

MARQUETTE LAW SCHOOL
SPORTS LAW



Continued Growth of Sports Law



Job Opportunities

Marquette Law School Alumni with Sports-Related Jobs:

1. Schuyler J. Baehman, Senior Manager of Communications & Player Relations, National Hockey League, New York, New York
2. Eryn M. Doherty, Assistant General Counsel/Executive Director, Labor Relations, Sony Pictures Entertainment, Los Angeles, California
3. Shawn M. Eichorst, Director of Athletics, University of Miami, Coral Gables, Florida
4. Martin J. Greenberg, Managing Member, Law Office of Martin J. Greenberg, LLC, Milwaukee, Wisconsin
5. Greg Heller, Senior Vice President and General Counsel, Atlanta Braves, Atlanta, Georgia



Greg Heller, Senior Vice President and General Counsel, Atlanta Braves (Class of 1996)

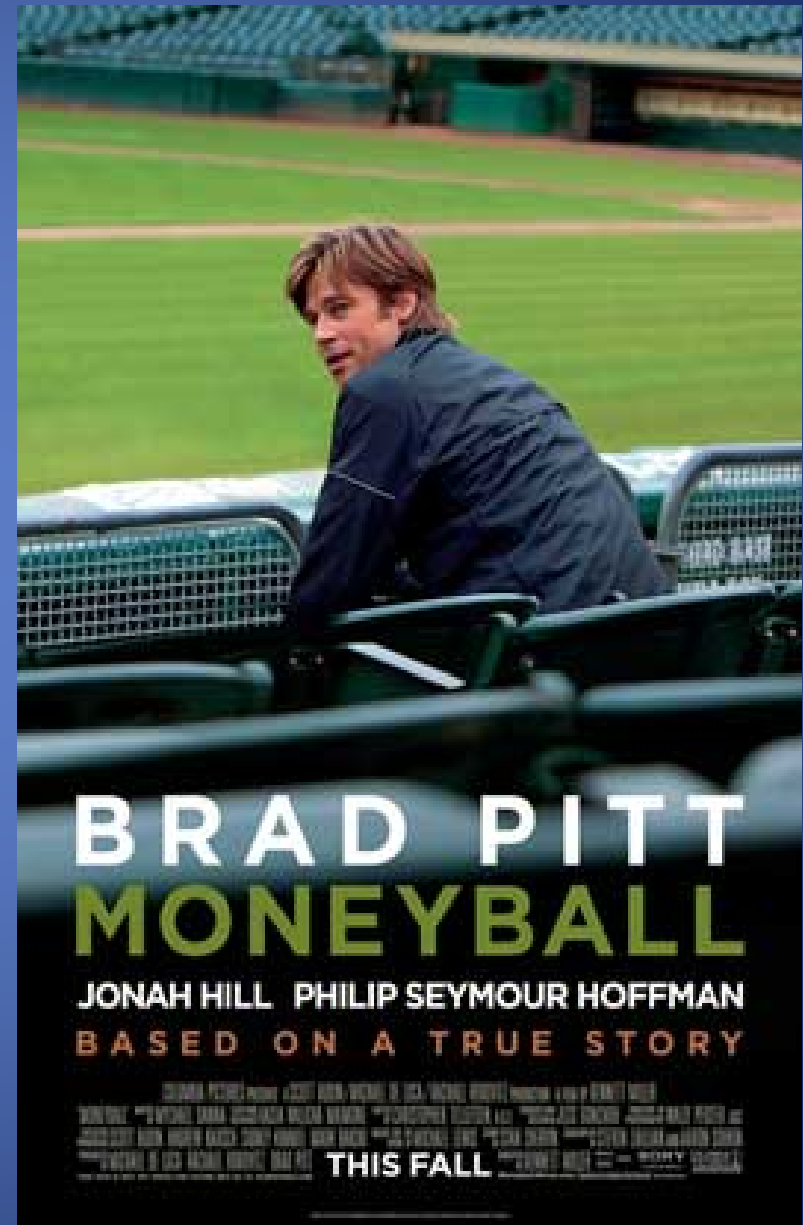
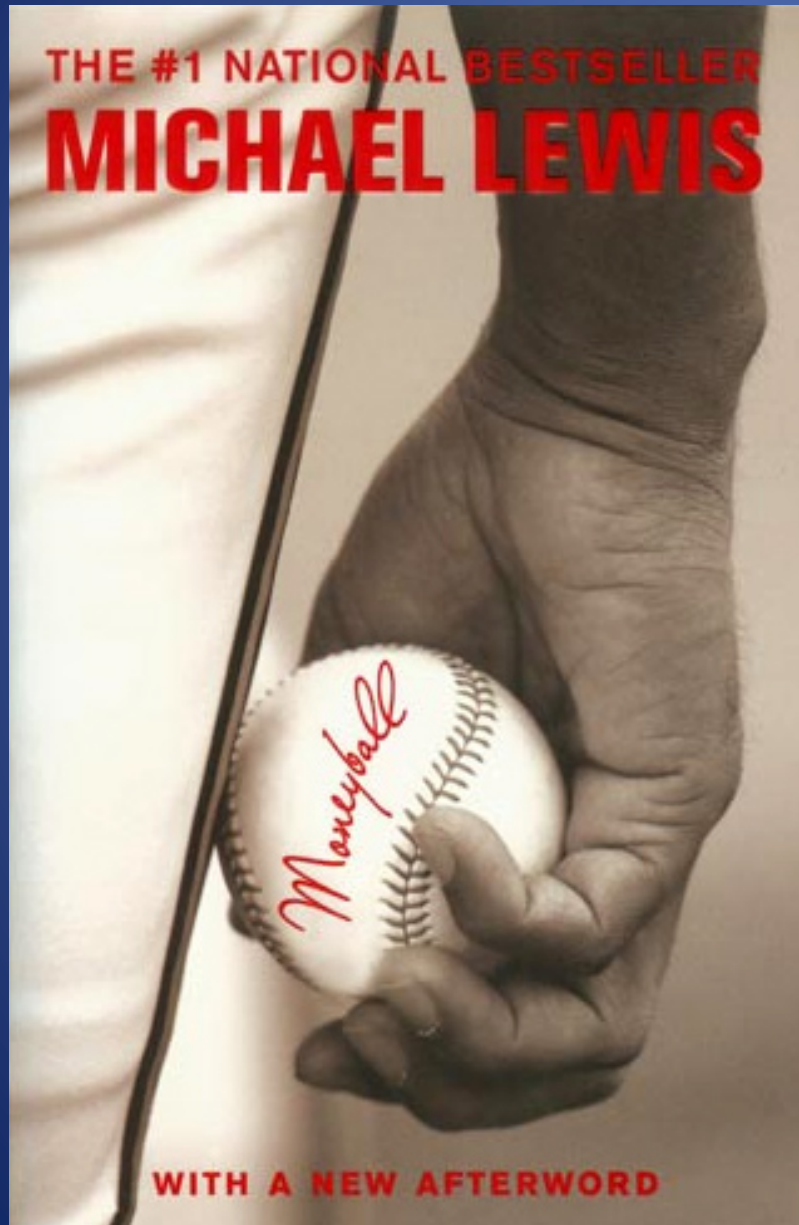
Job Opportunities

Marquette Law School Alumni with Sports-Related Jobs:

