



## NATIONAL FOOTBALL LEAGUE

*{Appendix 3, to Sports Facility Reports, [Volume 18](#)}*  
*Research completed as of July 26, 2017*

### Team: Arizona Cardinals

**Principal Owner:** William Bidwell

**Year Established:** 1898

[Team Website](#)

Twitter: [@AZCardinals](#)

**Most Recent Purchase Price (\$/Mil):** \$.05 (1932)

**Current Value (\$/Mil):** \$2,025

**Percent Change From Last Year:** 31%

**Stadium:** University of Phoenix Stadium

**Date Built:** 2006

**Facility Cost (\$/Mil):** \$455

**Percentage of Stadium Publicly Financed:** 76%

**Facility Financing:** The Arizona Sports & Tourism Authority contributed \$346 million, most of which came from a 1% hotel/motel tax, a 3.25% car rental tax, and a stadium-related sales tax. The Arizona Cardinals contributed \$109 million. The Cardinals purchased the land for the stadium for \$18.5 million.

[Facility Website](#)

Twitter: [@UOPXStadium](#)

**UPDATE:** On April 1, 2017, the University of Phoenix Stadium hosted the NCAA Final Four and set an attendance record with a crowd of 77,612 people. This was the first time the Final Four was held in Arizona. This event provided an estimated increase of \$26 million into Phoenix area hotels.

On July 20, 2017, the University of Phoenix Stadium hosted one of two quarterfinals for the Confederation of North, Central America and Caribbean Association Football (CONCACAF) Gold Cup. Jamaica beat Canada with a score of 2-1 and Mexico beat Honduras 1-0.

**NAMING RIGHTS:** The University of Phoenix, Inc., a subsidiary of the Apollo Group, Inc., acquired the naming rights to the stadium in 2006. The deal has an average annual value of \$7.72 million and is set to expire in 2025. However, the University of Phoenix has decided to end its

sponsorship deal with the Arizona Cardinals early. Now, the Arizona Cardinals are looking for a new naming-rights partner for their Glendale stadium. The University of Phoenix was expected to pay the team \$154.5 million over the span of the 20 years, an average of \$7.72 million annually. A new deal could double those annual payments to the team. Until a new sponsor is found, the stadium will remain the University of Phoenix Stadium.

## **Team: Atlanta Falcons**

**Principal Owner:** Arthur Blank

**Year Established:** 1965

[Team Website](#)

Twitter: [@AtlantaFalcons](#)

**Most Recent Purchase Price (\$/Mil):** \$545 (2002)

**Current Value (\$/Mil):** \$2,125

**Percent Change From Last Year:** 27%

**Stadium:** Georgia Dome

**Date Built:** 1992

**Facility Cost (\$/Mil):** \$214

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

**Facility Financing:** The state legislature authorized a donation of land for the stadium valued at \$14 million. The remaining \$200 million was raised with industrial revenue bonds authorized by the stadium authority. Construction debt is covered by money generated by the stadium and from 39% of a 7% hotel/motel tax imposed in Fulton County.

[Facility Website](#)

Twitter: [@GeorgiaDome](#)

[Mercedes-Benz Stadium](#)

Twitter: [@MBStadium](#)

**UPDATE:** As of May 2017, the projected costs of the new Mercedes-Benz Stadium is at least \$1.5 billion after the Falcons ordered approximately \$200 million in various changes. The Falcons are responsible for the cost overruns per an agreement before construction commenced.

Eight founding partners of the Mercedes-Benz Stadium have previously been named: Coca-Cola Company, Equifax Inc., The Home Depot Inc., NCR Corp., Novelis Inc., SunTrust, IBM, and American Family Insurance. In June 2017, another founding partner of the stadium was named, AT&T. AT&T will serve as the official communications provider for the Stadium and will help create one of the fastest Wi-Fi experiences in any professional sports stadium.

The opening of the new Mercedes-Benz Stadium has been pushed back from June 1, 2017 to August 26, 2017. The delay is attributed to the above \$200 million in changes.

The Mercedes-Benz Stadium will host the 2018 College Football Playoff National Championship game on January 8, 2018. It will also host the Men's College Basketball Final Four in 2020.

The NFL owners awarded the Atlanta Falcons the rights to host Super Bowl LIII at the new Mercedes-Benz Stadium in 2019.

Plans are in the early stages to convert the Georgia Dome into parking on game days for the Atlanta Falcons and the Atlanta United FC, a luxury hotel, and green space to serve as a community park.

The Atlanta City Council has given a conditional approval to contract out the construction of a \$12.9 million pedestrian bridge. Much of the approved budget will come from the city's general fund and Renew Atlanta bond premiums. The bridge is designed to connect the Mercedes-Benz Stadium to the Vine City MARTA station. Final approval is conditioned upon finding a source for funding.

On April 16, 2014, Falcons owner Arthur Blank announced the MLS awarded an expansion franchise to his group. Atlanta United FC will begin to play in the Mercedes-Benz Stadium after its completion in 2017.

**NAMING RIGHTS:** There is no current naming rights deal for the Georgia Dome. The Falcons struck a deal with Mercedes-Benz USA for naming rights to the new Falcon stadium scheduled to open in 2017. The deal is for twenty-seven years; two years of construction and twenty-five years once the stadium opens. Terms of the deal are undisclosed, but it is expected the deal is for at least \$12 million per year. Mercedes-Benz also has a sponsorship agreement with the Superdome, home of the New Orleans Saints.

## **Team: Baltimore Ravens**

**Principal Owner:** Stephen Bisciotti

**Year Established:** 1996

[Team Website](#)

Twitter: [@Ravens](#)

**Most Recent Purchase Price (\$/Mil):** \$600 (2000)

**Current Value (\$/Mil):** \$2,300

**Percent Change From Last Year:** 19%

**Stadium:** M&T Bank Stadium

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$229

**Percentage of Stadium Publicly Financed:** 87%

**Facility Financing:** The State of Maryland paid \$200 million, including \$86 million in tax-exempt revenue bonds. The Ravens contributed \$5 million and will contribute an additional \$24 million over the thirty-year lease.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In January 2017, the team announced a three-year self-funded investment that will increase the fan experience at M&T Bank Stadium. The upgrades to the stadium will cost an

estimated \$120 million. The improvements include escalators and elevators to the upper deck, new 4K ultra-high definition video displays, and a new sound system and upgraded kitchen facilities. Along with the \$120 million investment by the team, the Maryland Stadium Authority agreed to contribute an additional \$24 million for the facility's upkeep. These improvements will occur in three phases over the three-years.

**NAMING RIGHTS:** In May 2003, M&T Bank reached an agreement with the Ravens that would pay an average of \$5.27 million per year for the next fifteen years. The deal included two 28×130-foot M&T Bank signs built on the north and south ends of the stadium, and two smaller signs facing east and west. The deal was valued at \$79 million and was set to expire in 2017. A new ten-year extension was agreed upon in May 2014. The new extension is valued at \$60 million and extends through 2027.

## **Team: Buffalo Bills**

**Principal Owner:** Terry and Kim Pegula

**Year Established:** 2014

[Team Website](#)

Twitter: [@buffalobills](#)

**Most Recent Purchase Price (\$/mill.):** \$1,400 (2014)

**Current Value (\$/Mil):** \$1,500

**Percent Change From Last Year:** 7%

**Stadium:** Ralph Wilson Stadium

**Date Built:** 1973

**Facility Cost (\$/Mil):** \$22

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

**Facility Financing:** The stadium added more seats prior to the 1995 season and completed a \$63 million renovation prior to the 1999 season. Renovation financing included \$11 million per year for five years, which comes from additional luxury and club seat fees. The Bills received \$18 million over six years from the State as working capital and a \$2.9 million break in rent payments. During the Summer of 2014, the stadium underwent a \$130 million renovation, which included new score boards; high definition broadcast for TV; improved handicap accessibilities; and renovated concessions, bathrooms, and player locker rooms. Working together to fund the renovations, Erie County contributed \$41 million, New York State contributed \$54 million, and the Buffalo Bills contributed \$35 million.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Owner Terry Pegula has indicated there are no immediate plans to pursue a new stadium despite previously partnering with AECOM to identify potential locations for a new stadium.

