyalty benefits help justify recent ticket hikes (e.g. a ~4% price increase announced for 2024) by boosting perceived value. In practice, high fan adoption of the rewards program complements these pricing moves.** Glat reported that the program has “really gained a high adoption rate and high marks with our season ticket base” ⁷, indicating strong fan participation in the program during ticket renewals.
- **Point-of-Sale Analytics:** By requiring linked payment methods to earn points (Jets app/QR code must be used for purchases) ^{8 9}, the Jets can track exactly how STHs spend on tickets and add-ons. This data feeds their CRM for targeted offers (e.g. upsell parking or parking passes, ticket upgrades, group sales). **The team’s Business Intelligence efforts leverage this data: over four years Jets increased their active email database by 700% through personalized outreach** ¹⁰, indicating that loyalty-driven insights are helping win more ticket buyers (individual, group and suites) beyond core STHs.

Attendance & Seat Utilization

- **Gate-Scan Rewards:** The program uses digital ticket scans to confirm attendance. Each season-ticket holder earns **1,000 points per home game** when *at least one* ticket on their account is scanned at the gate ³. Fans who scan into every home game can earn *up to 18,000 bonus points* for perfect attendance ³. This “10-Game Club” incentive (e.g. ~16,000 points for 10/10 scans) gamifies season-long attendance ¹¹.
- **Discouraging Resale:** Importantly, points are **not** awarded if STHs donate, forward or sell *all* their tickets. In other words, emptying an account of all scanned tickets yields no attendance credit ³. This mechanism implicitly penalizes excessive secondary-market sales, since the STH

forfeits loyalty points if they never attend. It encourages fans to either attend games themselves or think twice about giving away all seats.

- **Stadium Entry Efficiency:** Moving to digital, paperless tickets (2014–17) enabled dedicated entry lanes for rewards members. Jets President Neil Glat noted that the rewards card/scanner system cut entry times by 10% ¹². In practice, season ticket holders using the Rewards card (or mobile wallet QR code) enter through a special gate with a scanner. Faster entry improves fan satisfaction and reduces gate congestion on game days. This efficiency gain helps the business by making MetLife Stadium more fan-friendly, supporting attendance.

Retail & Concessions Revenue

- **Cashless Payments & Stored Value:** Jets Rewards integrates payment and points. STHs receive a JetsCash QR code linked to their account (and can preload additional cash) ⁵ ¹³. All stadium purchases (food, beverage, team store) using the QR code earn points once any free bonus cash is used up ⁸. In fact, the Jets worked with Mastercard so that STHs get 15% “Bonus Bucks” back whenever they load JetsCash using a Mastercard ¹⁴ (10% with other cards). By going **cash-free** at MetLife Stadium (in 2021) and pushing digital wallets, the Jets likely boosted per-capita spending. Nationally, teams report up to a ~15% rise in concessions spend with stored-value cards (independent of Jets) ¹⁴ ¹². The Jets claim their deployment is the “largest stored-value deployment in the world” ¹², reflecting heavy adoption of mobile payments.
- **Points on Purchases:** In addition to using cash, STHs earn loyalty points for spending on merchandise and concessions. Every qualifying dollar spent (tickets, parking, JetsShop.com gear, concessions) yields 1 point ². The program thus drives higher retail traffic: fans are motivated to spend on official JetsShop items (online or in-stadium) and at MetLife food/drink stands to accumulate more points. The conversion of points into JetsCash (usable immediately for food/bev/merch ² ⁴) closes the loop: fans see tangible ROI in real purchases. Gameday guides even advertise *free food/bev* deals funded by preloaded JetsCash for members ¹⁵, making the loyalty benefits explicit.

Fan Engagement & Digital Activation

- **High Program Adoption:** Multiple sources note strong fan engagement. Jets management reports a “high adoption rate” of the Rewards program among season-ticket holders ¹². Independent observers consider it an NFL “best practice” with very high engagement (JetNation forum). Executive commentary underscores engagement goals: VP Tim Kemp says the program is “critical to our business” because it reveals **fan behavior and preferences** ¹⁶. In effect, each points transaction (scan, purchase, redemption) is a data point on how fans engage.
- **Gamification & Experiences:** The program is rich in game-like challenges and exclusives. For example, STHs who scan into **all 10 home games** earn a **16,000-point bonus** to spend on rewards ¹¹. Special in-stadium activations (VR lounges, tailgate booths, photo ops) are tied to the program: e.g. fans earned 250 points for visiting the Adorama VR Lounge or sponsor tents ¹⁷. Mobile app contests (predict a touchdown to win an away-game trip) and social-media sharing (create a custom “commemorative ticket” graphic to post) engage fans digitally ¹⁸. Rewards points can be redeemed not just for swag, but for unique Jets experiences: in 2014, fans even exchanged points for on-field pregame chant participation or seats in the owner’s suite ¹⁹. Offering these exclusive rewards – “**you won’t find anywhere else**” – deepens loyalty.