6. Danez M. Marrable, Associate Athletic Director for Student Support Services, University of Alabama at Birmingham, Birmingham, Alabama
7. Nyea Sturman, Partnership Business Manager, Orlando Magic, Orlando, Florida
8. Jason Wied, Vice President of Administration/General Counsel, Green Bay Packers, Green Bay, Wisconsin
9. William S. Miller, Assistant Professor, Health, Exercise Science & Sport Management, University of Wisconsin - Parkside, Kenosha, Wisconsin
10. Henry Archuletta, Director of Compliance Services, Southland Conference, Frisco, Texas
11. William Appleton, Jr., Appleton Sports Management, Fairfax, VA
12. Matt Banker, Assistant Commissioner for Institutional Services, Ohio Valley Conference, Nashville, TN
13. John Drana, President, The Drana Group, Milwaukee, WI
14. Dan Foutz, Business Development, PlayON Sports, Atlanta, GA
15. Trevor Haley, Area Supervisor & Scout, Pittsburgh Pirates, PNC Park at North Shore, Pittsburgh, PA
16. Lora Ann Kaelber, Midwest Athletes Against Childhood Cancer (MAAC) Fund, Inc., Milwaukee, WI
17. Brett Lashbrook, Associate Legal Counsel, Major League Soccer, New York, NY
18. Jessica Schaak, Spire Sports + Entertainment, Cornelius, NC
19. Mike Sneathern, Associate Counsel, Milwaukee Bucks, Milwaukee, WI (L'02)
20. James Sullivan, President, Poker Royalty, LLC, Las Vegas, NV (L'01)