**NAMING RIGHTS:** The stadium, originally named Rich Stadium, was renamed in 1998 for former Bills owner Ralph Wilson, Sr. at the request of former New York Governor George Pataki.

The stadium was again renamed in August 2016, now New Era Field. The deal is worth an estimated \$40 million for the remaining 7 years of the team's current lease, terms beyond 2022 remain subject to negotiation. After 2022, New Era Cap Company retains the right of first refusal to keep its name on the stadium, or if there is a new stadium New Era Cap Company also has the naming rights of first refusal.

## **Team: Carolina Panthers**

**Principal Owner:** Jerry Richardson

**Year Established:** 1993

[Team Website](#)

Twitter: [@Panthers](#)

**Most Recent Purchase Price (\$/Mil):** \$206 (1993)

**Current Value (\$/Mil):** \$2,075

**Percent Change From Last Year:** 33%

**Stadium:** Bank of America Stadium

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$247.7

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

**Facility Financing:** The stadium was financed by private investors and sales of permanent seat licenses that qualified buyers for season tickets. The City of Charlotte donated the land for the stadium, which is valued at close to \$50 million. The City also made more than \$10 million in public infrastructure improvements.

[Facility Website](#)

Twitter: N/A

**UPDATE:** The City of Charlotte agreed to accelerate its last payment as part of the previously approved \$75 million toward Bank of America Stadium's renovations. In exchange for accelerating its final \$23.5 million payment from December 1, 2017, to December 2016, the Carolina Panthers will provide the City of Charlotte additional rent-free days to use Bank of America Stadium.

The stadium renovations should be completed before the beginning of the 2017 season. During the final phase of renovations, the 100 level is being redesigned as well as the club level lounges on the 300 and 400 levels. Along with a better fan experience, the field itself is also being rebuilt during the offseason.

The University of North Carolina and the University of South Carolina are scheduled to compete against each other at Bank of America Stadium in 2019 and 2023. West Virginia and Tennessee will meet for the first time on September 1, 2018.

Bank of American Stadium is also the site of the annual Belk Bowl, which features football teams from the ACC and the SEC. The Dr. Pepper ACC football championship game will be played at the Bank of America Stadium each year through 2019.

**NAMING RIGHTS:** In 2004, Bank of America purchased the naming rights to the stadium, now known as Bank of America Stadium. The twenty-year agreement is worth \$140 million and runs through the 2024 season.

## **Team: Chicago Bears**

**Principal Owner:** McCaskey Family (currently Virginia Halas McCaskey)

**Year Established:** 1920

[Team Website](#)

Twitter: [@ChicagoBears](#)

**Most Recent Purchase Price (\$/Hund):** \$1 (1920)

**Current Value (\$/Mil):** \$2,700

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

**Stadium:** Soldier Field (Renovated in 2003)

**Date Built:** 1924

**Facility Cost (\$/Mil):** \$13

**Percentage of Stadium Publicly Financed:** 62%

**Facility Financing:** The stadium opened with 45,000 seats. Five years after opening, the stadium was expanded to 100,000 seats. In 1926, in front of 110,000 fans, Soldier Field was dedicated to the soldiers who fought in WWI. To commemorate Soldier Field's dedication, the Army football team played against the Navy football team; the match ended in a 21-21 tie. The stadium was reconstructed in 1979 by the Chicago Park District to add various amenities and skyboxes. A \$660 million renovation was completed in 2003. The financing for the renovation came mostly from taxpayer dollars, with the Bears and the NFL contributing a combined \$250 million.

[Facility Website](#)

Twitter: [@SoldierField](#)

**UPDATE:** Chicago Bears hired Kansas City-based architect Populous to complete a year-long feasibility study with the idea of adding bunker suites along the field level. The feasibility study identified \$300 million in "potential capital improvements" to the stadium according to the Chicago Sun Times. The possible projects range from field, concourse, and drainage improvements, the bunker suites, as well as 5,000 more seats.

In August 2017, Soldier Field hosted the MLS All-Star Game. The game was broadcasted in more than 170 countries worldwide.

**NAMING RIGHTS:** Soldier Field is named in memorial to American Soldiers, and in 2001, when the Bears negotiated the stadium deal with the City, the team was given the right to sell the naming rights. After the events of September 11, 2001, the issue of renaming Soldier Field was put on hold. In April 2015, PNC Bank and the Chicago Bears announced a naming-rights deal involving Soldier Field suites. The financials of the deal were not disclosed, but sources familiar with the deal say it is worth \$25 million to \$35 million for five to ten years.

## Team: Cincinnati Bengals

**Principal Owner:** Michael Brown

**Year Established:** 1968

[Team Website](#)

Twitter: [@Bengals](#)

**Most Recent Purchase Price (\$/Mil):** \$8 (1967)

**Current Value (\$/Mil):** \$1,675

**Percent Change From Last Year:** 16%

**Stadium:** Paul Brown Stadium

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$453

**Percentage of Stadium Publicly Financed:** 89%

**Facility Financing:** The stadium was publicly financed through a \$322.2 million bond issue, \$30 million from the State, and investment earnings of \$22.6 million from a construction fund. The team contributed \$50 million, which included revenues from personal seat licenses, a ticket surcharge, and nine years of rent payments.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Amanda Seitz of WCPO Cincinnati reported that Hamilton County has spent at least \$920 million in taxpayer funds on Paul Brown Stadium since 2000. In addition, starting in 2017, Hamilton County will pay nearly \$2.7 million to cover game-day operating expenses.

**NAMING RIGHTS:** In April 2008, Hamilton County Commissioner, Todd Portune, suggested selling the naming rights to Paul Brown Stadium to decrease the county's construction debt on the venue. It is one of many suggestions Portune has made in the past few years to increase stadium-related revenue. According to a Cincinnati Enquirer report, the Bengals would receive seventy percent of the revenue stream from a corporate sponsor, while the remaining thirty percent would go to Hamilton County. There has been no agreement as of July 2017.

## Team: Cleveland Browns

**Principal Owner:** Jimmy and Dee Haslam

**Year Established:** 1946

[Team Website](#)

Twitter: [@Browns](#)

**Most Recent Purchase Price (\$/Mil):** \$1,050 (2012)

**Current Value (\$/Mil):** \$1,850

**Percent Change From Last Year:** 23%

**Stadium:** FirstEnergy Stadium

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$315

**Percentage of Stadium Publicly Financed:** 76.5%

**Facility Financing:** The public share was \$241 million. The private share was \$74 million, with the Browns contributing \$25 million from seat licensing. The NFL loaned \$50 million to the Browns from its stadium development fund.

[Facility Website](#)

Twitter: [@FEStadium](#)

**UPDATE:** In August 2015, the renewed cigarette and alcohol “sin tax” went into effect. The first proposed distribution of “sin tax” revenue is expected to raise \$260 million through 2035. The \$260 million will be split between Progressive Field, Quicken Loans Arena, and the FirstEnergy Stadium. However, the Cuyahoga County Council has yet to determine what percentage will be distributed to each stadium.

On July 15, 2017 FirstEnergy Stadium hosted the 2017 CONCACAF Gold Cup and the United States Men’s National Team, part of a Group Stage doubleheader. The United States Men’s National Team played Nicaragua and won the match by a score of 3-0. Panama played Martinique and won that match by a score of 3-0.

Browns owners Jimmy and Dee Haslam plan to donate more than \$2 million towards the renovations of five Cleveland-area high school football fields. Over 2016 and 2017, all five high school fields will be renovated with high-quality synthetic turf.

