

Colts fans grabbing up season tickets for \$57



WILL YOU MISS IT? With a new team president and new head coach, fans expect 1998 to be a season to remember.

■ The Colts announce a new "3-Game Season Ticket Pack" for battles with Bengals, Saints, and Chargers—just \$57 guarantees a Dome seat for anyone who calls 317-297-7000 today.

By Dean Rieck
SPORTS WRITER

It's happening again. Last season, the Colts announced a new five-game season ticket package giving fans the opportunity to see some of the best games of the year for less than a hundred dollars.

"The phones went wild," says Pat Coyle, Director of Marketing for the Colts. "We sold out in two weeks. People loved the idea of seeing home play, committing to fewer games, and doing it all for just ninety-five bucks."

Now, they are offering fans a new '3-Game Season Ticket Package' for as little as \$57. Colts management is already seeing a significant increase in ticket sales. They expect the new three-game pack to boost sales to record levels.

Season tickets for \$57? What's the catch?

"No catch," says Coyle, "unless walking up a few steps and saving money is a catch. These seats aren't on the fifty

yard line, but a lot of fans tell us they don't want that. We're just giving fans what they want."

Recently, the Colts surveyed fans about what they like. When asked about the second level, an overwhelming 95% said they loved it. The biggest reason was the big bench seats. "It's sort of like flying first class. You have plenty of room to spread out. It's great for families and groups."

Another reason may be that the Dome is one of the best designed stadiums in the country, and every seat from top to bottom has a great sight line. "Man, it's a heck of a view. You can actually see the plays develop on the grid. You can't see that downstairs."

For just \$57, the new 3-Game Season Ticket offers fans a good deal. You'll even have money left over for hot dogs and drinks. You'll see the Colts take on Mike Ditka's New Orleans Saints, regional AFC Central rival Cincinnati Bengals, and the San Diego Chargers.

There is also the 5-game "Rival Pack" for games with 4 divisional rivals: Miami Dolphins, Buffalo Bills, New York Jets, and New England Patriots. Plus, you'll be there for the final game in the regular season against the Carolina Panthers. Starting at just \$95, these tickets sold out in two weeks last year.

For fans wanting to see every game, there is the "Full Season" ticket. As if getting guaranteed seats for all 10 home games isn't enough, Colts owner Jim Irsay will present a special free mys-

tery gift to every fan who buys a Full Season Ticket. Plus, you get the "Colts Digest" newsletter free. Not bad for as little as \$190.

What could you miss without season tickets? Does "Green Bay" ring a bell? The stunning 1997 victory over the Packers is exactly the kind of drama Colts fans dream about—and kick themselves for missing.

With new blood like quarterback Peyton Manning on the roster, and talent like Faulk, Dilger, and Harrison, 1998 promises to be an exciting season.



Says one fan, "We've got new team president Bill Polian, who took the Bills to four Super Bowls. We've got Jim Mora, who drove the Saints to four playoffs. And we've got number one draft pick, Peyton Manning in the driver's seat. I mean, just think of the possibilities! And you can't see it on TV. You gotta be there!"

Readers of the Star can order the new 3-Game Season Ticket Package—or any other tickets—by calling 317-297-7000. As of press time, these tickets were still available. However, if last year is any indication, they could sell out in days. Fans are encouraged to call now.

Yes! I want Colts Season Tickets!



New 3-Game "Micro Pack"—
as little as \$57
(Available for \$24 and \$19 seats only.)



5-Game "Rival Pack"—as little as \$95
(Available for \$24 and \$19 seats only.)



10-Game "Full Season Pack"—as little as \$190
includes newsletter and FREE Gift!

Hurry! Available seats limited. Call **(317) 297-7000** today!

OFFER ENDS JULY 31, 1998

NEW! Ask about the Colts Payment Plan. Get Season Tickets for as little as \$17 per week.