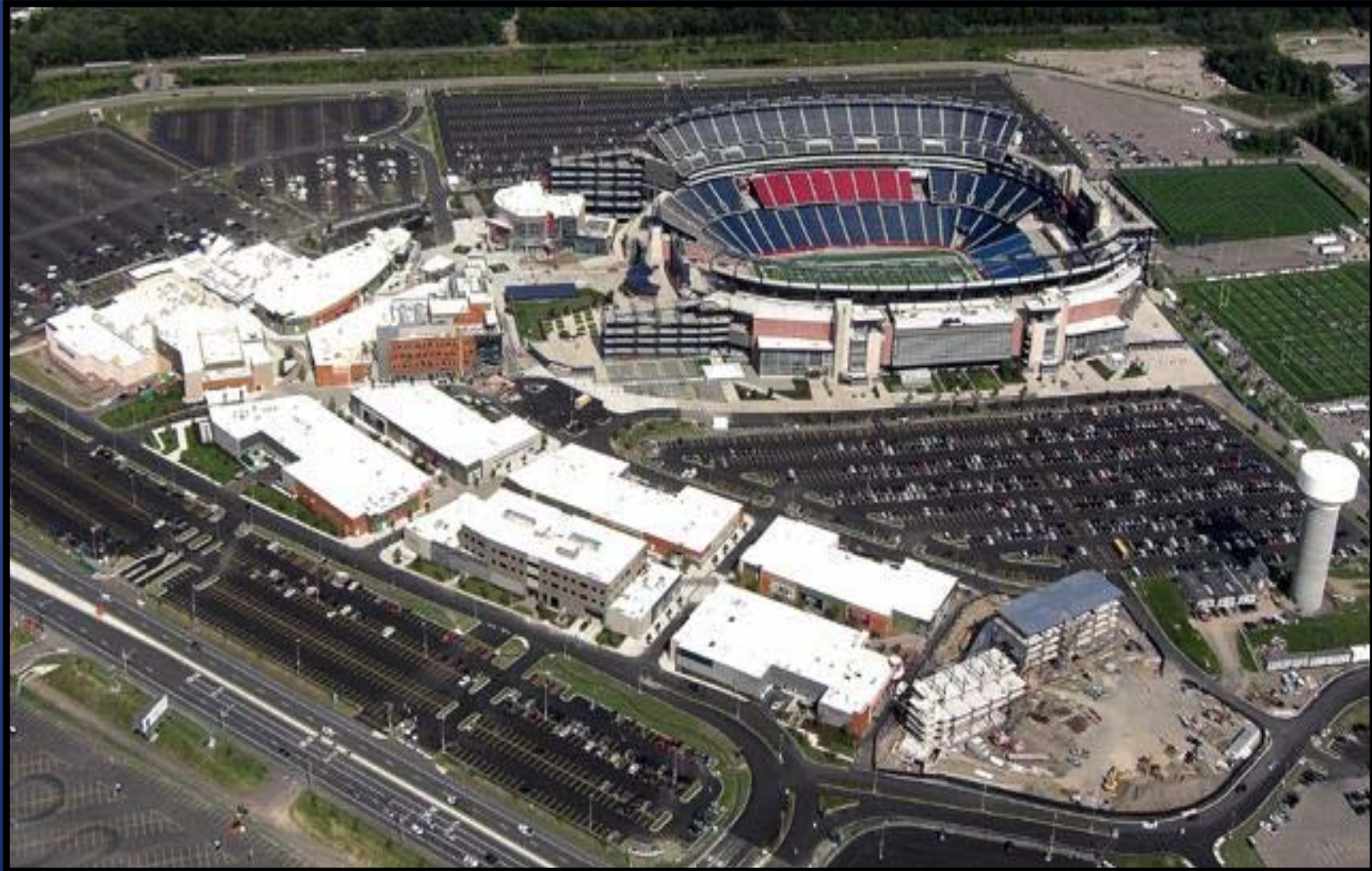
Sports Business



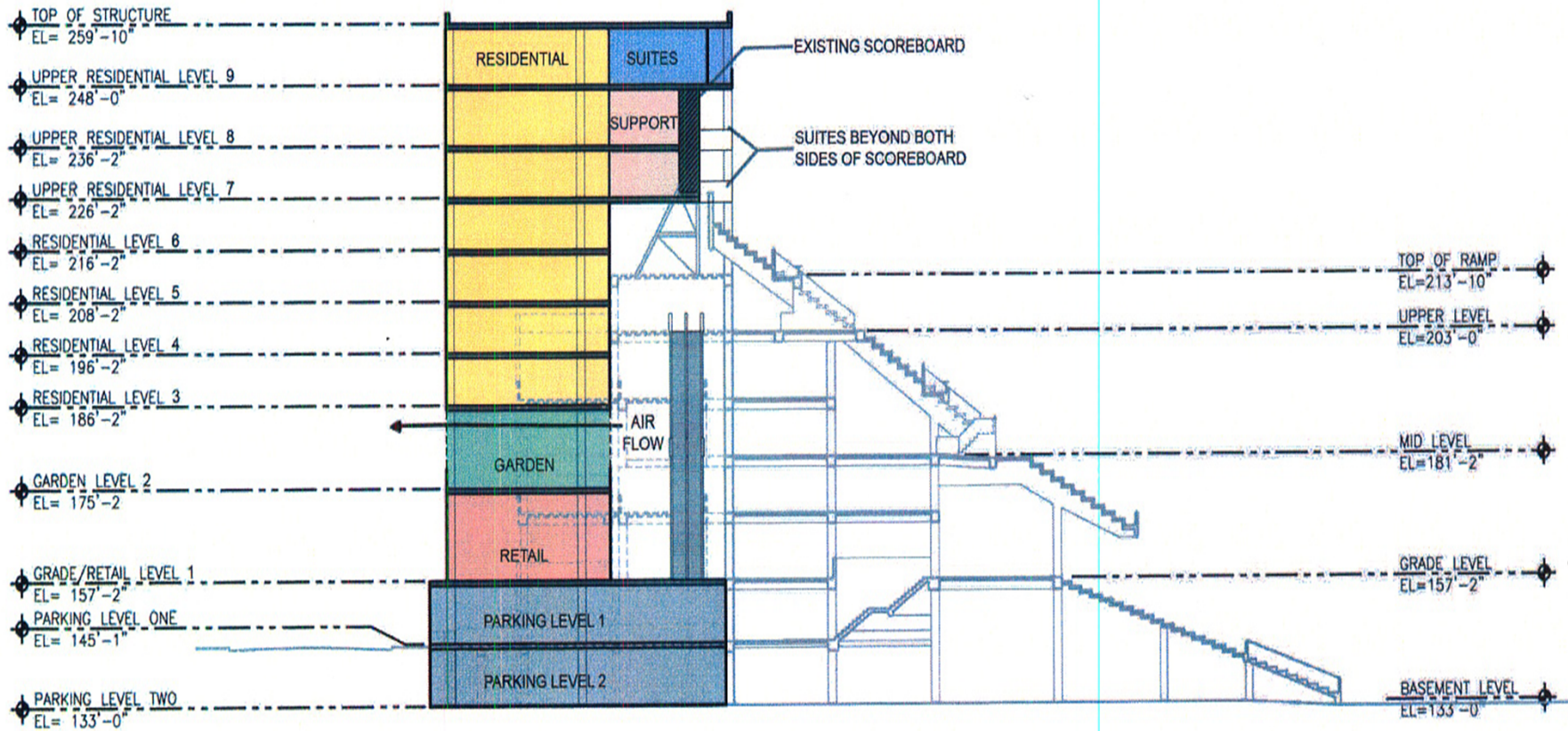
Sports.Comm

Patriot Place

