



## MAJOR LEAGUE BASEBALL

*{Appendix 1, to Sports Facility Reports, [Volume 20](#)}*  
*Research completed as of June 17, 2019*

### **Team: Arizona Diamondbacks**

**Principal Owner:** Ken Kendrick

**Year Established:** 1998

[Team Website](#)

Twitter: [@Dbacks](#)

**Most Recent Purchase Price (\$/Mil):** \$238 (2004)

**Current Value (\$/Mil):** \$1.29 billion

**Percent Change From Last Year:** +6.6%

**Stadium:** Chase Field

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$354

**Percentage of Stadium Publicly Financed:** 75%

**Facility Financing:** The Maricopa County Stadium District provided \$238 million for the construction through a 0.25% increase in county sales tax from April 1995 to November 1997. In addition, the Stadium District issued \$15 million in bonds that are being paid off with stadium-generated revenue. The remainder was paid through private financing, including a naming-rights deal worth \$66 million over thirty years and the Diamondbacks' investment of \$85 million. In 2007, the Maricopa County Stadium District paid off the remaining balance of \$15 million on its portion of Chase Field. The payment erased the final debt for the stadium nineteen years earlier than expected.

[Facility Website](#)

Twitter: [@ChaseField](#)

**UPDATE:** The Diamondbacks can now leave Chase Field as early as 2022 after a decision by the Maricopa County leaders in early May 2018. This ended a longstanding lawsuit between the two parties over the cost and payment of upgrades to the current stadium. In exchange for the

Diamondbacks dropping their demand for the county to pay \$187 million in stadium upgrades, the county allowed the team to start looking for another home located in Maricopa County. If the team were to leave early (the original contract required them to stay through 2028), they would have to pay fines of between \$5 and \$25 million.

For the 2019 season, the most notable change involves the playing surface transition from grass turf to Shaw B1K Synthetic Grass. The change is due to the difficulty in maintaining a natural-grass playing surface under the weather conditions in a retractable roof stadium. New concession items will be available for fans throughout the ballpark. Additionally, the facility will debut the COX virtual meet and greet that will allow fans to have virtual meet and greets with members of the team and the mascot. The meet and greet lasts a minute and a half. Each fan walks away with a digitally autographed photo with the player they choose.

**NAMING RIGHTS:** On June 5, 1995, the Arizona Diamondbacks entered into a \$66.4 million naming-rights agreement with Bank One that extends over thirty years, expiring in 2028, and averages a yearly payout of \$2.2 million. In January 2004, Bank One Corporation and J.P. Morgan Chase & Co. merged and announced they were phasing out the Bank One brand name. In 2005, the name was changed from Bank One Ballpark to Chase Field.

## **Team: Atlanta Braves**

**Principal Owner:** Terry McGuirk (Liberty Media)

**Year Established:** 1871

[Team Website](#)

Twitter: [@Braves](#)

**Most Recent Purchase Price (\$/Mil):** \$400 (2007)

**Current Value (\$/Mil):** \$1.7 billion

**Percent Change From Last Year:** +4.6%

**Stadium:** Sun Trust Park

**Date Built:** 2017

**Facility Cost (\$/Mil):** \$672

**Percentage of Stadium Publicly Financed:** 58%

**Facility Financing:** The new stadium was constructed in a public/private partnership with a project budget of \$622 million. Cobb-Marietta Coliseum & Exhibit Hall Authority issued up to \$397 million in bonds for the project. The county raised \$368 million through bonds, \$14 million from transportation taxes, and \$10 million cash from businesses in the Cumberland Community Improvement District. The Braves contributed the remaining money for the park.

[Facility Website](#)

Twitter: [@SunTrustPark](#)

**UPDATE:** SunTrust Park opened in 2017, so there have not been many recent changes to the park. The Battery Atlanta received some updates to boost its year-round use and presence. The Terrapin Taproom was expanded to include a new outdoor bar. A year-round H&F Burger was added to the development in addition to BURN by Rocky Patel, a luxury cigar lounge. Two other retail stores

have been added since 2018. This season, the team is launching Art in the Park, a series featuring local artists that will create limited-edition posters. A majority of the proceeds will go to local arts programs. The team has also created “a set” in the Xfinity Rooftop for fans to use Instagram’s boomerang feature. The team is also making Hope and Will’s Sandlot kid’s zone free on Sundays. Fans will also be encouraged to wear red for “Red Out” Fridays featuring the Braves’ red alternate jerseys.

**NAMING RIGHTS:** In September 2014, it was announced that the Braves had signed a twenty-five-year naming-rights deal with SunTrust Banks for the club's new ballpark in Cobb County. The worth is in excess of \$10 million per year, according to sources. The deal includes activation that includes signage inside and outside the ballpark, a revival and expansion of the SunTrust club previously at Turner Field, and some type of retail banking presence for SunTrust in the large mixed-use development being constructed adjacent to the facility, among other assets.

## **Team: Baltimore Orioles**

**Principal Owner:** Peter Angelos

**Year Established:** 1901

[Team Website](#)

Twitter: [@Orioles](#)

**Most Recent Purchase Price (\$/Mil):** \$173 (1993)

**Current Value (\$/Mil):** \$1.28 billion

**Percent Change From Last Year:** +6.6%

**Stadium:** Oriole Park at Camden Yards

**Date Built:** 1992

**Facility Cost (\$/Mil):** \$110

**Percentage of Stadium Publicly Financed:** 96%

**Facility Financing:** The project was financed with \$137 million in lease revenue bonds and \$60 million in lease revenue notes issued by the Maryland Stadium Authority. Revenue generated by special sports-themed lottery tickets is paying the debt. The remaining costs were covered with cash that accumulated in the lottery fund that was established in 1988 to finance sports stadiums. The team contributed \$9 million for the construction of skyboxes. The Maryland Sports Authority spent \$1.5 million on improvements in 1998.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Prior to the 2019 season, updates were done to Eutaw Street to expand its concession and retail offerings and add festoon lighting. New offerings will be added to provide local favorites with a vintage airstream and 1950 Chevy truck setting the background. Concessions inside the park will also be updated to provide locally based products and items modeled after the spirit of the city.

**NAMING RIGHTS:** In September 2001, the Maryland Stadium Authority amended its lease with the Orioles, giving the team the authority to enter into a naming rights agreement. However, as of June 2010, the Orioles had not entered into a corporate naming rights agreement for their stadium. There are no current plans to change the name.

