

SPORTS

Luxury suites, packages await baseball-loving affluents for 2021 season

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The New York Yankees are just one of several teams that offer luxury suites.

By KATIE TAMOLA

After a shortened season with limited spectator opportunities due to COVID-19, Major League Baseball teams are preparing their luxury suites for baseball fans' triumphant return to the ballparks in 2021.

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Today is opening day for the MLB, and baseball organizations from across the country are marketing suites with a range of amenities including climate-controlled atmospheres with comfortable seating for game-watching, liftable glass viewing walls to make the suite open air, wait service, alcohol options, parking, complimentary scoreboard messages and more. Teams are offering various packages and amenities as franchises are still responding appropriately and safely to the COVID-19 pandemic developments.

"The biggest appeal to a luxury box today is being able to provide your group your own private intimate space in the ballpark," said Brian Jeffcoat, vice president of client services at [Suite Experience Group](#). "There is still a risk when attending a game with the pandemic, and being in a suite can provide your group with a safer and private place to enjoy the game while taking in the atmosphere of Major League Baseball."

Take me out to the suite

The suite experience offers affluents the opportunity to enjoy a baseball game from their own comfortable oasis with private service and a litany of disparate accommodations that entertain and excite. These offerings have added resonance as more stadiums welcome fans on a limited basis amid the pandemic.

According to [Forbes](#), the top five highest-valued teams in the MLB are the New York Yankees, valued at \$5.3 billion; the Los Angeles Dodgers, valued at \$3.6 billion; the Boston Red Sox, valued at \$3.5 billion; the Chicago Cubs, valued at \$3.4 billion; and the San Francisco Giants, valued at \$3.2 billion. [Statista](#) ranks California and New York as the two states housing the most billionaires in the country, so it makes sense that both states house multiple baseball stadiums offering luxury suites and amenities.

For affluents living or visiting the New York area, Yankee Stadium suites are designed for guest interaction, offering a bar area with granite countertops and wood paneling in conjunction with a roomy lounge featuring plush leather

seats and sliding glass windows that overlook two rows of exterior cushioned suite seats. This private viewing space, which historically can accommodate six to 11 guests, is ideal as it allows ample room and areas for affluents to congregate or focus on the game.

Other amenities include a complimentary scoreboard message, two complimentary parking passes and all-inclusive food and nonalcoholic beverages with domestic beer also being included with all luxury suites. For April 3, a six-person suite starts at \$2,300, with additional packages for future games available on the New York Yankees [website](#).



The Bank of America suites at Dodger Stadium. Image credit: Los Angeles Dodgers

The Boston Red Sox, the American League East rival to the New York Yankees, refuse to be left behind, offering disparate "K" and "B" suites that reside along the third-base line and first-base line, respectively. Each suite offers an excellent view of the playing field and Boston skyline and includes a 50" indoor television and a 32" outdoor television.

Pavilion suites start at \$1,800 for eight guests in a private suite and Dell level suites which include a private restroom, kitchen, living room, indoor and outdoor seating start at \$2,400 for eight guests. The Jim Beam dugout, which sits adjacent to the Red Sox dugout, is also available for eight guests.

For information regarding disparate pricing and packages one even includes limousine transportation as well as food and beverage options, prospective clients can consult the Boston Red Sox 2021 suite [look book](#) or visit the Red Sox [website](#).

Out west, the Los Angeles Dodgers are offering their Bank of America suites, with private spaces for groups, spacious interiors and an outdoor seating deck overlooking the field. Guests will also receive preferred parking, access to a members-only stadium club and a server for all food and beverage needs.

Bank of America suite level packages begin at \$5,000 to \$10,000 for a single game, \$18,000 for a three-game package, five-game package at \$30,000 and a 10-game package at \$55,000.

The San Francisco Giants offer an array of suite packages to remind affluents that the Dodgers are not the only Californian team willing to provide a luxury experience. Giants fans can choose between several suites, including the Alaska Airlines loft, the most sought-after suite in Oracle Park for client entertainment, featuring a tiered patio extending over the field for an amazing view of the game, catering options and a complimentary videoboard message.

The Salesforce Champions suite at Oracle Park offers a wet bar, private restroom, six HD televisions, upgraded finishes, four seats behind home plate in the Lexus Batter's Box, a complimentary videoboard message and a Giants baseball cap and programs for each guest.

In 2019, the suites at Wrigley Field got an upgrade

Chicago-based affluents have ample suite opportunities at the legendary Wrigley Field, with the Cubs offering a wide range of [packages](#) that include single game suite rentals to entire spaces for parties and meetings. For single game suite rentals, fans can enjoy outdoor seating, climate-controlled indoor seating, all-inclusive catering packages featuring unlimited beer, an exclusive entrance into Wrigley Field and more.

Legend suites at Wrigley Field have availability for up to 15 guests, offer a meet and greet with a former Cubs player, pregame tour of the stadium, padded indoor and outdoor seats, flats-screen televisions and seasonal outdoor heat

lamps. These suites are available up to two hours before the first pitch and 30 minutes after the final out and offer unlimited craft beer, wine, nonalcoholic drinks, one bottle of liquor and expansive menu options.

Fans can typically visit a team's official website or contact the box office to learn more about suite packages.

"Being in a luxury suite for many people is a bucket list item," Mr. Jeffcoat said. "There's a wow factor when you step into one, which is why it's a great way to entertain for business, and it's a first-class experience with a private entry into the ballpark, to the exclusive access of a private VIP club within the stadium and then having your own upscale room to enjoy the game is the cherry on top."

Extra innings

The worlds of luxury and professional sports have never situated themselves too far apart, and as time goes on, more opportunities, partnerships and overlaps seem to occur.

In 2017, G & G Business Developments, the firm behind Aston Martin Residences in Miami, worked with the Miami Dolphins to bring the feel of luxury real estate to the National Football League team's home stadium. The partners planned the opening of The Nine hosted by Aston Martin Residences at 300 Biscayne Boulevard Way, a hospitality suite within Hard Rock Stadium, the Dolphin's home ([see story](#)).

LVMH-owned Cognac brand Hennessy celebrated the start of the 2020-21 NBA season as the official spirit of the NBA, WNBA, NBA G League and USA basketball. In commemorating the progressive vision of the basketball league, Hennessy's campaign paid tribute to players' commitment of driving culture forward, on and off the court ([see story](#)).

With the COVID-19 vaccine rollout and re-openings, baseball organizations and fans alike are eager to return to the suite life.

"COVID-19 has upended the sporting calendar, with professional leagues everywhere suspending their activities to limit the spread of the virus, and scrambling to sell luxury seating," said Will Sims, founder and CEO of [Tru-Spot Technologies](#), Brandon, MS. "Lost revenue and ticket sales for mainstream sporting events and concerts has become a reality for franchise owners, arenas/stadiums and fans, as the battle with coronavirus and fans returning to stadium [with] luxury seating still lingers."

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