Home of the New England Patriots



Sports.Comm



BUILDING SECTION

1" = 25'-0"

UNIVERSITY OF FLORIDA

SOUTH ENDZONE DEVELOPMENT

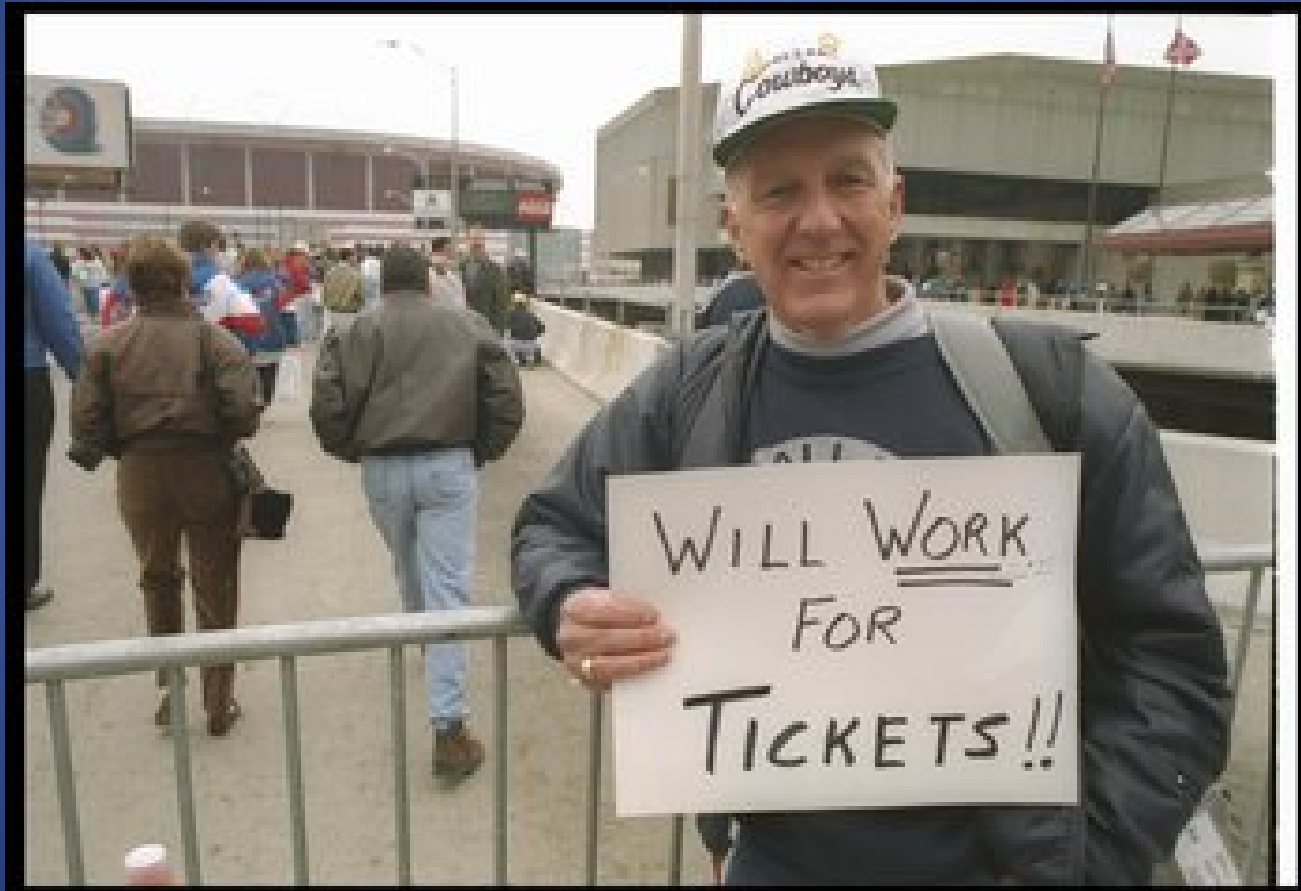
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Outpricing the Fan