## **Team: Boston Red Sox**

**Principal Owner:** John Henry, Tom Werner, and Larry Lucchino

**Year Established:** 1901

[Team Website](#)

Twitter: [@RedSox](#)

**Most Recent Purchase Price (\$/Mil):** \$660 (2002)

**Current Value (\$/Mil):** \$3.2 billion

**Percent Change From Last Year:** +14.3%

**Stadium:** Fenway Park

**Date Built:** 1912

**Facility Cost (\$/Mil):** \$650 thousand

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** The cost of constructing the stadium was funded entirely with private money. The facility underwent a \$285 million makeover that was publicly funded.

[Facility Website](#)

Twitter: [@fenwaypark](#)

**UPDATE:** The focus in 2019 is on revamping the food in America's oldest ballpark. The team has a new partnership with Boston-based dip company Chica de Gallo that features an official salsa and guacamole. In February, Fenway hosted the Red Bull Crashed Ice event featuring Ice Cross Downhill. This required the team to conduct extensive prep work to get the field in playing shape by opening day. This past fall, Fenway hosted the Harvard-Yale game, reflecting its expansive use in recent years.

**NAMING RIGHTS:** Former Boston Globe Owner General Charles Henry bought the team for his son, John Taylor, in 1904. After changing the name from the Pilgrims to the Red Sox in 1907, Taylor announced plans to build a new ballpark in 1910. Taylor called the new ballpark Fenway Park because of its location in the Fenway district of Boston. There are no current plans to change the name.

## **Team: Chicago Cubs**

**Principal Owner:** Ricketts family

**Year Established:** 1876

[Team Website](#)

Twitter: [@Cubs](#)

**Most Recent Purchase Price (\$/Mil):** \$845 (2009)

**Current Value (\$/Mil):** \$3.1 billion

**Percent Change From Last Year:** +6.89%

**Stadium:** Wrigley Field

**Date Built:** 1914

**Facility Cost (\$/Mil):** \$250 thousand

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** Restaurateur Charles H. Weeghman privately funded the entire cost of the ballpark.

[Facility Website](#)

Twitter: N/A

**UPDATE:** This season features extensive renovations to Wrigley Field for 2019. Extensive additions were made in terms of food and beverage options including plant-based products and more than 12 new draft and packaged craft beers from Midwest breweries. An expanded partnership with Terlato Wines will feature options by the bottle in souvenir carafes and sampling options throughout the season. The 1060 project was completed this season to cap off a \$550 million renovation to overhaul Friendly Confines. Structural repairs were included to fix the steel and concrete infrastructure. A 2020 reopening of the Audi Club is planned. The team unveiled the W Club in the third base side, expanded clubhouses, and windows that give fans a view of player warmups before and during games. Two display cases with World Series memorabilia were added in the W Club with full service bar and food options along with TVs to view the game. A Maker's Mark Barrel Room mimics the speakeasy era of Chicago. The Catalina Club was opened in the upper sections of the ballpark with a capacity of 400 in a climate controlled space. Three new upper level patios were added following the curve of the grandstand offering all the amenities of the regular grandstand. A new deck was added in the left field corner that holds 75 fans for a standing room view.

**NAMING RIGHTS:** Originally known as Weeghman Park, Wrigley Field was built on grounds once occupied by a seminary. The ballpark became known as Cubs Park in 1920 after the Wrigley family bought the team. In 1926, the ballpark was named Wrigley Field after William Wrigley Jr., the club's owner. Although experts in sports marketing believe the sale of naming rights will prove necessary as a means of financing Wrigley renovations, the Ricketts family says it will not sell the naming rights because of the strong history associated with the ballpark.

## **Team: Chicago White Sox**

**Principal Owner:** Jerry Reinsdorf

**Year Established:** 1900

[Team Website](#)

Twitter: [@whitesox](#)

**Most Recent Purchase Price (\$/Mil):** \$20 (1981)

**Current Value (\$/Mil):** \$1.6 billion  
**Percent Change From Last Year:** +6.6%

**Stadium:** Guaranteed Rate Field

**Date Built:** 1991

**Facility Cost (\$/Mil):** \$137

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The Illinois Sports Facilities Authority issued \$137 million in bonds for the land and the construction of the new stadium. A two percent hotel tax levied on Chicago hotels services the debt.

[Facility Website](#)

Twitter: N/A

**UPDATE:** With the addition of Goose Island in 2018, the company's presence will grow with their own sponsored outfield seating area named the Goose Island in right field. This section will feature field-level seats, group part areas, individual seating, and a social space with standing room rows. It will be completely surrounded by running water fixtures to give the island feel. Goose Island will also sponsor the bar area next to the visiting bullpen and name it the Goose Island Craft Kave that will feature a 10 ft Goose Island tap handle statue overlooking the ballpark.

**NAMING RIGHTS:** In August 2016, the White Sox struck a thirteen-year deal for about \$25 million with Chicago based Guaranteed Rate. The deal will expire in 2029, and the average annual payout is \$1.9 million.

## **Team: Cincinnati Reds**

**Principal Owner:** Robert Castellini

**Year Established:** 1881

[Team Website](#)

Twitter: [@Reds](#)

**Most Recent Purchase Price (\$/Mil):** \$270 (2006)

**Current Value (\$/Mil):** \$1.05 billion

**Percent Change From Last Year:** +3.96%

**Stadium:** Great American Ball Park

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$290

**Percentage of Stadium Publicly Financed:** 82%

**Facility Financing:** The Reds contributed \$30 million toward construction of the stadium. Rent will amount to \$2.5 million annually for the thirty-year lease. However, because of the extra costs of the project, the team expanded its lease with the facility to thirty-five years. The County will pay most of the cost, using proceeds from the 0.5% sales tax increase that voters approved in 1996.

[Facility Website](#)

Twitter: N/A

**UPDATE:** The 2019 season marks the 150 year celebration of the Red Stockings debut as the first professional baseball team in 1869. This will include unique promotions and a wide array of new food options. A commemorative logo will also be introduced, and different throwback uniforms will be worn at 15 home games throughout the season. A six-installment bobblehead series will occur featuring Hall of Famers that came from the team. Renovations to the Park's Hall of Fame and Museum will be completed by Opening Day on March 28. These include several new displays, a 360 degree interactive theater, and an outdoor 1869 Red Stockings Pavilion.

**NAMING RIGHTS:** The Cincinnati Reds and the Great American Insurance Company agreed to a thirty-year, \$75 million naming rights deal that expires in 2033. The average annual payout is \$2.5 million. Cooper Tires is now the sponsor of the two Party Decks down the first base line. Laura's Lean Beef is sponsoring the decks located above the Reds bullpen in center field.

