Team: Arizona Cardinals

Principal Owner: William Bidwell
Year Established: 1898

Team Website
Twitter: @AZCardinals

Most Recent Purchase Price ($/Mil): $.05 (1932)
Current Value ($/Mil): $2,150
Percent Change From Last Year: 6%

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 $300.4 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 $145.4 million. Glendale contributed $9.9 million. The Cardinals purchased the land for the stadium for $18.5 million.

Facility Website
Twitter: @UOPXStadium

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): $2,475  
Percent Change From Last Year: 11%

Stadium: Mercedes-Benz Stadium  
Date Built: 2017  
Facility Cost ($/Mil): $1,500  
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: [@MBStadium](#)

UPDATE: 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 Mercedes-Benz Stadium officially opened on August 26, 2017. The Atlanta Falcons have over $900 million worth of sponsorship commitments for the new Mercedes-Benz Stadium. The capacity of the Falcons’ new stadium is set at 75,000.

The NCAA College Football National Championship took place at the Mercedes-Benz Stadium on January 8, 2018. The Alabama Crimson Tide were victorious over the Georgia Bulldogs with a final score of 26-23.

The Mercedes-Benz Stadium will be host to the Major League Soccer All-Star Game on August 1, 2018, as well as hosting different small events throughout the week before the All-Star Game.

The Mercedes-Benz Stadium is set to host the Men’s College Basketball Final Four in 2020.

Bill Hancock, the Executive Director of College Football Playoffs, announced that a new contract is in place for the Mercedes-Benz Stadium to host the Chick-fil-A Peach Bowl through the 2025-26 football season.
NAMING RIGHTS: 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): $2,500  
Percent Change From Last Year: 9%

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

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): $1,6000  
Percent Change From Last Year: 7%
Stadium: New Era Field  
Date Built: 1973  
Facility Cost ($/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 scoreboards; 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:  
A renovation of the Premium areas of New Era Field is currently taking place in the off-season and should be completed before the 2018-19 football season begins. The goals of this renovation are to improve the traffic flow in the clubs and allow for a more efficient way for club seat members to gather with family and friends while still enjoying the amenities provided by the indoor seating area.

May 2018 marked Tailgate Guys as the official tailgate provider for the Buffalo Bills’ home games in the upcoming season.

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): $2,300  
Percent Change From Last Year: 11%

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 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 America 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): $2,850
Percent Change From Last Year: 6%

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: 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): $1,800
Percent Change From Last Year: 7%

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:
For the first time since 2008, Paul Brown Stadium will be hosting the opening game for high school football. On August 24, 2018, St. Xavier and Lakota West will start their seasons at Paul Brown Stadium.

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): $987 (2012)
Current Value ($/Mil): $1,950
Percent Change From Last Year: 5%

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 addition to the donations by Jimmy and Dee Haslam to renovate high school football fields, FirstEnergy Stadium will also host high school football games. On October 26, 2018, the Saint Ignatius Wildcats will take on the St. Edward Eagles at the FirstEnergy Stadium.

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): $4,800
Percent Change From Last Year: 14%

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 The American, the world’s richest one-day rodeo. Cowboys competed for a $2 million purse on February 25, 2018.

Beginning in 2016, all University Interscholastic League championship games have been played at AT&T Stadium.

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): $2,600
Percent Change From Last Year: 8%

Stadium: Broncos 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](https://twitter.com/SportsAuthField)

**UPDATE:** Broncos Field at Mile High will be providing a new locker service to fans as a replacement for the bag-check system that has been used for the last two years. There will be over 1,000 lockers available to rent for a $5 fee. These lockers are rented on a first-come first-serve basis and will be available for all major events at the stadium. Fans are to be reminded that the quickest way to enter the stadium will still be to not bring in a bag.

**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 still looking for a sponsor after the liquidation of Sports Authority, Inc.