Fan Cost Index



Outpricing the Fan

Cost of Suites and Club Seats in the NFL

List of NFL Stadiums in the Order of their Potential Revenue Generated:

TEAM	VENUE	SUITES	AVG. FEE	CLUB SEATS	AVG. FEE	POTENTIAL REVENUE
Cowboys	Cowboys Stadium	300	\$300,000	14,102	\$3,400	\$137.9M
Giants*	MetLife Stadium	213	\$494,000	9,236	\$4,760	\$96.6M
Jets*	MetLife Stadium	213	\$494,000	10,041	\$3,840	\$91.2M
Redskins	FedExField	208	\$151,000	17,263	\$3,350	\$89.4M
Buccaneers	Raymond James Stadium	197	\$105,000	12,053	\$2,750	\$53.8M
Texans	Reliant Stadium	185	\$156,000	8,464	\$2,700	\$51.6M
Patriots	Gillette Stadium	80	\$188,000	6,460	\$5,000	\$47.3M
Dolphins	Sun Life Stadium	195	\$97,000	10,470	\$2,640	\$46.5M
Eagles	Lincoln Financial Field	171	\$143,000	8,447	\$2,340	\$44.2M
Bears	Soldier Field	133	\$151,000	8,376	\$2,801	\$43.6M
Panthers	Bank of America Stadium	157	\$92,000	11,223	\$2,110	\$38.1M
Ravens	M&T Bank Stadium	122	\$138,000	8,108	\$2,420	\$36.5M
Colts	Lucas Oil Stadium	140	\$127,000	7,264	\$2,510	\$36.1M

Outpricing the Fan

Cost of Suites and Club Seats in the NFL

TEAM	VENUE	SUITES	AVG. FEE	CLUB SEATS	AVG. FEE	POTENTIAL REVENUE
Broncos	Sports Authority Field At Mile High	115	\$123,000	7,749	\$2,790	\$35.8M
Jaguars	EverBank Field	89	\$110,000	11,692	\$1,970	\$32.8M
Titans	LP Field	171	\$78,000	11,682	\$1,590	\$31.9M
Steelers**	Heinz Field	129	\$99,000	8,100	\$2,300	\$29.9M
Falcons	Georgia Dome	171	\$122,000	6,180	\$1,874	\$29.6M
Seahawks	CenturyLink Field	112	\$105,000	7,826	\$2,180	\$28.8M
Chargers	Qualcomm Stadium	113	\$110,000	7,668	\$2,120	\$28.7M
Bengals	Paul Brown Stadium	132	\$116,000	7,793	\$1,680	\$28.3M
Browns	Browns Stadium	145	\$81,000	8,345	\$1,970	\$28.1M
Packers	Lambeau Field	166	\$79,000	6,089	\$2,368	\$27.5M
Saints	Louisiana Superdome	137	\$80,000	8,593	\$1,880	\$27.1M
Cardinals	Univ. of Phoenix Stadium	108	\$99,000	7,356	\$2,101	\$26.2M
Bills	Ralph Wilson Stadium	132	\$82,000	8,831	\$1,650	\$25.3M