## **Team: Cleveland Indians**

**Principal Owner:** Lawrence and Paul Dolan

**Year Established:** 1901

[Team Website](#)

Twitter: [@Indians](#)

**Most Recent Purchase Price (\$/Mil):** \$323 (2000)

**Current Value (\$/Mil):** \$1.15 billion

**Percent Change From Last Year:** +10%

**Stadium:** Progressive Field

**Date Built:** 1994

**Facility Cost (\$/Mil):** \$175

**Percentage of Stadium Publicly Financed:** 88%

**Facility Financing:** The stadium was built as part of a city sports complex that was funded both publicly and privately. The Gateway Economic Development Corp. issued \$177 million in bonds backed by voter-approved countywide sin taxes on alcohol (\$3/gallon on liquor, 16 cents/gallon on beer) and cigarettes (\$0.045/pack) for fifteen years. It also issued \$31 million in stadium revenue bonds. The Gateway Economic Development Corp. received about \$20 million upfront from early seat sales.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2019, the Indians have focused on preparing to host the all-star game. The team introduced a new Discount Drug Mart Club, a gathering space for ticket holders in sections 326-348 with an increased capacity of 398 fans that includes new indoor and outdoor bars, 22 TVs, and floor to ceiling retractable glass doors. The indoor bar is sponsored by the Bre Kettle and features 36 beer taps. The update includes expanded food options with exterior grab and go stations

and an expanded buffet with menu monitors. This season begins a new partnership with MillerCoors, causing the left field area to become the Miller Lite Left Field Experience that includes the Miller Lite porch, two bars, and drink rails. Miller Lite is the new official domestic beer of the team and Great Lakes Brewing Company is the official craft beer allowing for a rotating lineup of exclusives during the season. New concession items will be available throughout the park. Other updates include a virtual reality Home Run Derby in the Kids Clubhouse and the addition of a dedicated Sensory Room. Other sensory-friendly initiatives this season include sensory bags, a more sensory friendly entrance, and quiet areas for fans.

**NAMING RIGHTS:** When former owner Richard Jacobs bought the naming rights to the ballpark, which opened in 1994, he bought the naming rights for \$13.9 million for twenty years (expiring in 2014). However, when Jacobs sold the Indians to Larry Dolan in 2000, Jacobs only retained naming rights through the 2006 season as part of the deal. The team had conversations with Jacobs about extending the deal due to Jacobs' expressed interest in keeping his family's name on the ballpark. The name of the ballpark remained Jacobs Field through the 2007 season. However, the stadium was renamed Progressive Field in 2008, when Progressive Corp. gained naming rights for \$57.6 million. The Ohio-based insurance company entered into a sixteen-year naming-rights deal for approximately \$3.6 million per year until 2023. This agreement also made the company the official auto insurer of the ball club. In 2017, the Indians announced that the Cleveland Clinic would be the presenting sponsor of Indians.com and the Indians Radio Network and will also partner up with four Cleveland Indians Community Impact programs.

## Team: Colorado Rockies

**Principal Owners:** Charles and Richard Monfort

**Year Established:** 1991 (First Game - 1993)

[Team Website](#)

Twitter: [@Rockies](#)

**Most Recent Purchase Price (\$/Mil):** \$95 (1992)

**Current Value (\$/Mil):** \$1.225 billion

**Percent Change From Last Year:** +11.36%

**Stadium:** Coors Field

**Date Built:** 1995

**Facility Cost (\$/Mil):** \$215

**Percentage of Stadium Publicly Financed:** 75%

**Facility Financing:** The legislature created the Denver Metropolitan Major League Baseball Stadium District in the six counties surrounding Denver. The District issued bonds and levied a one-tenth of 1% sales tax within the six-county area to fund the stadium. The tax will remain in place until the bonds are paid off in about ten years. The Rockies contributed \$53 million.

[Facility Website](#)

Twitter: N/A

**UPDATE:** For the 2019 season, the team will offer CLEAR lanes at gates C and D during its home games. CLEAR is a biometric screening system becoming increasingly widespread in the MLB for security purposes. A number of unique food items have been added to the concession menu as well. The Rockies are also working on a mixed-use development in their former West lot. The plan includes three interconnected buildings that will house the team's Hall of Fame, a hotel with condos and offices, and a public plaza with an outdoor video screen. This development will also bring underground parking.

**NAMING RIGHTS:** Coors Brewing Company (now MillerCoors) purchased the naming rights to the stadium prior to its completion in 1995. Coors Brewing reportedly paid a one-time \$15 million lump sum for indefinite naming rights.

## **Team: Detroit Tigers**

**Principal Owner:** Ilitch Family

**Year Established:** 1901

[Team Website](#)

Twitter: [@tigers](#)

**Most Recent Purchase Price (\$/Mil):** \$82 (1992)

**Current Value (\$/Mil):** \$1.25 billion

**Percent Change From Last Year:** +2%

**Stadium:** Comerica Park

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$300

**Percentage of Stadium Publicly Financed:** 38%

**Facility Financing:** Public financing paid for \$115 million of the ballpark's cost through a 2% car rental tax, a 1% hotel tax, and money from Indian casino revenue. Tiger's owner Mike Ilitch paid the remaining \$185 million.

[Facility Website](#)

Twitter: [@ComericaPark](#)

**UPDATE:** The 2019 season features a wide array of new concession items including plant-based options. The team is also introducing the Home Run Happy Hour during the first hour after gates open that features discounted pricing. Major updates to the park are still being discussed for down the road.

**NAMING RIGHTS:** Comerica Bank, a financial services company, purchased the naming rights for Comerica Park on December 21, 1998. Comerica will pay \$66 million over thirty years. The average annual payout is \$2.2 million, and the deal expires in 2030.

## Team: Houston Astros

**Principal Owner:** Jim Crane

**Year Established:** 1962

[Team Website](#)

Twitter: [@astros](#)

**Most Recent Purchase Price (\$/Mil):** \$615 (2011)

**Current Value (\$/Mil):** \$1.775 billion

**Percent Change From Last Year:** +7.5%

**Stadium:** Minute Maid Park

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$250

**Percentage of Stadium Publicly Financed:** 68%

**Facility Financing:** Public financing of \$180 million came from a 2% hotel tax and a 5% car rental tax. The Houston Sports Facility Partnership provided a \$35 million interest-free loan with no repayment due until ten years of ballpark operations occurred. Astros owners contributed \$52 million. The project was completed under budget, as only \$248.2 million of \$250 million in public money allotted for the project was used.