**NAMING RIGHTS:** In January 2013, the Browns and FirstEnergy announced that they entered a stadium naming rights deal to rename Cleveland Browns Stadium to FirstEnergy Stadium. As part of the naming rights agreement, FirstEnergy became the official energy partner of the Cleveland Browns and received interior and exterior stadium signage, use of Browns trademarks, and access to sponsorship opportunities at events and through various media platforms. The Akron Beacon Journal reported that FirstEnergy is paying \$102 million over seventeen years for the naming rights.

## **Team: Dallas Cowboys**

**Principal Owner:** Jerry Jones

**Year Established:** 1960

[Team Website](#)

Twitter: [@dallascowboys](#)

**Most Recent Purchase Price (\$/Mil):** \$150 (1989)

**Current Value (\$/Mil):** \$4,200

**Percent Change From Last Year:** 5%

**Stadium:** AT&T Stadium

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$1,150

**Percentage of Stadium Publicly Financed:** 30%



**Facility Financing:** The Cowboys contributed \$800 million. The Cowboys share came from \$113 million in private bonds that will be repaid with a 10% ticket tax and \$3 parking fee, a \$76 million loan from the NFL, \$348 million in a private bond offering from Bank of America Securities, and a \$261-million contribution from owner Jerry Jones. The City of Arlington contributed \$325 million, raised by a voter approved 0.5% increase in the sales tax, 2% increase in the hotel occupancy tax, and a 5% increase in the car rental tax. Finally, Tarrant County contributed \$25 million.

[Facility Website](#)

Twitter: [@ATTStadium](#)

**UPDATE:** The stadium hosts the annual Advocare Classic. Florida and Michigan will play in the 2017 Classic, LSU and Miami will play in the 2018 Classic, and Auburn and Oregon will play in the 2019 Classic.

The City of Arlington is on track to pay off AT&T Stadium's debt faster than originally expected. The bonds are set to mature in 2035, but are currently on track to be paid off in 2028. Based on revenue trends, the bonds could be paid off as soon as 2021.

AT&T Stadium hosted a 2017 CONCACAF Gold Cup Semifinal game on July 22, 2017. The United States beat Costa Rica 2-0.

In 2018 the stadium will host The American, the world's richest one-day rodeo. Cowboys will compete for a \$2 million purse on February 25, 2018.

Beginning in 2016, all University Interscholastic League championship games will be played at AT&T Stadium. In 2017, twelve state football championship games will be played over a four-day span, from December 20-23, 2017.

**NAMING RIGHTS:** The Cowboys agreed to rename the stadium AT&T Stadium for \$18 million per year. The length of the contract was not revealed; however, the value of the deal is reportedly somewhere near \$100 million.

## **Team: Denver Broncos**

**Principal Owner:** Patrick Bowlen Trust

**Year Established:** 1960

[Team Website](#)

Twitter: [@Broncos](#)

**Most Recent Purchase Price (\$/Mil):** \$78 (1984)

**Current Value (\$/Mil):** \$2,400

**Percent Change From Last Year:** 24%

**Stadium:** Sports Authority Field at Mile High

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$364.2

**Percentage of Stadium Publicly Financed:** 73%

**Facility Financing:** The team contributed \$90 million, while a 0.1% sales tax on retail sales financed the remainder of the stadium. The new stadium's cost was capped at \$364 million and the taxpayers' share was capped at \$266 million.

[Facility Website](#)

Twitter: [@SportsAuthField](#)

**NAMING RIGHTS:** Sports Authority, Inc. paid \$60 million for a ten-year deal that will expire in 2021. However, following Sports Authority, Inc. filing for bankruptcy, Hilco Streambank was retained to sell Sports Authority, Inc.'s intellectual property assets. This includes the naming rights to Mile High Stadium. Hilco Streambank set a deadline of July 19, 2016, to submit offers to acquire the naming rights. The Broncos had the highest bid to assume the contract for naming rights to Sports Authority Stadium, which the U.S. Bankruptcy Court granted in November. The team is optimistic that a new naming rights deal will be secured before the 2017 season.

## **Team: Detroit Lions**

**Principal Owner:** Martha Firestone Ford

**Year Established:** 1934

[Team Website](#)

Twitter: [@Lions](#)

**Most Recent Purchase Price (\$/Mil):** \$5 (1964)

**Current Value (\$/Mil):** \$1,650

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

**Stadium:** Ford Field

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$430

**Percentage of Stadium Publicly Financed:** 36%

**Facility Financing:** Ford Field was financed through tourism excise taxes (2% rental car tax and 1% hotel room tax) that were used to pay off Wayne County revenue bonds, providing \$219 million toward construction costs. The team paid for the other 49% of the costs, \$45 million came from the Downtown Development Authority, \$70 million came from the Lions, and \$50 million came from corporate contributions.

[Facility Website](#)

Twitter: [@fordfield](#)

**UPDATE:** In July 2012, The MAC announced a four-year contract extension with Ford Field as host and Marathon as title sponsor for the Marathon MAC Football Championship Game through the 2015 college football season. In 2014, an additional four-year contract extension was agreed upon. Ford Field will continue hosting the Marathon MAC Football Championship Game through 2019.

In 2016, a multiyear extension agreement was announced, renewing Quick Lane as the title sponsor for the annual bowl game held at Ford Field. The deal guaranteed naming rights to the

bowl game through 2019. The bowl traditionally features teams from the Big Ten and the ACC. The Quick Lane Bowl is scheduled for December 26, 2017.

In February 2017, the Lions announced that ownership would spend \$100 million on stadium renovations, some of which are to be completed by the beginning of the 2017 season. Some of these renovations include a new video boards, enhanced WiFi, and updates to the premium-level seating. To help pay for these renovations the Lions have increased the cost of season tickets by an average of 2.8 percent.

**NAMING RIGHTS:** Ford Motor Company paid \$56.6 million for a twenty-five-year naming rights deal that expires in 2026. The average annual value of this deal is approximately \$2.27 million.

## **Team: Green Bay Packers**

**Principal Owner:** Shareholder-owned since 1919

**Year Established:** 1919

[Team Website](#)

Twitter: [@packers](#)

**Most Recent Purchase Price (\$/Mil):** N/A

**Current Value (\$/Mil):** \$2,350

**Percent Change From Last Year:** 21%

**Stadium:** Lambeau Field

**Date Built:** 1957

**Facility Cost (\$/Mil):** \$.960

**Percentage of Stadium Publicly Financed:** 100% (57% of renovation)

**Facility Financing:** Original construction cost shared by the City and the team. The stadium was expanded seven times between 1961 and 2001, all paid for by the team. In 2001, a \$295 million renovation began and was completed in time for the 2003 season, making Lambeau Field one of the premier facilities in the NFL. Public funding for the renovation totaled \$169 million through a 0.5% sales tax. Private funding totaled \$126 million and came from seat licenses (\$92.5 million), public stock offering (\$20.5 million), and a loan from the NFL (\$13 million).

[Facility Website](#)

Twitter: [@LambeauField](#)

**UPDATE:** During the 2015 off-season, the Packers announced a \$55 million renovation plan for the 168 luxury suites at Lambeau Field, which had not been renovated since the stadium's expansion in 2003. All funds will come from the franchise's reserve fund, so no public funding will be used for the improvements. The project is expected to be complete for the 2017 season. The west side suites were completed, as of September 2016 the east side suites had yet to begin.

On August 20, 2015, the Packers announced plans to build Titledown District. Using approximately thirty-four acres of land immediately west of Lambeau Field, the plan includes a ten-acre public plaza, Lodge Kohler hotel, Bellin Health and Sports Medicine Clinic, and Hinterland Restaurant

and Brewery. There are additional plans for added retail and residential elements. The Packers will invest approximately \$65 million in Titledown. Cumulative initial investment by all parties is expected to be between \$120-\$130 million. Hinterland Restaurant and Brewery opened April 2017, and Lodge Kohler and Bellin Health and Sports Medicine Clinic are both expected to open by the start of the 2017 season.