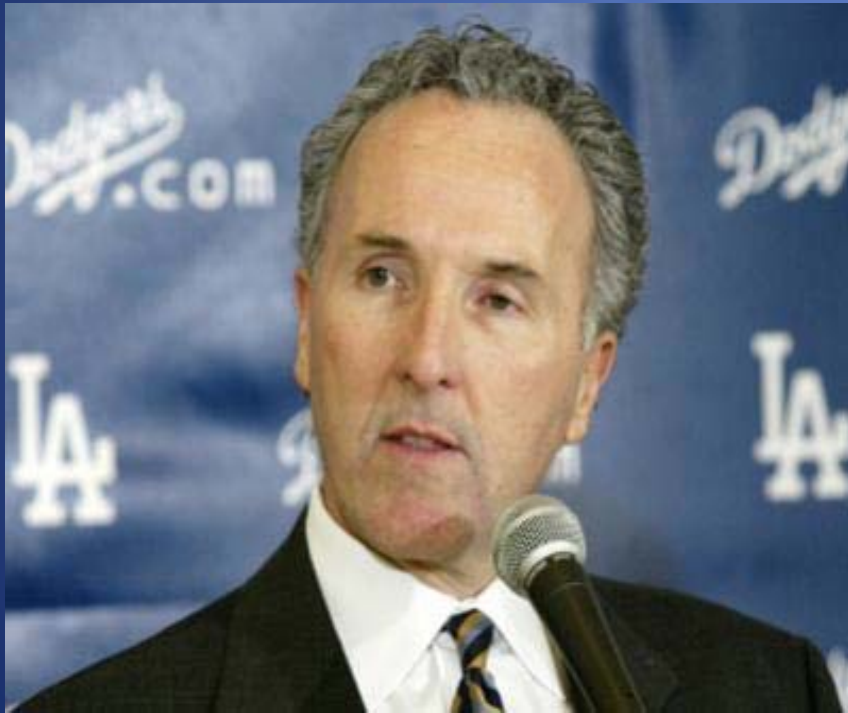
Outpricing the Fan

Cost of Suites and Club Seats in the NFL

TEAM	VENUE	SUITES	AVG. FEE	CLUB SEATS	AVG. FEE	POTENTIAL REVENUE
Chiefs	Arrowhead Stadium	111	\$123,000	7,715	\$1,400	\$24.4M
Lions	Ford Field	127	\$96,000	7,312	\$1,509	\$23.2M
Rams	Edward Jones Dome	101	\$100,000	6,692	\$1,720	\$21.6M
Raiders	O.Co Coliseum	143	\$70,000	5,552	\$1,400	\$17.8M
49ers	Candlestick Park	95	\$110,000	n/a	n/a	\$10.5M
Vikings	Metrodome	99	\$68,000	242	\$4,500	\$7.8M

Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

Personal Financial Issues



Frank McCourt, LA Dodgers Owner
-Divorce, Bankruptcy



Fred Wilpon, NY Mets Owner
-Madoff Clawback

Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

Sports.Comm Failures

Westgate City Center

Home of the Phoenix Coyotes and Arizona Cardinals



Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

Sports.Comm Failures

New Meadowlands – Xanadu

Home of the New York Giants and New York Jets



Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

Sports.Comm Failures

Glory Park

Home of the Texas Rangers and Dallas Cowboys



Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

Players Filing Bankruptcy



Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

Bad Stadium Deals



Paul Brown Stadium
Home of the Cincinnati Bengals
Cincinnati, Ohio



Great American Ballpark
Home of the Cincinnati Reds
Cincinnati, Ohio

Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

NBA's Failed Economic System

NBA Losses from 2005 – 2011

SEASON	CLUBS AT A LOSS	TOTAL LOSSES
2005-06	19	\$220M
2006-07	21	\$285M
2007-08	23	\$330M
2008-09	24	\$370M
2009-10	23	\$340M
2010-11*	22	\$370M
*projections		

Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

NBA's Failed Economic System

NBA Will be Globalized!!



Sport\$Biz is Recession Sheltered, But Not Recession Proof – There Will Be Failures

The Designated Owner and Designated Revenue Share Rule