[Facility Website](#)

Twitter: N/A

**UPDATE:** This season the team introduced Aramark as its concessions partner and is partnering with a local brewery to create a team-branded beer. The team plans to add an area to the park that is dedicated to the history of the franchise. The team partnered with Karbach Brewery to create Crawford Bock beer. The team stated that a portion of the proceeds of sales will benefit the Astros Foundation that serves initiatives like youth baseball and softball, military support, childhood cancer awareness, and efforts to reduce homelessness. This season the team will unveil their new Hall of Fame exhibit that will welcome its first class of inductees in a ceremony on August 3.

**NAMING RIGHTS:** On June 5, 2002, the Houston Astros agreed to a twenty-eight-year deal with Minute Maid, a division of Coca-Cola, worth \$178 million. The Astros had to pay Enron \$2.1 million to opt out of a thirty-year, \$100 million agreement signed in 2000. The deal expands a long-term relationship with Minute Maid and Coca-Cola, who signed the deal in an effort to compete with rival Tropicana, owned by PepsiCo. Tropicana currently owns the naming rights for the Tampa Bay Rays' stadium in Florida.

## Team: Kansas City Royals

**Principal Owner:** David Glass

**Year Established:** 1969

[Team Website](#)

Twitter: [@Royals](#)

**Most Recent Purchase Price (\$/Mil):** \$96 (2000)

**Current Value (\$/Mil):** \$1.025 billion

**Percent Change From Last Year:** +.9%

**Stadium:** Kauffman Stadium

**Date Built:** 1973

**Facility Cost (\$/Mil):** \$70

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The stadium was financed through a \$43 million county bond issue. Half of the bond money (\$21.5 million) was used to fund the neighboring Arrowhead Stadium (NFL Kansas City Chiefs). The \$256 million renovation of Kauffman Stadium was financed by a three eighth percent increase in the county sales tax.

[Facility Website](#)

Twitter: N/A

**UPDATE:** The 2019 season will feature new concession items including plant-based products. Other products will also be introduced as a result of new partnerships with Ball Park Hot Dogs and Chickie & Pete's. The partnership with Jim Bean will include a new Jim Bean Barrel Bar on the Lexus level and a concession cart on the main concourse featuring signature cocktails. The Keep at Kauffman Stadium will also be introduced. This is a new fanatic seating area in the outfield. It also provides fans with volunteer opportunities through Royals Charities as part of a q5 game ticket package that mostly features contests, giveaways, and promotions against marquee opponents. Adding to the Ballpark Pass trend, the team is introducing the Royals Ballpark Access Pass that offers a monthly subscription for guaranteed standing room access to all regular season home games at \$29.99 a month.

**NAMING RIGHTS:** On July 2, 1993, Royals Stadium was renamed in honor of former owner Ewing M. Kauffman, who passed away on August 1, 1993. Kauffman, a self-made millionaire and beloved member of the Kansas City community, purchased the Royals as an expansion team in 1968 with the commitment of making the Royals a competitive team.

## **Team: Los Angeles Angels of Anaheim**

**Principal Owner:** Arturo Moreno

**Year Established:** 1961

[Team Website](#)

Twitter: [@Angels](#)

**Most Recent Purchase Price (\$/Mil):** \$184 (2003)

**Current Value (\$/Mil):** \$1,800

**Percent Change From Last Year:** +3%

**Stadium:** Angel Stadium of Anaheim

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$117

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** In April 1998, Disney completed a \$117 million renovation. Disney contributed \$87 million toward the project, while the City of Anaheim contributed \$30 million through the retention of \$10 million in external stadium advertising and \$20 million in hotel taxes and reserve funds.

[Facility Website](#)

Twitter: [@angelstadium](#)

**UPDATE:** For 2019, the Angels focused on providing new food and drink options including desserts and gourmet burgers. However, experts say to keep eyes focused on the Angels and talks of big changes for the future. The team first opted out of their lease and then decided to renew for 2020. Due diligence is being conducted by the city of Anaheim and the Angels that may end in a long term facility solution of a renovation or new stadium. Officials in Long Beach have their eye on gaining the team as well with a waterfront stadium.

**NAMING RIGHTS:** In early 2004, Edison International exercised its option to terminate its twenty-year, \$50 million naming rights agreement with the Anaheim Angels. Beginning with the 2004 season, the ballpark changed its name from Edison International Field of Anaheim to Angel Stadium of Anaheim. No decision on reselling the naming rights has been made.

## **Team: Los Angeles Dodgers**

**Principal Owner:** Guggenheim Baseball Management LLC

**Year Established:** 1883

[Team Website](#)

Twitter: [@Dodgers](#)

**Most Recent Purchase Price (\$/Mil):** \$2 billion (2012)

**Current Value (\$/Mil):** \$3.3 billion

**Percent Change From Last Year:** +10%

**Stadium:** Dodger Stadium

**Date Built:** 1962

**Facility Cost (\$/Mil):** \$23

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** The stadium was privately funded by then owner, Walter O'Malley.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2019, the Dodgers made upgrades to their food and beverage options including items that were offered during the 2018 postseason. Additionally, all season long the Dodgers will wear a commemorative number "36" patch on their uniform to pay tribute to the well-known Dodger

Don Newcombe, who passed away at age 92 in February. Newcombe was also inducted into the Legends of Dodger Baseball on April 27 with a commemorative bobblehead.

**NAMING RIGHTS:** There is no current naming rights deal in place for Dodger Stadium.

## **Team: Miami Marlins**

**Principal Owner:** Bruce Sherman

**Year Established:** 1991 (First Game - 1993)

[Team Website](#)

Twitter: [@Marlins](#)

**Most Recent Purchase Price (\$/Mil):** \$1.2 billion (2017)

**Current Value (\$/Mil):** \$1 billion

**Percent Change From Last Year:** +0%

**Stadium:** Marlins Park

**Date Built:** 2012

**Facility Cost (\$/Mil):** \$634

**Percentage of Stadium Publicly Financed:** 80.3%

**Facility Financing:** Miami-Dade County is responsible for a large percentage of the financing for the facility, contributing \$376.3 million coming from tourist-related taxes, bond money, and road and utility repairs. The City of Miami agreed to pay \$132.5 million in addition to covering the cost of land and demolition. The Marlins covered \$155 million, plus any cost overruns, in addition to purchasing \$100 million worth of parking from the City of Miami.

[Facility Website](#)

Twitter: [@MarlinsPark](#)

**UPDATE:** The 2019 season sees the first big changes to the facility's fan amenities under the Sherman-Jeter ownership and big changes to the ballpark. A new three-level social space concept in center field called AutoNation Alley will replace the home run sculpture in the stadium. This will feature a group hospitality space on the lower level. A standing room only social section in the foul territory on the right field line will offer a capacity of over 200 fans. Comunidad 305 on the right field line will encourage fans to bring instruments, flags, etc. Over the offseason, the Diamond Club has been revamped into The Club: DEX Imaging to provide a contemporary club atmosphere including many food and drink options. Concessions will now feature more local fare concepts. The team will debut a 3o5 menu with discounted prices on ballpark favorites.

