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Cowboys' Party Pass Expands Stadium Capacity Beyond 100,000

The Cowboys Friday unveiled a \$29 Party Pass that will "give fans access to the six party decks in each end zone" at Cowboys Stadium, covering "more than 180,000 square feet of space overlooking the field," according to Todd Archer of the *DALLAS MORNING NEWS*. Cowboys Owner Jerry Jones said that the party decks "can hold up to 35,000 people." Jones: "I don't ever envision seats in these areas." Archer noted the Party Pass "would not count toward the blackout policy and would allow the Cowboys to determine the standing room space based on the game or opponent" (*DALLAS MORNING NEWS*, 8/1). In Ft. Worth, Jeff Caplan noted the Party Pass "will offer one of the best ticket values in the NFL and easily allow capacity to expand beyond 100,000," and Jones "envision[s] selling between 15,000 and 35,000 Party Passes for big games, beginning with the Cowboys' home opener Sept. 20 against" the Giants. Jones: "The key buzz words for the Party Pass are that it's open to the field. You can basically freely move up and down the platforms, stand on the staircases, move around the concourses, have areas that you enjoy watching the Dallas Cowboys play. ... I want you to picture the experience of the Pavilion at the [PGA Tour HP Byron Nelson Championship] or the infield at the Kentucky Derby." Caplan noted Cowboys Stadium was "designed with large concourses behind each end zone, plus elevated platforms, or patios at each end," and the platforms are "connected by long stairways that also allow fans to stand and watch the action and the good times below." No other NFL stadium is "capable of accommodating so many standing-room-only fans" (*FT. WORTH STAR-TELEGRAM*, 8/1).



Party Decks At Cowboys Stadium Can Hold About 35,000 People

MISSING SOME CHARM? In Texas, Travis Yoesting wrote the stadium is a "football cathedral, a sports Mecca that will be the end voyage of many a pilgrimage in the coming years." However, at the moment, the "sterile structure completely lacks character." Jones may want to "work on filling up his stadium ... with any sort of semblance of character." Yoesting: "The stadium at present is incredibly stale. It's a gargantuan gray mass. Sure it's silver here or white there and maybe some dull blue over yonder, but it comes off as sterile and empty" (*TYLER MORNING TELEGRAM*, 7/30).

GIVING THE TEAM A LIFT: Jones was the subject of the "Sunday Conversation" on ESPN's "SportsCenter" last night, and he said the new stadium "should lift expectations" for the team on the field. Jones: "This stadium can play a role in how well we play" ("*SportsCenter*," *ESPN*, 8/2).