

The Royal Gazette

Gosling's ticket offer

Gosling's Rum products will now be sold at Boston's Gillette Stadium and the company is generating publicity by offering two season tickets to the stadium.

Currently there are 50,000 people on a waiting list for season tickets. The stadium seats 68,756 and is the home to the New England Patriots – winners of three of the last five Super Bowls as well as the Major League Soccer team New England Revolution, for whom Bermudian Khano Smith plays. The winner will get to go to every sporting event as well as every concert at the in 2007. Upcoming concerts include the Rolling Stones and Kanye West, Bon Jovi played there in July.

The sweepstakes, which has been called the "UnBefreakinlievable Sweepstakes", will run from August 12, 2006 to December 14, 2006. To enter people do not need to purchase a Gosling's product, they need only fill out a registration form at participating retail locations in Massachusetts, Rhode Island and New Hampshire. The only rule is that anyone who enters must be 21 and over.

To kick off the event, ads will be running that promise fans a way to get tickets without doing anything too rash.