**NAMING RIGHTS:** The Marlins do not currently have a contract in place for naming rights of Marlins Park. Marlins President David Samson said in January 2012 that the Marlins were seeking a naming rights partner, and until a deal is finalized, the facility will be known as Marlins Park.

## Team: Milwaukee Brewers

**Principal Owner:** Mark Attanasio

**Year Established:** 1969

[Team Website](#)

Twitter: [@Brewers](#)

**Most Recent Purchase Price (\$/Mil):** \$223 (2005)

**Current Value (\$/Mil):** \$1.175 billion

**Percent Change From Last Year:** +14%

**Stadium:** Miller Park

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$400

**Percentage of Stadium Publicly Financed:** 77.5%

**Facility Financing:** The Brewers contributed \$90 million for the stadium, while the public contributed \$310 million through a five-county 0.10% sales tax increase. The \$72 million infrastructure costs were split as follows: \$18 million from the City, \$18 million from Milwaukee County, and \$36 million from the State.

[Facility Website](#)

Twitter: [@millerpark](#)

**UPDATE:** In 2019, the Brewers continued to expand and revamp their food and beverage offerings. The Brewers added local fare including Pete's Pops, a Milwaukee-based custom popsicle shop. The Brewers encourage fans to download the MLB Ballpark App that will help track down food items in the ballpark. Changes to the ballpark and its name are possible with a new naming rights agreement with American Family Insurance that will begin in 2021.

**NAMING RIGHTS:** Miller Brewing Company purchased the naming rights to Miller Park for \$41.2 million over twenty years. The deal has an average annual payout of \$2.1 million and expires in 2020. For the first time in Miller Park history, the club level at Miller Park is now the subject of a naming rights deal and is known as the "PNC Club Level," part of an expanded five-year sponsorship deal with PNC Bank. American Family Insurance has acquired the naming rights when the agreement with Miller Brewing Company ends in 2020. The 15 year agreement will begin in the 2021 season. The new facility name is unknown

## Team: Minnesota Twins

**Principal Owner:** Jim Pohlad

**Year Established:** 1961

[Team Website](#)

Twitter: [@Twins](#)

**Most Recent Purchase Price (\$/Mil):** \$44 (1984)

**Current Value (\$/Mil):** \$1.2 billion  
**Percent Change From Last Year:** +4,3%

**Stadium:** Target Field

**Date Built:** 2010

**Estimated Facility Cost (\$/Mil):** \$555 (includes site acquisition and infrastructure)

**Percentage of Stadium Publicly Financed:** 64%

**Facility Financing:** The Twins contributed \$152.4 million. Hennepin County contributed \$350 million raised from bonds that will be financed through a 0.15% sales tax increase. The Twins themselves contributed \$195 million. The remaining \$10 million was split amongst Target Corporation, Minnesota Department of Transportation, and the Minnesota Ballpark Authority.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2019, the Twins reconfigured Gate 34 to add entry points included two lanes for those with stadium memberships for the biometric screening system CLEAR. The team created 9,300 square feet of addition interior space in Gate 34 to add new amenities including turf space for lawn games, and an area for pop-up shops and local vendors. A “living wall” was installed over the center-field batter’s eye. The tea hopes that the addition of green juniper plants to replace the spruce trees will be better for playability and the aesthetic. This season, the Twins are introducing Twins Pass, a ticket package allowing access to Target Field for up to 79 games. There are three different level options including lower-level, upper-deck, and standing room.

**NAMING RIGHTS:** The Twins and Target Corp. reached a twenty-five-year marketing deal that includes the naming rights to the new ballpark. The deal is believed to cost \$5–\$8 million annually. Target also holds the naming rights to the Target Center, home of the Minnesota Timberwolves. This is the first time that one company has had dual facility naming rights in a single city.

## **Team: New York Mets**

**Principal Owner:** Fred and Jeff Wilpon, Saul Katz

**Year Established:** 1962

[Team Website](#)

Twitter: [@Mets](#)

**Most Recent Purchase Price (\$/Mil):** \$391 (2002)

**Current Value (\$/Mil):** \$2.3 billion

**Percent Change From Last Year:** +9.5%

**Stadium:** Citi Field

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$800

**Percentage of Stadium Publicly Financed:** 20.55% (not including savings gained through use of tax-exempt bonds)

**Facility Financing:** The Mets were responsible for Citi Field's construction costs. The Mets initially contributed \$613 million from tax-exempt municipal bonds to pay for the construction, with another \$82.3 million in tax-exempt bonds needed to complete construction. The use of tax-exempt bonds saved the Mets an estimated \$513 million. An additional \$89.7 million came from the City of New York, and \$74.7 million came from the State of New York to cover infrastructure improvements, site preparation, installation of pilings, and mass transit improvements.

[Facility Website](#)

Twitter: [@citifield](#)

**UPDATE:** To continue their well-known trend, the Mets have focused on creating unique food items to offer in the ballpark. Vegan items and a wide arrange of hot dogs will be available. This season marks the 50<sup>th</sup> anniversary of the team's first trip to the World Series. The Hall of Fame and Museum has been updated to include new items. A weekend-long celebration is planned for June 28-30, with a special pregame ceremony on the 29<sup>th</sup>. Mets Hall of Famer and franchise icon, Tom Seaver is expected. Plans to change the facility's official address to 41 Tom Seaver Way are being discussed with a possible unveiling in 2020.

**NAMING RIGHTS:** The Mets and Citigroup reached a twenty-year, \$400 million naming rights and multifaceted strategic marketing and business partnership. The annual payout is \$20 million. The naming rights agreement has been under intense scrutiny in light of the \$45 billion in government bailout money Citigroup took in 2008 and 2009. There was a failed attempt by a few members of Congress to dissolve the naming-rights agreement between the Mets and Citigroup.

## Team: New York Yankees

**Principal Owner:** Steinbrenner Family

**Year Established:** 1903

[Team Website](#)

Twitter: [@Yankees](#)

**Most Recent Purchase Price (\$/Mil):** \$8.8 (1973)

**Current Value (\$/Mil):** \$4.6 billion

**Percent Change From Last Year:** +15%

**Stadium:** Yankee Stadium

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$1.6 billion

**Percentage of Stadium Publicly Financed:** 32%

**Facility Financing:** The Yankees contributed approximately \$1.1 billion. The public contributed \$480 million for parking facilities, park land, infrastructure improvements, and transportation improvements. The use of tax-exempt bonds will save the Yankees an estimated \$786 million over forty years.

