



Heartland for the Win at Super Bowl 50!

Houston, Tara - 2/19/2016

On February 7th, the Carolina Panthers met up with the Denver Broncos at Levi Stadium for Super Bowl 50. It was a historic event and Heartland was there!

Heartland is the long time card processor for Centerplate, an event venue food and beverage corporation with over 120 venues across the U.S., including Levi Stadium. Our relationship with Centerplate earned us an invitation to work with Visa and a point of sale provider to outfit the entire stadium with new equipment prior to the big game. As a result, Levi Stadium patrons were able to use contactless payments for their purchases during Super Bowl 50.

The big game was a big success for Heartland processing! Over the course of approximately 4 hours, we processed 64,085 transactions for a total of \$2,188,451.59! That means that regardless of which team you were cheering for, we were all on the winning team.

A complete breakdown of Heartland's processing is below:

Catering	\$154,986.67	138 transactions
In-seat	\$89,070.0	2,710 transactions
Concessions	\$1,944,394.87	61,237 transactions
Total	\$2,188,451.59	64,085 transactions