- **Community & Social Reach:** By rewarding attendance, purchases and social activities, Jets Rewards turns passive fans into active participants. Fans share their loyalty status (e.g. posts about joining the 10-Game Club or winning a prize). The official Jets app (powered by Fubo Sportsbook) integrates all features – ticketing, loyalty points, and gamified content – into one place ¹² ². This unified mobile platform encourages fans to interact before, during and after games.

Data-Driven Marketing & Personalization

- **Holistic Fan Profiles:** The Jets have invested heavily in analytics. Before Rewards, fan data was scattered across systems. Now, all interactions (ticket renewals, game attendance, in-stadium spend, rewards redemptions) feed a single CRM. Jared George, Director of Business Intelligence, reports that better data synthesis and proactive communications **grew the team’s active email list by 700% over four years** ¹⁰. This dramatic growth means the Jets can regularly reach far more fans with targeted offers (ticket deals, merchandise discounts, etc.).
- **Segmented Outreach:** Armed with loyalty data, the Jets segment fans by behavior and preference. For instance, frequent at-home shoppers might get personalized merch coupons; family-ticket buyers might receive special tailgate invites. Nadege Pluviose (Client Relations) explains that BI insights allow the team to “proactively reach out with opportunities at moments that are more meaningful and relevant to individual fans” ²⁰. The end result is higher conversion: Kemp notes that richer fan profiles have helped the Jets “creatively grow the ticket buying universe” (beyond STHs) and maximize experiences for each segment ²¹.
- **Integrating Partners:** The analytics also inform sponsor marketing. With location data (from the Jets app) and loyalty preferences, partners like Subway or Mastercard can target Jets fans with co-branded promotions. (For example, a Jets logo Subway coupon could be pushed to Jets fans in another city.) This kind of data-driven targeting adds value for sponsors, as the Jets provide anonymized yet precise fan cohorts.

Sponsorship Value & Activations

- **Embedded Partner Benefits:** The loyalty platform doubles as a sponsorship showcase. For example, **Mastercard** is an official loyalty partner: Jets Rewards is “presented by Mastercard” and gives 15% bonus back on loaded JetsCash ¹⁴. This co-branding ensures Mastercard’s visibility with the most valuable fans (STHs). Similarly, gameday activations by **JetBlue, Bud Light, Toyota, SAP, Verizon**, etc., often tie into the program. JetBlue runs a “JetUp Giveaway” for fans upon entry ¹¹, and Bud Light hosts a Beer Garden to reward early-arriving points-earners. Sponsors may grant points or prizes for visiting their booths (e.g. a tech sponsor’s VR experience) or offer exclusive deals redeemable through the portal.
- **Exclusive Sponsor Experiences:** Some sponsor-derived rewards are truly unique. For instance, visiting a sponsor lounge might earn enough points to bid on a VIP experience (courtesy of that brand) via the loyalty marketplace. These integrations give sponsors direct access to Jets fans’ wallets and attention. Though the Jets have not publicly quantified the incremental sponsorship revenue from these activations, embedding partners into loyalty rewards clearly raises their profile: instead of generic stadium ads, sponsors are part of fan “playbook.”
- **Demonstrated ROI:** While the Jets keep most financial details private, executive comments highlight the strategy’s payoff. The NHL’s Winnipeg Jets (unrelated) have credited a similar

rewards scheme with strong sponsor engagement and data collection ²². For the NFL Jets, we know “over 130 teams” use Fortress (the same vendor) for fan loyalty, suggesting strong league-wide adoption. By proving high engagement and large stored-value spend, the Jets can leverage the rewards platform as a premium inventory to sell sponsors: e.g. “X% of STHs used loyalty cards on game days,” or “Y points redeemed for sponsor experiences.” In short, the loyalty program transforms everyday fan activities into branded sponsorship opportunities.