[Facility Website](#)

Twitter: [@yankeestadium](#)

**UPDATE:** In 2018, the Yankees extended concession offerings throughout the park. The Mastercard Batter's Eye Deck will be open, providing food options in a social setting. The team has focused on expanding its concessions offerings and building on the spaces for social gathering it has created.

**NAMING RIGHTS:** The Yankees own the naming rights to the new Yankee Stadium and do not have any current plans to seek a corporate sponsor for the ballpark. The Yankees join the Cubs, Dodgers, Red Sox, and Royals in electing to not sign a naming rights deal and instead opt for corporate sponsorship of specific sections of the ballpark, such as club levels, restaurants, and viewing areas.

## **Team: Oakland Athletics**

**Principal Owner:** John Fisher

**Year Established:** 1901

[Team Website](#)

Twitter: [@Athletics](#)

**Most Recent Purchase Price (\$/Mil):** \$180 (2005)

**Current Value (\$/Mil):** \$1.1 billion

**Percent Change From Last Year:** +7.8%

**Stadium:** RingCentral Coliseum

**Date Built:** 1966

**Facility Cost (\$/Mil):** \$25.5

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The cost of constructing the stadium was underwritten through a city bond issue. A \$200 million renovation was completed in 1996.

[Facility Website](#)

Twitter: [@RingCentralColli](#)

**UPDATE:** To help continue to modernize the current facility, the A's have introduced Coppola Theater Boxes that provide a high-end game day experience in four and six person boxes. The facility has also added lounge seats that mimic living-room style seating and The Terrace, an area featuring 18 four person terraced tables. The right field terrace has been updated into the Budweiser Hero Deck with 2-4 person terrace tables. The left field terrace has become the Golden Road Landing with drink rails. This season also welcomes the A's Stomping Ground, an indoor/outdoor area with interactive activities, a grassy seating area, and play areas. Concessions are also receiving an update with the addition of more local foods. The A's are also teaming up with Tailgate Guys to offer premium tailgate items and services to larger groups at select games.

**NAMING RIGHTS:** In 2016, Overstock.com opted to drop out of the naming rights lease. Overstock had one more year in the lease. The naming rights for the Oakland Coliseum are now

for sale for any company interested in buying the naming rights. The stadium was called the Coliseum until a new company bought the naming rights. On May 14, 2019, RingCentral placed a bid for a \$1 million per year payment for the naming rights for three years. RingCentral gained approval from the Oakland-Alameda County Coliseum Authority on May 31, 2019. The facility will be renamed RingCentral Coliseum.

## **Team: Philadelphia Phillies**

**Principal Owners:** John Middleton, Buck Family

**Year Established:** 1883

[Team Website](#)

Twitter: [@Phillies](#)

**Most Recent Purchase Price (\$/Mil):** \$30 (1981)

**Current Value (\$/Mil):** \$1.85 billion

**Percent Change From Last Year:** +8.8%

**Stadium:** Citizens Bank Park

**Date Built:** 2004

**Facility Cost (\$/Mil):** \$458

**Percentage of Stadium Publicly Financed:** 50%

**Facility Financing:** Approximately half of the financing for Citizens Bank Park came from a combination of city and state funds. The State contributed a total of \$170 million in grants to the Phillies and Eagles (NFL) for their new stadiums. The City of Philadelphia contributed \$304 million total toward the construction of the two stadiums. This money is being collected through a two percent car rental tax. It is unclear how the city and state monies were divided between the two facilities.

[Facility Website](#)

Twitter: N/A

**UPDATE:** This season, the Phillies have converted a 24,500 square foot space next to the Third Base Plaza into the Pass and Stow. This will include an open-air beer garden, a family-friendly sports bar, 44 TVs, Foundry pizza, and more. A Shake Shack will also be added adjacent to the new space. In 2019, the Phillies restored the 19-foot high replica of the Liberty Bell and will display it in the new areas. New food and beverage options will be introduced including a collaboration with the Roots drummer Questlove.

**NAMING RIGHTS:** On June 17, 2003, the Phillies entered into a naming rights agreement for its new stadium, Citizens Bank Park. The deal totals \$95 million. Citizens Bank is paying \$57.5 million over twenty-five years, or \$2.3 million annually, to put its name on entrances, scoreboards, concourses, parking lot banners, and behind home plate. Citizens Bank is also paying the Phillies an additional \$37.5 million for advertising during Phillies radio and television broadcasts.

## Team: Pittsburgh Pirates

**Principal Owner:** Nutting Family

**Year Established:** 1887

[Team Website](#)

Twitter: [@Pirates](#)

**Most Recent Purchase Price (\$/Mil):** \$92 (1996)

**Current Value (\$/Mil):** \$1.275 billion

**Percent Change From Last Year:** +1.1%

**Stadium:** PNC Park

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$216

**Percentage of Stadium Publicly Financed:** 70%

**Facility Financing:** The Pirates contributed \$40 million to the project. The remaining amount came from the State, County, and City as part of an \$809 million sports facilities/convention center financing proposal that included Heinz Field for the Steelers (NFL).

[Facility Website](#)

Twitter: [@PNCParkEvents](#)

**UPDATE:** The focus this season was on food offered in PNC Park. Several new items and stands were added to introduce healthy options and Pittsburgh themed items. The team also expanded the new Chevron STEM Zone to include a Virtual Reality Home Run Derby, a speed pitch using Diamond Kinetics sensor technology, and a “Kids Cast” broadcasting booth.

**NAMING RIGHTS:** In August 1998, PNC Bank agreed to a twenty-year, \$40 million deal for the naming rights to PNC Park. The deal ends in 2020 and averages an annual payout of \$2 million.

## Team: San Diego Padres

**Principal Owner:** Ron Fowler, Peter Seidler

**Year Established:** 1969

[Team Website](#)

Twitter: [@Padres](#)

**Most Recent Purchase Price (\$/Mil):** \$600 (2012)

**Current Value (\$/Mil):** \$1.35 billion

**Percent Change From Last Year:** +6.3%

**Stadium:** PETCO Park

**Date Built:** 2004

**Facility Cost (\$/Mil):** \$456.8

**Percentage of Stadium Publicly Financed:** 66%

**Facility Financing:** The Padres contributed \$153 million toward the construction of PETCO Park. The City contributed the remaining \$303.8 million needed for the stadium. This money was raised through hotel taxes, \$57.8 million from downtown development, \$21 million from the Port of San Diego, and \$225 million from municipal bonds. An additional \$171.8 million was required for land acquisition and infrastructure.