**NAMING RIGHTS:** On June 3, 2003, the Green Bay City Council gave its approval for the Green Bay/Brown County Professional Football Stadium District and the Green Bay Packers to assist the City in pursuing a naming rights agreement for the stadium. In 2015, Packers President Mark Murphy stated the naming rights to the stadium will not be sold.

## **Team: Houston Texans**

**Principal Owner:** Robert McNair

**Year Established:** 2002

[Team Website](#)

Twitter: [@HoustonTexans](#)

**Most Recent Purchase Price (\$/Mil):** \$700 (1999)

**Current Value (\$/Mil):** \$2,600

**Percent Change From Last Year:** 4%

**Stadium:** NRG Stadium

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$352

**Percentage of Stadium Publicly Financed:** 73%

**Facility Financing:** Bob McNair contributed \$115 million toward the construction of Reliant Stadium. This portion was made up of \$50 million in personal seat licenses, \$10 million from parking and ticket taxes for other events, and \$50 million from team ownership. Public financing amounted to \$237 million through a hotel and rental car tax.

[Facility Website](#)

Twitter: [@NRGParkFan](#)

**UPDATE:** Before Super Bowl LI, NRG Stadium was upgraded. Those upgrades included new LED lights, portable power charging kiosks, and solar panels put in above bridges and the Bud Light Plaza. Last year WiFi was added as well as new furniture to the club level.

NRG Stadium will host the Manchester Derby as part of the 2017 International Champions Cup presented by Heineken. On July 20, 2017 Manchester United F.C. and Manchester City F.C. competed and Manchester United won by a score of 2-0.

NRG Stadium will continue to host the AdvoCare Texas Kickoff. In September 2017, LSU and BYU will compete in NRG Stadium. In 2016, the University of Houston and the University of Oklahoma played in the 2016 AdvoCare Texas Kickoff, with the University of Houston winning by a score of 33-23.

The Southwestern Athletic Conference, SWAC, will play its last championship game at NRG Stadium at the end of 2017.

**NAMING RIGHTS:** In 2002, Reliant Energy bought the naming rights to the stadium for more than \$300 million. The deal is the highest paying naming rights agreement in the NFL. The deal expires in 2032, averages an annual payout of \$10 million, and includes Reliant Arena. This deal was amended and the Stadium was renamed NRG Stadium.

## **Team: Indianapolis Colts**

**Principal Owner:** James Irsay

**Year Established:** 1946

[Team Website](#)

Twitter: [@Colts](#)

**Most Recent Purchase Price (\$/Mil):** \$15 (1972)

**Current Value (\$/Mil):** \$2,175

**Percent Change From Last Year:** 16%

**Stadium:** Lucas Oil Stadium

**Date Built:** 2008

**Facility Cost (\$/Mil):** \$750

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

**Facility Financing:** A 1% tax on prepared food in nine of the ten counties that surround Indianapolis was used. Marion County added an additional 1% tax to the original 1% it already paid for the RCA Dome.

[Facility Website](#)

Twitter: [@LucasOilStadium](#)

**UPDATE:** In January 2016, the City of Indianapolis agreed to a five-year contract to continue hosting the NFL Scouting Combine. The city has hosted the combine dating back to 1987 and the new deal will keep the Combine in Indianapolis through 2020. The Combine takes place at multiple venues, including Lucas Oil Stadium.

In June 2014, the Big Ten Conference announced that Big Ten Football Championship Games will continue to be played at Lucas Oil Stadium through the 2021 season. The inaugural Big Ten Football Championship Game was held at Lucas Oil Stadium in 2011; the beginning of a five-year deal.

Lucas Oil Stadium will host the NCAA Division I Men's Final Four in 2021.

**NAMING RIGHTS:** In March 2006, Lucas Oil Products signed a twenty-year, \$121.5 million naming rights deal for the Colts' stadium, which expires in 2027. The average annual value is \$6.07 million. The Colts have allowed fourteen funding partners for the \$750 million stadium. The five to eight year contracts, signed by the funding partners to put their names on gates, corners, suite levels, club lounges, and other real estate, are worth a total of \$10-\$12 million annually. The

combined value of those agreements exceeds Lucas Oil's \$121.5 million naming rights deal for the building.

## **Team: Jacksonville Jaguars**

**Principal Owner:** Shahid Khan

**Year Established:** 1993

[Team Website](#)

Twitter: [@jaguars](#)

**Most Recent Purchase Price (\$/Mil):** \$760 (2012)

**Current Value (\$/Mil):** \$1,950

**Percent Change From Last Year:** 32%

**Stadium:** EverBank Field

**Date Built:** 1946 (renovated in 1995)

**Facility Cost (\$/Mil):** \$130 (1995 renovation)

**Percentage of Stadium Publicly Financed:** 90%

**Facility Financing:** Renovation was completed in August 1995 at a cost of \$130 million. The renovation was financed through city bonds, state rebates, lodging taxes, and ticket surcharges. The team contributed \$13 million.

[Facility Website](#)

Twitter: [@EverBankField](#)

**UPDATE:** A \$90 million renovation plan was passed by city officials in early 2016. Included are plans to build an amphitheater, a practice field, and to renovate the Club Levels at EverBank Field. The Jaguars will contribute \$45 million and cover any cost overruns. Phase one of the renovations, which included an update of the US Assure club area, new 50-yard-line patios, and a new south end zone tunnel, have been completed. Phase two of renovations began in August 2016. Those renovations include a flex field and an amphitheater.

The naming rights deal with US Assure for the club area includes the possibility of future renovations to the club areas of the stadium. The renovations are proposed to cost around \$18 million.

The Jaguars requested a \$1 million rebate from sales taxes collected at the stadium each year for the next thirty years. The \$30 million would go toward future upgrades to EverBank Field.

Jacksonville city officials reached a five-year contract extension with the University of Georgia and the University of Florida to continue hosting their annual game at EverBank Field. The deal will run through 2021.

**NAMING RIGHTS:** EverBank, a privately-owned company, paid \$16.6 million for a five-year naming rights deal in 2010, which ended after the 2014 season. The naming rights were renewed for ten years, ending in 2024, and are worth \$43 million. In February 2015, US Assure and the

Jaguars agreed to make US Assure the official naming partner for the Touchdown Clubs at EverBank Field. The contract is for four years and the financial amount is undisclosed.

## **Team: Kansas City Chiefs**

**Principal Owner:** Lamar Hunt Family

**Year Established:** 1960

[Team Website](#)

Twitter: [@chiefs](#)

**Most Recent Purchase Price (\$/Thous):** \$25 (1960)

**Current Value (\$/Mil):** \$1,875

**Percent Change From Last Year:** 23%

**Stadium:** Arrowhead Stadium

**Date Built:** 1972 (Renovated in 2010)

**Facility Cost (\$/Mil):** \$53

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

**Facility Financing:** The stadium was financed through a \$43 million county bond issue that also funded the neighboring Kauffman Stadium (MLB). Jackson County paid \$250 million for the renovation of Arrowhead Stadium, and the Chiefs contributed \$125 million for the 2010 renovations.

[Facility Website](#)

Twitter: [@ArrowheadEvents](#)

**NAMING RIGHTS:** As of August 2016, the Chiefs are still pursuing a naming rights agreement for Arrowhead Stadium. The Chiefs have been in multiple discussions and have even reached the point of actual negotiations, but no naming rights agreement has been made. The Chiefs are pursuing a naming rights agreement that allows the team to keep Arrowhead Stadium incorporated in the name change.