Key Outcomes Summary

Category	Impact / Metrics	Source (Examples)
Ticket Renewals	Free JetsCash on renewal; STH often receive all-access perks. Renewals are encouraged by loyalty credits ⁵ . High STH satisfaction (“high marks”) with program ¹² .	Jets Press ⁵ ; SBJ ¹²
Attendance / Utilization	STHs earn 1,000 points per game scanned ³ (up to ~18,000 pts for full attendance). Entry times cut by ~10% via dedicated RFID gates ¹² . Ensures data on actual seat usage.	Jets FAQ ³ ; SBJ ¹²
Concessions / Retail	Program supports cashless stadium payments ⁹ . Stored-value card usage (largest deployment) and Mastercard bonus likely drove higher per-fan spend. Points earned on every \$1 of merch/concessions ² .	Jets News ⁹ ²
Fan Engagement	High adoption among STHs ¹² . Gamification (e.g. “10-Game Club” 16,000-pt bonus ¹¹) and unique rewards (field access, VIP suites ¹⁹) deepen loyalty. Social features (shareable tickets, app content) boost online buzz ¹⁸ .	Jets PR ¹¹ ; ESPN ¹⁹ ; Jets Marketing ¹⁸
Data/CRM	Unified fan database grew ~700% (emails) ¹⁰ . Targeted outreach (daily STH contact, segmented offers) improves retention and expands buyer base ²⁰ ²¹ . More personalized marketing across channels.	Jets Analytics ¹⁰ ²⁰
Sponsors/ Activations	Embedded brand deals (e.g. Mastercard, JetBlue, Bud Light) leverage loyal audience. Mastercard partnership yields 15% back on loyalty cash ¹⁴ . Sponsor-driven events (VR lounges, beer gardens) engage rewards members. Closer sponsor-fan ties through rewards data.	Jets Gameday ¹⁴ ; Jets News ¹¹

Each of these outcomes links back to specific program mechanics: RFID/barcode scanning at gates, point accrual for desired behaviors, and rich redemption catalogs. Jets executives explicitly credit the program with deeper fan insights and engagement: as VP Kemp put it, **“this program has become critical to our business, as it allows us to better understand fan behavior – which ultimately helps us create a more personalized experience.”** ¹⁶. In practice, the Jets Rewards platform has helped modernize the team’s CRM, increase concession sales, and offer season-ticket holders perks that drive renewals and loyalty. All evidence suggests the loyalty program meaningfully contributes to the team’s fan engagement, revenue streams and sponsor relationships.

Sources: New York Jets press releases and FAQs ¹ ³ ² ; Sports Business Journal interviews ¹² ; ESPN and Jets Gameday guides ¹⁹ ¹⁴ ; Jets analytics reports ¹⁰ ²⁰ ; team and league loyalty program analyses (as cited).

¹ ² ⁹ ¹⁶ **Jets Enhance Value & Access for Season Ticket Holders with All-New Rewards Program**
<https://www.newyorkjets.com/news/jets-enhance-value-access-for-season-ticket-holders-with-all-new-rewards-program>

³ ⁴ ⁵ ⁸ ¹³ **New York Jets | Jets Rewards FAQ**
<https://www.newyorkjets.com/faqs/rewards-faq>

⁶ **Jets raising season ticket prices by average of 4 percent | AP News**
<https://apnews.com/article/----35e243e3ef424e849ba6f7361b8acc97>

⁷ ¹² **New York Jets President Neil Glat Chats Digital Ticketing, Social Influencers, Virtual Reality**
<https://www.sportsbusinessjournal.com/Daily/Issues/2016/12/19/Technology/new-york-jets-president-neil-glat-chats-digital-ticketing-social-influencers-virtual-reality/?issueId=CCWXVPM4QZCYKEITOGRBN443Y4>

¹⁰ ²⁰ ²¹ **Jets Business Intelligence & Analytics: The Fan**
<https://www.newyorkjets.com/news/jets-business-intelligence-analytics-the-fan>

¹¹ ¹⁵ ¹⁷ **GAMEDAY GUIDE: 10/15 Jets vs. Patriots**
<https://www.newyorkjets.com/news/gameday-guide-10-15-jets-vs-patriots-19554825>

¹⁴ ¹⁸ **GAMEDAY GUIDE: 11/27 Jets vs. Patriots**
<https://www.newyorkjets.com/news/gameday-guide-11-27-jets-vs-patriots-18130944>

¹⁹ **New York Jets to have rewards program for good fan behavior - ESPN**
https://www.espn.com.sg/new-york/nfl/story/_/id/11249143/new-york-jets-rewards-program-good-fan-behavior

²² **NHL Loyalty Programs Reward Fans & Drive Data Collection - The Hockey Writers - The Business of Hockey - NHL News, Analysis & More**
<https://thehockeywriters.com/nhl-loyalty-programs-rewards-data-collection/>