[Facility Website](#)

Twitter: [@PetcoPark](#)

**UPDATE:** This season, the team is adding Sycuan Stage at Petco Park's Park at the Park to host a minimum of 8 national touring acts annually. It will hold a general admission crowd of over 6,000. The Compass Premier Club has undergone updates for 2019 to create an expanded bar with retractable windows, add new technology, and revamp the décor. To commemorate their 50<sup>th</sup> anniversary, the Padres and Ballast Point Brewing Company created Swingin' Friar Ale. The anniversary will also include several giveaways.

**NAMING RIGHTS:** In January 2004, the San Diego Padres agreed to a twenty-two-year, \$60 million naming-rights deal with San Diego-based PETCO. The annual payout through 2026 is \$2.7 million.

## Team: San Francisco Giants

**Principal Owner:** Charles Johnson

**Year Established:** 1883

[Team Website](#)

Twitter: [@SFGiants](#)

**Most Recent Purchase Price (\$/Mil):** \$100 (1992)

**Current Value (\$/Mil):** \$3 billion

**Percent Change From Last Year:** +5.3%

**Stadium:** Oracle Park

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$357

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** The stadium was financed using \$172 million from a naming-rights deal and other sponsorships, a \$170 million loan secured by the Giants, and \$15 million in tax increment financing by the city's redevelopment agency. Selling concession rights and charter seats helped obtain additional financing.

[Facility Website](#)

Twitter: [@OracleParkSF](#)

**UPDATE:** In 2019, the Giants have installed a new videoboard that is three times the size of the previous with a 4K display that offers twice the resolution. This marks the beginning of a \$10 million project and a five-year capital improvement plan to be completed by 2024. The Cloud Club

will be new this season to offer an all-inclusive lounge on the Suite level to hold 140-150 fans. The Waterfront replaced a few bleacher rows to create a gathering space. Other gathering spaces were created by removing rows in the lower box around the Promenade level. The Blue Shield Field Club was revamped and the Lexus Lounge replaced the umpires' clubhouse to give exclusive field level access to ticket holders in the Giants' Lexus Dugout Club.

**NAMING RIGHTS:** Pacific Telesis purchased the naming rights to Pac Bell Park in 2000. The agreement extends over twenty-four years, paying the Giants \$50 million at an average of \$2.1 million annually. In December 2002, San Antonio based SBC Communications decided to retire its Pacific Bell trade names. Pacific Bell Park became SBC Park on January 1, 2004. Prior to the 2006 season, the name of the stadium was changed from SBC Park to AT&T Park. The change was the result of SBC Communications, Inc. purchasing AT&T and adopting the name AT&T, Inc. On January 9, 2019, AT&T gave the Giants an option of ending the naming contract one year early if the team were able to find a new partner quickly. Oracle Corporation rapidly made an agreement with the team. On January 10, temporary Oracle Park banners were installed to replace all AT&T Park signs.

## **Team: Seattle Mariners**

**Principal Owner:** John Stanton, Chris Larson

**Year Established:** 1977

[Team Website](#)

Twitter: [@Mariners](#)

**Most Recent Purchase Price (\$/Mil):** \$1.2 billion (2016) includes a 90% interest in the team. Nintendo of America will keep 10% interest in the team.

**Current Value (\$/Mil):** \$1.575 billion

**Percent Change From Last Year:** +8.6%

**Stadium:** T-Mobile Park

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$517

**Percentage of Stadium Publicly Financed:** 72%

**Facility Financing:** The Mariners contributed \$145 million, including \$100 million in cost overruns toward the financing of the stadium. The public's share was capped at \$372 million. Washington State's contribution was comprised of a 0.017% sales tax credit, proceeds from the sale of sports lottery scratch games (\$3 million/year guaranteed), and proceeds from the sale of commemorative ballpark license plates. King County contributed funds via a 0.5% sales tax on food and beverages in King County restaurants, taverns, and bars, a 2% sales tax on rental car rates in King County, and a 5% admission tax on events at the new ballpark.

[Facility Website](#)

Twitter: [@TMobilePark](#)

**UPDATE:** The naming rights change will be reflected in a large array of new branding throughout the facility. New signature cocktails and food items will be available in the ballpark to pay homage to the new partnership.

**NAMING RIGHTS:** Safeco, an insurance company, bought the naming rights to Safeco Field in June 1998. The deal extends until 2019, paying an average of \$2 million annually for a total of \$40 million. In May 2008, Liberty Mutual acquired Safeco Corp., but Safeco Field's name did not change to reflect the new ownership. The agreement with Safeco ended after the company declined to extend the agreement beyond the 2018 season. T-Mobile purchased the naming rights on December 19, 2018, and the name of the facility changed to T-Mobile Park on January 1, 2019.

## **Team: St. Louis Cardinals**

**Principal Owner:** William DeWitt Jr.

**Year Established:** 1882

[Team Website](#)

Twitter: [@Cardinals](#)

**Most Recent Purchase Price (\$/Mil):** \$150 (1995)

**Current Value (\$/Mil):** \$2.1 billion

**Percent Change From Last Year:** +10.5%

**Stadium:** Busch Stadium

**Date Built:** 2006

**Facility Cost (\$/Mil):** \$365

**Percentage of Stadium Publicly Financed:** 12%

**Facility Financing:** The ballpark was primarily privately financed—\$90.1 million from the Cardinals, \$9.2 million in interest earned on the construction fund, and \$200.5 million in bonds to be paid over a twenty-two-year period (\$15.9 million per year) by the team. Public financing came from St. Louis County contributing \$45 million through a long-term loan.

[Facility Website](#)

Twitter: N/A

**UPDATE:** For 2019, the Cardinals have added new LED lighting to improve visibility and increase energy efficiency. This is also to help add to the entertainment programming in the facility as it has the capability of creating theatrical lighting effects and themes. New food items were added to concession stands as well as the introduction of the Budweiser Burger Bar. The team renovated Suites 315-322 to create six Premium Part Suites for groups of 30-36. These climate controlled spaces include full service bar and buffer options. This season, new outfield grass was installed with new outfield wall padding. The infield dirt was recently leveled as well.

**NAMING RIGHTS:** The St. Louis Cardinals entered into a twenty-year naming-rights deal that runs through the 2025 season with Anheuser-Busch to keep the same name as its previous stadium. Terms of the deal were not released.