## **Team: Los Angeles Chargers**

**Principal Owner:** Spanos Family (Currently Dean Spanos)

**Year Established:** 1960

[Team Website](#)

Twitter: [@Chargers](#)

**Most Recent Purchase Price (\$/Mil):** \$70 (1984)

**Current Value (\$/Mil):** \$2,080

**Percent Change From Last Year:** 36%

**Stadium:** Current: StubHub Center (temporary) Future: City of Champions Stadium (temporary name, naming rights not yet determined, estimated completion: 2020)

**Date Built:** 2020 (expected)

**Facility Cost (\$/Mil):** \$2,600

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

**Facility Financing:** The City of Champions Stadium will be entirely privately funded. It will be financed through the sale of naming rights, personal seat licenses, and two \$200 million stadium G4 loan from the NFL, one for each team. In January 2016, Rams owner Stanley Kroenke planned to borrow approximately \$1 billion from J.P. Morgan Chase & Co. and he planned to put in \$1 billion in equity to help fund the stadium.

Facility Website – N/A

Twitter: N/A

**UPDATE:** In January 2017, the Chargers announced the decision to exercise its option and move the team to Los Angeles. The team was officially rebranded as the Los Angeles Chargers. The Chargers will share a stadium with the Los Angeles Rams in Inglewood, California, scheduled to open in 2020. The Chargers are tenants to the Rams and will pay \$1 per year in rent for a twenty-year lease. The Chargers also have four five-year options to extend the lease. Both the Chargers and the Rams each keep their local revenue which includes: tickets, parking, gameday sponsorships, concessions, and advertising. While the Rams owner, Stan Kroenke, will get all non-football revenues. The Chargers will not be responsible for any cost overruns or similar issues with the stadium. Kroenke will own the stadium.

Until the new stadium is complete the Chargers will play in the StubHub Center in Carson, California, the smallest stadium in the league.

The City of Champions Stadium is currently designed to include 275 luxury suites, more than 16,000 premium seats, space for 27,000 standing room patrons, and 70,000 in seating capacity. The stadium will be in the Hollywood Park entertainment district in Inglewood, CA. Also, being built adjacent to the stadium is a 6,000-seat performance venue; up to 890,000-square feet of retail space; up to 300 hotel rooms; 780,000-square-foot of office space; 2,500 residential units; and 25 acres of public parks, playgrounds, and open space.

The stadium is the first part of a multi-phase project on the site. The development plan includes a hotel, retail and offices, a performance venue attached to the stadium, and a residential area.

The opening of the Inglewood stadium was delayed a year, from 2019 to 2020, because of record rainfall in California. The stadium will cost a projected \$2.6 billion. Super Bowl LV was slated to be held in the Inglewood stadium, however the NFL voted to move Super Bowl LV to Tampa Bay because 2021 will be during the stadium's inaugural season. However, Los Angeles will host Super Bowl LVI in 2022.

Los Angeles will either host the 2028 Olympics.

**NAMING RIGHTS:** No deal for the stadium naming rights has been made at this time. The money for naming rights will go into Stadco L.A. LLC, a Kroenke-controlled entity that will finance the stadium. For naming rights each team will get an 18.75% cut with the remainder going towards construction.



## Team: Los Angeles Rams

**Principal Owner:** Stanley Kroenke

**Year Established:** 1937

[Team Website](#)

Twitter: [@RamsNFL](#)

**Most Recent Purchase Price (\$/Mil):** \$750 (2010)

**Current Value (\$/Mil):** \$2,900

**Percent Change From Last Year:** 100%

**Stadium:** Current: L.A. Memorial Stadium (temporary) Future: City of Champions Stadium (temporary name, naming rights not yet determined, estimated completion: 2020)

**Date Built:** 2020 (expected)

**Facility Cost (\$/Mil):** \$2,600

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

**Facility Financing:** The City of Champions Stadium will be entirely privately funded. It will be financed through the sale of naming rights, personal seat licenses, and at least one \$200 million stadium loan from the NFL. In January 2016, Rams owner Stan Kroenke planned to borrow approximately \$1 billion from J.P. Morgan Chase & Co. and he planned to put in \$1 billion in equity to help fund the stadium.

Facility Website – N/A

Twitter: N/A

**UPDATE:** The Rams will play at L.A. Memorial Stadium (home of U.S.C.) for the next three years until City of Champions Stadium is built. All revenues paid to U.S.C. for use of the stadium will go toward the \$270 million renovation of L.A. Memorial Stadium.

The City of Champions Stadium is currently designed to include 275 luxury suites, more than 16,000 premium seats, space for 27,000 standing room patrons, and 70,000 in seating capacity. The stadium will be in the Hollywood Park entertainment district in Inglewood, CA. Also, being built adjacent to the stadium is a 6,000-seat performance venue; up to 890,000-square feet of retail space; up to 300 hotel rooms; 780,000-square-feet of office space; 2,500 residential units; and 25 acres of public parks, playgrounds, and open space.

The stadium is the first part of a multi-phase project on the site. The development plan includes a hotel, retail and offices, a performance venue attached to the stadium, and a residential area.

The opening of the Inglewood stadium was delayed a year, from 2019 to 2020, because of record rainfall in California. The stadium will cost a projected \$2.6 billion. Super Bowl LV was slated to be held in the Inglewood stadium, however the NFL voted to move Super Bowl LV to Tampa Bay because 2021 will be during the stadium's inaugural season. However, Los Angeles will host Super Bowl LVI in 2022.

In January 2017, the Chargers announced the decision to exercise its option and move the team to Los Angeles. The team was officially rebranded as the Los Angeles Chargers. The Chargers will

share a stadium with the Los Angeles Rams in Inglewood, California, scheduled to open in 2020. The Chargers are tenants to the Rams and will pay \$1 per year in rent for a twenty-year lease. The Chargers also have four five-year options to extend the lease. Both the Chargers and the Rams each keep their local revenue which includes: tickets, parking, gameday sponsorships, concessions, and advertising. While the Rams owner, Stan Kroenke, will get all non-football revenues. The Chargers will not be responsible for any cost overruns or similar issues with the stadium. Kroenke will own the stadium.

In March 2016, the Rams finalized a deal to build a temporary training facility at Cal Lutheran in Thousand Oaks. The Rams will train there for at least three years and will pay to build the facilities.

Los Angeles will either host the 2028 Olympics.

**NAMING RIGHTS:** No deal for the stadium naming rights has been made at this time. The money for naming rights will go into Stadco L.A. LLC, a Kroenke-controlled entity that will finance the stadium. For naming rights, each team will get an 18.75% cut with the remainder going towards construction.

## **Team: Miami Dolphins**

**Principal Owner:** Stephen Ross

**Year Established:** 1966

[Team Website](#)

Twitter: [@MiamiDolphins](#)

**Most Recent Purchase Price (\$/Mil):** \$1,100 (2008)

**Current Value (\$/Mil):** \$2,375

**Percent Change From Last Year:** 28%

**Stadium:** Hard Rock Stadium

**Date Built:** 1987

**Facility Cost (\$/Mil):** \$125

**Percentage of Stadium Publicly Financed:** 10%

**Facility Financing:** 90% privately funded by leasing luxury boxes and clubhouse seats. The remainder came from the State of Florida.

[Facility Website](#)

Twitter: N/A

**UPDATE:** Major renovations to the stadium were completed prior to the 2016 season. Those extensive renovations included a new canopy over the seating areas, additional high definition lighting, new scoreboards, upgraded seats, relocation of 3,600 seats closer to the field, and improved amenities. The renovations costed about \$425 million. The NFL gave the Dolphins a \$200 million loan for the renovations, with Stephen Ross contributing \$75 million. The county also plans to give Ross up to \$5 million annually in exchange for luring big events to the area.

The team is currently working on smaller improvements to the stadium, mainly an overhaul of the suites. These smaller improvements also include improving the sound quality and fixing some of the leaks in the roof. The parking lot will also be repaved, and tunnels and bridges will be constructed to help pedestrian traffic. These renovations should be done by the 2018 season.

