



NEWS RELEASE

Race Day Starts Before You Get to the Track: StubHub and New Era Team Up for F1's North American Season and Beyond

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New partnership offers up New Era® gear to StubHub fans as F1 cap sales in North America hit record highs

NEW YORK--(BUSINESS WIRE)-- StubHub (NYSE: STUB), the leading global live events platform, today announced a new partnership with New Era, the international sports and lifestyle brand and the headwear of choice for fans across every major sport, to connect the two ways fans show up for live events: buying the ticket and wearing the gear.

Offers span New Era's full catalog across all teams and sports, so fans attending any event on StubHub can discover gear for the team they love, regardless of who's playing that day. Starting ahead of the Formula 1 Miami Grand Prix on May 4, StubHub fans will see personalized New Era merchandise offers for their favorite team and driver built directly into the StubHub experience — surfaced at the moments they're most engaged, from ticket checkout through race day.

The launch comes as F1's North American fanbase reaches new heights. Data from StubHub and New Era shows the growth extends well beyond the grandstand:

- F1 ticket demand on StubHub in North America grew 132% between 2022 and 2025.
- New Era F1 race-specific cap sales grew 1.5x in 2025, with North American race markets leading the surge: Miami +87%, Las Vegas +46.5%, and Austin +34% year-over-year from 2024 to 2025.

- Miami is the highest-grossing F1 market on StubHub in North America, generating more in ticket sales since the race's 2022 debut than Austin, Montréal, or Las Vegas.

"F1 has built one of the most passionate fanbases in live sports, and the data backs it up. These fans don't just attend one event, they plan their lives around the calendar. With New Era, we're meeting them where that energy already lives. From the moment they buy a ticket on StubHub, we can put the right gear in front of the right fan at exactly the right time."

— Shaun Stewart, VP of Open Distribution, StubHub

Once fans purchase their tickets on StubHub, the integration surfaces personalized New Era products tailored to their supported team or driver across four touchpoints:

- In the ticket checkout flow, before purchase is complete
- On the post-purchase confirmation page and in the follow-up email
- In event reminder emails in the days leading up to the race
- Via push notifications on race day

Offers include the full New Era catalog at an exclusive discount available to eligible StubHub customers. StubHub's prediction engine identifies a fan's team affinity using purchase history, location signals, and browsing behavior — no manual selection required.

"StubHub's audience unlocks a real opportunity for New Era – reaching fans at the exact moment they've committed to attending. We are excited to watch this new partnership first play out during the F1 Miami Grand Prix, where we have seen fans come out in a big way to support their favorite teams on race weekend with the best in gear."

— Jonathan Smalley, VP of Ecommerce North America, New Era

The partnership launches in the U.S. across StubHub's website and app ahead of the F1 Miami Grand Prix. From day one, personalized New Era offers are available to StubHub fans across all sports — MLB, NFL, NBA, NHL, and more.

About StubHub

StubHub is a leading global secondary ticketing marketplace for live events. Through StubHub in North America and viagogo internationally, StubHub services customers in over 200 countries and territories, supporting over 30 languages and accepting payments in over 45 currencies – from sports to music, comedy to dance, festivals to

theater. StubHub offers a safe and convenient way to buy or sell tickets to live events across the world for memorable live experiences.

About New Era Cap

Since 1920, New Era has been handcrafting the finest headwear in the world. Today, with an expansive portfolio of global licenses, the addition of apparel and accessories lines, and a 1,000+ worldwide retail store network, the brand is a market leader rooted in sports and an influencer of street and lifestyle culture around the world. Headquartered in Buffalo, NY, New Era products are sold in more than 125 countries. For more information on New Era's global offices and partnerships, visit **www.neweracap.com** and social channels @neweracap.

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Source: StubHub