## **Team: Tampa Bay Rays**

**Principal Owner:** Stuart Sternberg

**Year Established:** 1995 (First Game - 1998)

[Team Website](#)

Twitter: [@RaysBaseball](#)

**Most Recent Purchase Price (\$/Mil):** \$130 (2005)

**Current Value (\$/Mil):** \$1.01 billion

**Percent Change From Last Year:** +11%

**Stadium:** Tropicana Field

**Date Built:** 1990

**Facility Cost (\$/Mil):** \$138

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The City of St. Petersburg issued general obligation bonds to fund construction. The bond debt is being partially serviced through a 1% increase in the countywide bed tax. A tourist development commission issued additional bonds of \$62 million to renovate the stadium. The debt is serviced by a combination of bed tax revenues, stadium revenues, and city general fund monies. In addition, the team qualified for the state rebate program designed to attract new teams to Florida. A \$85 million renovation project was completed in 1998, \$14 million of which was funded by the Rays.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2019, the team has started to lay the groundwork for a changed fan experience. This season marks a new seating arrangement that will close the 300 level and reduce capacity by 25,000. The addition of the Left Field Ledge will offer two different options for groups including Ledge Tables and Patio Boxes. This season also marks a transition to a cash-free facility. The concessions, team stores, box office, and all points-of-sale will be cash-free. Fans can exchange cash for gift cards in all retail locations. Parking will continue to be cash-free. The Outfielder Bar and Grill will be revamped to open hours before first pitch to offer drink options and 20% off all food until the gates open. It offers a variety of activities like a virtual batting cage, social media all, and bar games as part of the Field's Ballpark and Rec space. This season, the team has installed the Shaw Sports Turf as a playing surface and installed LED lights in the ballpark. Changes were made to improve access in Gates 4 and 5.

**NAMING RIGHTS:** Tropicana, owned by PepsiCo, holds the naming rights to Tropicana Field. The agreement extends until 2019 and costs a total of \$50 million, with an annual payout of \$1.5 million.

## Team: Texas Rangers

**Principal Owners:** Rangers Baseball Express (Ray Davis and Bob Simpson Co-Chairman)

**Year Established:** 1961

[Team Website](#)

Twitter: [@Rangers](#)

**Most Recent Purchase Price (\$/Mil):** \$593 (2010)

**Current Value (\$/Mil):** \$1.65 billion

**Percent Change From Last Year:** +3%

**Stadium:** Globe Life Park in Arlington

**Date Built:** 1994

**Facility Cost (\$/Mil):** \$191

**Percentage of Stadium Publicly Financed:** 71%

**Facility Financing:** Financing for the stadium came from \$135 million in bonds sold by the Arlington Sports Facilities Development Authority, and the remaining balance was provided by the sale and lease of luxury suites and seat options, loans guaranteed by the team, a concessions contract with Sportservice, and city street funds. Debt service on the bonds is financed through a \$3.5 million annual rental payment by the team and a 0.5% local Arlington sales tax that was approved in 1991.

[Facility Website](#)

Twitter: [@RangersInfo](#)

**UPDATE:** This season marks the last in the current facility for the Rangers, but they aim to make this year in the ballpark memorable. The concessions will feature distinct items to commemorate the park and its history. To pay tribute to the facility the team will wear a special logo on a right sleeve patch on both their home jerseys. There will be several promotional tie-ins including the hashtag #FarewellGLP. Fifteen different giveaways will occur to remember the park and the team's greatest moments in it. After this season, the facility will remain operational. Next season, the team will start play at the new ballpark with a conversion possible in the future.

**NAMING RIGHTS:** On February 5, 2014, the Rangers signed a ten-year, multi-million-dollar deal with Globe Life and Accident Insurance to rename the stadium to Globe Life Park in Arlington. While the deal is shorter than most sponsorship deals, the value, while not specifically known, is believed to be one of the largest in Major League Baseball.

## Team: Toronto Blue Jays

**Principal Owner:** Rogers Communications, Inc.

**Year Established:** 1976 (First Game - 1977)

[Team Website](#)

Twitter: [@BlueJays](#)

**Most Recent Purchase Price (\$/Mil):** \$140 (2000)

**Current Value (\$/Mil):** \$1.5 billion

**Percent Change From Last Year:** +11%

**Stadium:** Rogers Centre

**Date Built:** 1989

**Facility Cost (\$/Mil):** \$570 (Canadian)

**Percentage of Stadium Publicly Financed:** 63%

**Facility Financing:** The local government paid \$360 million, thirty corporations contributed \$150 million, and the final \$60 million came from luxury seat fees.

[Facility Website](#)

Twitter: [@RogersCentre](#)

**UPDATE:** The focus this season is on the ballpark's concession offerings. A wide variety of new fare that is vegetarian and gluten-free will be introduced. The team is also joining the trend of discounted concession pricing. The Blue Jays will introduce Dugout Deals that feature items at \$5 or less.

**NAMING RIGHTS:** In November 2004, owner of the Toronto Blue Jays, Rogers Communications, purchased the Sky Dome from Sportsco International for \$25 million and renamed it Rogers Centre.

## **Team: Washington Nationals**

**Principal Owner:** Lerner Family

**Year Established:** 1969

[Team Website](#)

Twitter: [@Nationals](#)

**Most Recent Purchase Price (\$/Mil):** \$450 (2006)

**Current Value (\$/Mil):** \$1.75 billion

**Percent Change From Last Year:** +4.4%

**Stadium:** Nationals Park

**Date Built:** 2008

**Facility Cost (\$/Mil):** \$611

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The City of Washington, D.C. agreed to pay up to \$610.8 million to finance the stadium with money generated by issuing bonds. Revenue to pay the debt is coming from in-stadium taxes on tickets, concessions, and merchandise (estimated at \$11-\$14 million annually), a new tax on businesses with gross receipts of \$3 million or more (estimated at \$21-\$24 million annually), and \$5.5 million in annual rent payments over a thirty-year lease term from the baseball team's owner. The Nationals are responsible for any cost overruns.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In 2019, the team again looks to revamp their concession offerings in the facility. The team will partner with Devils Backbone Brewing Co to offer the team's Earned Run Ale for the third year. This year, the team is instituting a ban on backpacks, allowing for exceptions for backpack diaper bags or backpacks used for ADA and medical reasons. Backpacks purchased within the park will receive a tag permitting their use during that game only. The team is also partnering with Binbox to install 1,000 backpack storage lockers around the parameter of the park. The lockers will charge fans a nominal fee to store their belongings during the game.

**NAMING RIGHTS:** The Nationals have decided to sell the naming rights for the stadium and are now looking for a company to buy the naming rights.