On July 26, 2017, the stadium hosted a game for the International Champions Cup presented by Heineken between Paris Saint-Germain and Juventus. Juventus beat Paris Saint-Germain by a score of 3-2. On July 29, 2017, the stadium hosted another game as part of the same tournament, Barcelona beat Real Madrid 3-2.

The Hard Rock Stadium will host Super Bowl LIV in 2020.

**NAMING RIGHTS:** The stadium was renamed the Hard Rock Stadium in 2016 after the Sun Life agreement expired. The naming rights agreement is for 18 years and for \$250 million.

## **Team: Minnesota Vikings**

**Principal Owner:** Zygmunt "Zygi" Wilf

**Year Established:** 1961

[Team Website](#)

Twitter: [@Vikings](#)

**Most Recent Purchase Price (\$/Mil):** \$600 (2005)

**Current Value (\$/Mil):** \$2,200

**Percent Change From Last Year:** 38%

**Stadium:** U.S. Bank Stadium

**Date Built:** 2016

**Facility Cost (\$/Mil):** \$1.076

**Percentage of Stadium Publicly Financed:** 51%

**Facility Financing:** The total cost of the new Vikings stadium is \$1.08 billion. \$498 million public contributions was split by the City of Minneapolis (\$150 million) and the State of Minnesota (\$348 million). The State's contribution came from appropriation bonds that will be repaid through the modernization of State-authorized gambling. The City contribution came from a redirection of the current "Convention Center Taxes." No new taxes or money from the State's general fund will be used. The Vikings covered the remaining \$477 million and all overflow costs through private financing and equity, NFL loans, and possibly Stadium Builder's Licenses.

[Facility Website](#)

Twitter: [@usbankstadium](#)

**UPDATE:** The new stadium opened in time for the 2016 season. Some attributes of the new stadium include: the largest clear ethylene tetrafluoroethylene roof in the world, allowing a connection to the outdoors from a climate-controlled environment, the largest glass pivoting doors in the world opening to the west plaza, the highest quality HD video boards located in the east and west endzones, video ribbon boards throughout the interior of the seating bowl, and over 1,200

HD flat screen televisions through the concourse. The U.S. Bank Stadium will be the first fixed roof stadium built in the NFL since Ford Field.

The Minnesota Vikings were awarded Super Bowl LII for the 2017 season. The game will be played in February 2018 in the new Vikings stadium. The Minnesota Super Bowl Host Committee expects the Super Bowl to bring in at least \$400 million in revenue.

U.S. Bank Stadium is set to host the NCAA Division I Men's Basketball Final Four in 2019.

**NAMING RIGHTS:** In June 2015, U.S. Bank and the Minnesota Vikings struck a naming rights deal for the new stadium. U.S. bank is paying \$220 million over twenty years.

In July 2015, MillerCoors extended its sponsorship of the Minnesota Vikings to become a Founding Partner of the U.S. Bank Stadium and the Official Beer Partner of the team. The ten-year agreement includes prominent signage and other branding within the venue.

3M and the Minnesota Vikings announced a 10-year deal making 3M the Official Science Partner of the Vikings. A permanent sign in the Northeast corner of the stadium will display 3M advertisements amongst the other signage opportunities provided by the deal. 3M will also be the preferred supplier of branded first aid stations.

## **Team: New England Patriots**

**Principal Owner:** Robert Kraft

**Year Established:** 1960

[Team Website](#)

Twitter: [@Patriots](#)

**Most Recent Purchase Price (\$/Mil):** \$172 (1994)

**Current Value (\$/Mil):** \$3,400

**Percent Change From Last Year:** 6%

**Stadium:** Gillette Stadium

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$325

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

**Facility Financing:** The team paid for the \$325 million stadium.

[Facility Website](#)

Twitter: [@GilletteStadium](#)

**UPDATE:** The NCAA awarded Gillette Stadium the right to host the NCAA Men's Division I Lacrosse quarterfinals and championship matches in 2017 and 2018. The NCAA also awarded Gillette Stadium the right to host the NCAA Women's Division I Lacrosse championship in 2017. In addition, Gillette Stadium will host the NCAA Men's Divisions II and III Lacrosse championship matches in 2017 and 2018.

A WiFi system upgrade was completed at the stadium towards the end of 2016. The upgraded WiFi system allows fans to share videos and pictures while moving around the stadium much easier. This upgrade also allowed for faster replays and mobile ticketing.

The upgrade to Gillette Stadium's turf was completed in May 2017. The stadium upgraded turf features FieldTurf's latest monofilament technology, the industry's highest-performing monofilament fiber. This improved fiber makes the surface resilient, durable, and player friendly.

In the beginning of 2017 the team began renovating the upper concourse, expected to be ready by the beginning of the 2017 season. These renovations include new spaces for a more social atmosphere. The landings in the four corners of the stadium will now have covers with garage style doors that can be adjusted according to the weather conditions. The Patriots are installing a drink rail, along with a full-service bar. The team is also making renovations to make room for its fifth Super Bowl banner.

**NAMING RIGHTS:** Global Gillette receives naming rights for \$240 million until the year 2031. The average annual value is expected to be \$8 million.

In 2015, Cross Insurance acquired the rights for naming the Cross Insurance Pavilion at Gillette Stadium. The Cross Insurance Pavilion and Business Center will feature TVs and space for fans whom can book the space for conferences, receptions, and other events. Cross Insurance replaces Bacardi USA Inc., who backed out of a naming rights deal for the pavilion as a sponsor. The terms of the agreement between Cross Insurance and the Patriots are undisclosed. The pavilion opened Summer 2015.

## **Team: New Orleans Saints**

**Principal Owner:** Thomas Benson, Jr.

**Year Established:** 1967

[Team Website](#)

Twitter: [@Saints](#)

**Most Recent Purchase Price (\$/Mil):** \$70 (1985)

**Current Value (\$/Mil):** \$1,750

**Percent Change From Last Year:** 16%

**Stadium:** Mercedes-Benz Superdome

**Date Built:** 1975

**Facility Cost (\$/Mil):** \$134

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

**Facility Financing:** The stadium was publicly financed through a \$134 million bond issue, backed by a 4% hotel tax imposed in two parishes (counties). The State of Louisiana financed an \$85 million renovation of the Superdome.

[Facility Website](#)

Twitter: [@MBSuperdome](#)

**UPDATE:** In May 2017, the Louisiana Stadium and Exposition District approved funding to hire the architecture firm Gensler to develop a plan for future renovations to the stadium. The plan will take a total of six months to complete. Having the Saints and the New Orleans Pelicans under the same ownership also allows for possible improvements to both arenas. Once the plan is finalized the cost for each improvement and funding for those renovations will be explored. Team ownership is hoping the upcoming major improvements will help the team win a future bid to host it's eleventh Super Bowl.

On January 13, 2020, the Mercedes-Benz Superdome will host the 2020 College Football Playoff National Championship.

Mercedes-Benz Superdome will host the NCAA men's basketball Final Four in 2022.

**NAMING RIGHTS:** Mercedes-Benz obtained the naming rights to the Superdome in a ten-year contract set to expire in 2020. The deal is estimated to cost between \$10-\$12 million a year. Mercedes-Benz will now be the official and exclusive vehicle of the Saints.

## **Team: New York Giants**

**Principal Owner:** John Mara and Steve Tisch

**Year Established:** 1925

[Team Website](#)

Twitter: [@Giants](#)

**Most Recent Purchase Price (\$/Mil):** \$150 (1991)

**Current Value (\$/Mil):** \$3,100

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

**Stadium:** MetLife Stadium

**Date Built:** 2010

**Facility Cost (\$/Mil):** \$1,600

**Percentage of Stadium Publicly Financed:** N/A

**Facility Financing:** Financed jointly by the New York Giants and the New York Jets (NFL).

[Facility Website](#)

Twitter: [@MLStadium](#)

**UPDATE:** On July 22, 2017 MetLife Stadium hosted Juventus and FC Barcelona as a part of the International Champions Cup in 2017. FC Barcelona beat Juventus with a score of 2-1.

**NAMING RIGHTS:** MetLife, Inc. was originally a cornerstone partner of the stadium, but purchased naming rights in 2011 for twenty-five years at \$425-\$625 million.

## Team: New York Jets

**Principal Owner:** Robert Wood Johnson IV

**Year Established:** 1960

[Team Website](#)

Twitter: [@nyjets](#)

**Most Recent Purchase Price (\$/Mil):** \$635 (2000)

**Current Value (\$/Mil):** \$2,750

**Percent Change From Last Year:** 6%

**Stadium:** MetLife Stadium

**Date Built:** 2010

**Facility Cost (\$/Mil):** \$1,600

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

**Facility Financing:** Financed jointly by the New York Jets and the New York Giants (NFL).

[Facility Website](#)

Twitter: [@MLStadium](#)

**UPDATE:** On July 22, 2017 MetLife Stadium hosted Juventus and FC Barcelona as a part of the International Champions Cup in 2017. FC Barcelona beat Juventus with a score of 2-1.

**NAMING RIGHTS:** MetLife, Inc. was originally a cornerstone partner of the stadium, but purchased naming rights in 2011 for twenty-five years at \$425-\$625 million.

## Team: Oakland Raiders

**Principal Owner:** Mark Davis

**Year Established:** 1960

[Team Website](#)

Twitter: [@RAIDERS](#)

**Most Recent Purchase Price (\$/Thous):** \$180 (1966)

**Current Value (\$/Mil):** \$2,100

**Percent Change From Last Year:** 47%

**Stadium:** Oakland Alameda Coliseum

**Date Built:** 1966 (Renovated in 1996)

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

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

**Facility Financing:** The City and County issued \$197 million in bonds to cover the cost of relocating the Raiders from Los Angeles to Oakland and the renovation costs for O.co Coliseum.

[Facility Website](#)

Twitter: [@OAColiseum](#)

**UPDATE:** In March 2017, the NFL owners voted to approve the Raider's move to Las Vegas for the 2020 season. Before the NFL owners approved the Raider's move to Las Vegas, the Southern Nevada Tourism Infrastructure Committee approved the proposed \$1.7 billion stadium plan in September 2016. The approved proposed plan included \$750 million in public funding that would be raised through an increased hotel occupancy tax. The Raiders and the NFL would also provide \$500 million.

In May 2017, the Las Vegas public board that oversees the proposed stadium approved a conditional lease agreement for the facility. Under the agreement, the team will not pay rent for the 30-year term, but the team will have to contribute to a fund that will cover capital expenses that come up as the facility ages. This approved agreement also prohibits gambling in the premises and gave the team the right to name the stadium.

The Raiders will most likely stay in its current facilities until the new stadium is built in Las Vegas, but the team could also make UNLV's Sam Boyd Stadium its temporary home until the new stadium is finished in 2020.

The Oakland Athletics, co-tenants of O.co Coliseum with the Raiders have installed a new \$10 million scoreboard system for the 2015 MLB season. The baseball team signed a ten-year renewal for the stadium through 2024. As part of the new lease, the Oakland-Alameda County Coliseum Authority agreed to pay \$1 million per year, with 5% annual increases to maintain the stadium.

**NAMING RIGHTS:** In April 2011, Overstock.com purchased the naming rights to the Coliseum in a six year, \$1.2 million deal. The Coliseum was renamed O.co Coliseum in June 2011. In April 2016, previous naming rights sponsor, Overstock.com, opted out of its naming rights deal. The stadium will now be named Alameda County Coliseum until a new naming rights sponsor is found. As of now there is no information on the name of the Raiders' new stadium in Las Vegas.

## **Team: Philadelphia Eagles**

**Principal Owner:** Jeffrey Lurie

**Year Established:** 1933

[Team Website](#)

Twitter: [@Eagles](#)

**Most Recent Purchase Price (\$/Mil):** \$185 (1994)

**Current Value (\$/Mil):** \$2,500

**Percent Change From Last Year:** 4%

**Stadium:** Lincoln Financial Field

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$512

**Percentage of Stadium Publicly Financed:** 39%

**Facility Financing:** The Phillies (MLB) and the Eagles stadiums were funded with \$304 million from the City, \$482 million from the two teams, and \$170 million from the State. The Eagles contributed \$310 million for Lincoln Financial Field.



[Facility Website](#)

Twitter: [@LFFStadium](#)

**UPDATE:** Lincoln Financial Field hosts the annual Army-Navy football game.

Temple University pays \$1 per football season to play its home games at Lincoln Financial Field. The current lease runs through 2017, with options in 2018 and 2019.

**NAMING RIGHTS:** Lincoln National Corporation agreed to pay \$139.6 million over twenty years for the naming rights to the stadium. The agreement expires in 2022 and has an average annual payout of \$6.7 million. The deal also includes signs in the stadium, suites at home and road games, tickets for the Pro Bowl, commercial time on the Eagles' preseason game broadcasts and television shows, and information kiosks in the stadium.

## **Team: Pittsburgh Steelers**

**Principal Owner:** Daniel Rooney & Art Rooney II

**Year Established:** 1933

[Team Website](#)

Twitter: [@steelers](#)

**Most Recent Purchase Price (\$/Hun):** \$25 (1933)

**Current Value (\$/Mil):** \$2,250

**Percent Change From Last Year:** 18%

**Stadium:** Heinz Field

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$281

**Percentage of Stadium Publicly Financed:** 69%

**Facility Financing:** The Steelers contributed \$76.5 million for the stadium, the State provided \$75 million, and the rest came from the Allegheny Regional Asset District, which administered a 1% county sales tax.

[Facility Website](#)

Twitter: [@heinzfield](#)

**UPDATE:** The Pittsburgh Stadium Authority approved the construction of a \$22.6 million parking garage near Heinz Field. Work commenced in June 2016 and is expected to be completed in early 2017. The Stadium Authority was required to replace parking spaces lost to the development of Heinz Field.

On February 18, 2017 Heinz field hosted an outdoor hockey game featuring the Pittsburgh Penguins and the Philadelphia Flyers.

After the success of Super Bowl XLVII at MetLife Stadium, the first game played outdoors in a Northern climate, Pittsburgh is submitting a bid for Super Bowl LVII in 2023. The NFL will vote on the location at their general meeting in 2019.

In early 2017, Pittsburgh's Sports and Exhibition Authority rejected the idea of the Steelers using public financing for improvements at Heinz Field. The enhancements would have included WiFi access throughout the stadium, a new jumbotron, and an additional 2,000 seats. These renovations would have costed an estimated \$25 million. However, the Sports and Exhibition Authority did approve \$276,860 in reimbursements to the Steelers for structural steel painting and related inspection services.

**NAMING RIGHTS:** H.J. Heinz bought the exclusive naming rights for the Steelers Stadium for \$57 million. The deal expires in 2021 and has an average annual payout of \$2.85 million.

## **Team: San Francisco 49ers**

**Principal Owner:** Denise DeBartolo York & John York

**Year Established:** 1946

[Team Website](#)

Twitter: [@49ers](#)

**Most Recent Purchase Price (\$/Mil):** \$13 (1977)

**Current Value (\$/Mil):** \$3,000

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

**Stadium:** Levi's Stadium

**Date Built:** 2014

**Facility Cost (\$/Mil):** \$103

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

**Facility Financing:** The new stadium was largely financed by the sale of stadium assets, such as naming rights. The remaining costs came from a capped investment by the City of Santa Clara

[Facility Website](#)

Twitter: [@LevisStadium](#)

**UPDATE:** The stadium will also host college football's annual Foster Farms Bowl. The site will also host the Pac-12 Football Championship Game from 2014 to 2017. Levi's Stadium will also host the College Football Playoff National Championship in 2019.

In July 2017, Levi's Stadium hosted one game of the International Champions Cup and the final of the 2017 Gold Cup. Levi's Stadium hosted Real Madrid C.F. and Manchester United F.C. on July 23, 2017 as part of the International Champions Cup. The game ended in a draw, 1-1, with Manchester United F.C. winning 2-1 on penalty kicks. Levi's Stadium hosted United States and Jamaica for the final of the 2017 Gold Cup. United States beat Jamaica by a score of 2-1.

The team announced renovations to Levi's Stadium, the renovations will be ready for the 2017 season. These renovations include signage around the stadium emphasizing the team's history and Super Bowl Championships. The team will also add a Ring of Honor. Included in the Ring of Honor will be all names included in the Edward J. DeBartolo Sr. San Francisco 49ers Hall of Fame.

The city recently conducted an audit and found that the 49ers owe the city \$2 million for public safety and other stadium costs. The 49ers are dispute the charges.

**NAMING RIGHTS:** On May 8, 2013, Levi Strauss & Co. announced a proposal for a twenty-year \$220 million naming rights agreement for Levi's Stadium. Levi's retains the right to extend the deal for an additional five-year term at \$75 million.

## **Team: Seattle Seahawks**

**Principal Owner:** Paul Allen

**Year Established:** 1976

[Team Website](#)

Twitter: [@Seahawks](#)

**Most Recent Purchase Price (\$/Mil):** \$194 (1997)

**Current Value (\$/Mil):** \$2,225

**Percent Change From Last Year:** 19%

**Stadium:** CenturyLink Field

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$360 (Field); \$70 (Event Center)

**Percentage of Stadium Publicly Financed:** 83%

**Facility Financing:** \$130 million from team owner Paul Allen \$127 million from new sports-related lottery games, \$101 million in sales taxes from events held at the stadium, \$56 million in admissions and parking taxes, and \$15 million from existing hotel/motel taxes.

[Facility Website](#)

Twitter: [@CenturyLink\\_Fld](#)

**UPDATE:** CenturyLink Field hosted the first two games of the 2017 summer's Tournament of Nations. The Tournament of Nations is a four-team elite women's soccer international tournament. CenturyLink Field hosted the first game with Brazil against Japan and the second game with the US Women's National Team facing Australia. The Brazil and Japan match ended in a draw with a score of 1-1. Australia beat the US Women's National Team with a score of 1-0.

**NAMING RIGHTS:** The field became CenturyLink Field in 2011 after CenturyLink acquired Qwest, the company who previously held naming rights for the field. Financial details of the agreement were not disclosed but the cost is rumored to be in the \$60-\$100 million range and is expected to last fifteen to twenty years.

## **Team: Tampa Bay Buccaneers**

**Principal Owner:** Glazer Family, currently Bryan Glazer

**Year Established:** 1976

[Team Website](#)

Twitter: [@TBBuccaneers](#)

**Most Recent Purchase Price (\$/Mil):** \$192 (1995)

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

**Percent Change From Last Year:** 19%

**Stadium:** Raymond James Stadium

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$168.5

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

**Facility Financing:** Publicly financed through a .05% sales tax.

[Facility Website](#)

Twitter: [@RJStadium](#)

**UPDATE:** The Buccaneers, Tampa Bay Sports Authority, and Hillsborough County finalized a deal to majorly renovate Raymond James Stadium starting after the 2015 season. The project is estimated to cost at least \$140 million and will be completed in at least two phases. Phase one will include two new HD video boards in the end zones, four new video boards in each corner of the stadium, new concourse level, new sound system, and new concessions. Phase one is finished. Phase two will include renovations of the club lounges, expansion of the general concourses, a team store, and other enhancements. Phase two is expected to be completed by the 2017 season. The Buccaneers have agreed to pay a minimum of \$58 million and another \$29 million will come from taxpayer money out of the County's tourist tax.

Raymond James Stadium hosted the 2017 College Football Playoff National Championship on January 9, 2017. Rob Higgins, executive director of the Tampa Bay Sports Commission, expected the championship game to bring in approximately \$250-\$350 million in revenue.

Raymond James Stadium will host the FAMU Tampa Football Classic in 2017. The game will feature Florida A&M University and Tennessee State University.

The stadium will also be the site of the 2018 Outback Bowl on January 1, 2018. The game will feature a Big Ten and a SEC team.

**NAMING RIGHTS:** Raymond James Financial bought the naming rights to Raymond James Stadium in 1998. The initial deal paid \$32.5 million over a thirteen-year period expiring in 2011. In April 2006, the parties extended the deal through 2016. The deal was extended again in 2016 for another twelve years. The deal is set to expire following the 2027 season.

## Team: Tennessee Titans

**Principal Owner:** Amy Adams Strunk

**Year Established:** 1960

[Team Website](#)

Twitter: [@Titans](#)

**Most Recent Purchase Price (\$/Thous):** \$25 (1959)

**Current Value (\$/Mil):** \$2,000

**Percent Change From Last Year:** 34%

**Stadium:** Nissan Stadium

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$292

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

**Facility Financing:** The City of Nashville financed \$150 million for Nissan Stadium from excess hotel/motel taxes and surplus funds. The State provided \$70 million in bonds that are repaid through sales taxes generated by the facility.

[Facility Website](#)

Twitter: [@NissanStadium](#)

**UPDATE:** In early 2017, the Tennessean reported that Nissan Stadium is in need of an estimated \$293 million in renovations over the next 20 years. The mayor's office has stated the next step would be to create an action plan for the facility, including how the renovations are to be financed.

Nissan Stadium will host a match for the 2017 International Champions Cup on July 29.

**NAMING RIGHTS:** In June 2015, the Tennessee Titans and Nissan North America reached a naming rights deal. The financial details of the twenty-year deal were not disclosed. New signage reflecting the deal will be installed prior to the 2015 season.

## Team: Washington Redskins

**Principal Owner:** Daniel Snyder

**Year Established:** 1932

[Team Website](#)

Twitter: [@Redskins](#)

**Most Recent Purchase Price (\$/Mil):** \$750 (1999)

**Current Value (\$/Mil):** \$2,950

**Percent Change From Last Year:** 4%

**Stadium:** FedEx Field

**Date Built:** 1997

**Facility Cost (\$/Mil):** \$250.5

**Percentage of Stadium Publicly Financed:** 28%

**Facility Financing:** The team privately financed \$180 million in construction costs, while the State of Maryland contributed \$70.5 million for infrastructure improvements.

[Facility Website](#)

Twitter: [@FedExField](#)

**UPDATE:** On June 18, 2014, the Trademark Trial and Appeal Board (TTAB) issued a decision in *Blackhorse v. Pro Football, Inc.* that canceled federal trademarks that were issued to the Washington Redskins. The term "Redskins" was ruled disparaging to Native Americans and lost the protections formerly afforded to it under trademark law.

In July 2015, a federal judge ordered the cancellation of the Washington Redskins federal trademark registrations. This decision affirmed the ruling from the June 2014 federal Trademark Trial and Appeal Board. The team is expected to appeal the ruling through the U.S. Court of Appeals for the 4th Circuit.

In June 2017, the Supreme Court ruled that the government cannot censor trademarks because some people find them offensive. This ruling could clear the way for the Redskins to maintain its trademarks. The Supreme Court ruled 8-0 in *The Slants* trademark case. The Court said the U.S. Patent and Trademark Office overstepped its powers and violated the First Amendment rights of the Asian-American rock band when it denied them a trademark on their name. The Redskin's case is currently pending in the 4<sup>th</sup> U.S. Circuit Court of Appeals and it was put on hold to await the Supreme Court's decision in *The Slants'* case.

FedEx Field will host Barcelona and Manchester United as part of the 2017 International Champions Cup.

**NAMING RIGHTS:** Federal Express bought the naming rights to the Redskins' home field in 1999. The deal, which runs through 2025, is worth \$205 million. With an average payout of \$7.6 million, the deal is one of the highest paying in the NFL.