## Team: Detroit Lions

**Principal Owner:** Martha Firestone Ford  
**Year Established:** 1934  
**Team Website**
Twitter: [@Lions](https://twitter.com/FordField)

**Most Recent Purchase Price ($/Mil):** $5 (1964)  
**Current Value ($/Mil):** $1,700  
**Percent Change From Last Year:** 3%

**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](https://twitter.com/FordField)

**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): $2,550
Percent Change From Last Year: 9%

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: In March of 2018, the playing surface of Lambeau Field was torn up and will be replaced with a natural grass surface. The irrigation system, the heating system, and the rubber apron around the field will be replaced as well. In May of 2018, new sod was installed. Forty-three miles of tubing were installed to heat the field’s playing surface. All of these changes are underground and were completed by the annual Packers Family Night.

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): $2,800
Percent Change From Last Year: 8%
Stadium: NRG Stadium  
Date Built: 2002  
Facility Cost ($/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: N/A  

UPDATE: The 2017 AdvoCare Texas Kickoff game was relocated from NRG Stadium due to the catastrophe that Hurricane Harvey caused, however, NRG Stadium will continue to host the AdvoCare Texas Kickoff. This year’s game will take place on September 1, 2018, between the Texas Tech Red Raiders and the Ole Miss Rebels.  
The Southwestern Athletic Conference, SWAC, played its last championship game at NRG Stadium on December 2, 2017.  
During the 2018 offseason, renovations are being made to the cafeteria and offices. The goal of these renovations is to create a more effective and efficient workspace for business and football operations. The updates also are to keep the facility current with other NFL facilities.  

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): $14 (1972)  
Current Value ($/Mil): $2,375  
Percent Change From Last Year: 9%  

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): $770 (2012)
Current Value ($/Mil): $2,075
Percent Change From Last Year: 6%

Stadium: TIAA Bank 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: @TIAABankField
UPDATE: 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.

On June 12, 2017, TIAA announced that it acquired EverBank. In February of 2018, information was released stating that EverBank Field would be renamed TIAA Bank Field by the beginning of the 2018-19 NFL season as long as the City of Jacksonville and the Jaguars approved. Both approved and at this time, the facility of the Jacksonville Jaguars is named TIAA Bank Field.

NAMING RIGHTS: EverBank, now TIAA Bank, 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): $2,100
Percent Change From Last Year: 12%

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

UPDATE: N/A

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): $2,275
Percent Change From Last Year: 9%

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-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.

Los Angeles will 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): $3,000
Percent Change From Last Year: 3%

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.

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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 Rams will share the stadium with the L.A. Chargers at least until 2020. The Chargers are tenants to the Rams and will pay $1 per year in rent for a twenty-year 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.

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 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): $2,575  
Percent Change From Last Year: 8%

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.
UPDATE: 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 2018-19 season.

The Hard Rock Stadium is set to host the Miami Open in 2019.

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): $2,400
Percent Change From Last Year: 9%

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

Prior to the 2019 Final Four, U.S. Bank Stadium will host the U.S. Bank Stadium Basketball Classic featuring the University of Minnesota Golden Gophers, the University of St. Thomas Tomcats, and North Dakota State University Bison.

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):** $3,700  
**Percent Change From Last Year:** 9%

**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 also host the NCAA Men’s Divisions II and III Lacrosse championship matches in 2017 and 2018.

On September 28, 2018, Gillette Stadium is set to host its first marathon: the Gillette Stadium Marathon.
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): $2,000
Percent Change From Last Year: 14%

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: Mercedes-Benz Superdome hosted the 2017 AdvoCare Texas Kickoff between LSU and BYU. LSU was the champion with the final score of 27-0. The devastation of Hurricane Harvey caused this venue change for 2017 only.

On June 14, 2018, a lawsuit was filed against the Mercedes-Benz Superdome for a violation of the Americans with Disabilities Act. The alleged violation encompasses the lack of accessible wheelchair seating in the facility.

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): $3,300
Percent Change From Last Year: 6%

Stadium: MetLife Stadium
Date Built: 2010
Facility Cost ($/Mil): $1,600
Percentage of Stadium Publicly Financed: N/A
Facility Website
Twitter: @MLStadium

UPDATE: On June 23 and 24, 2018, MetLife Stadium hosted the Sixth Annual Health & Fitness Expo.

On July 25, 2018, MetLife Stadium will host the International Champions Cup with Manchester City F.C. playing Liverpool F.C. Then, on August 7, 2018, it will host a second International Champions Cup match with Real Madrid C.F. taking on A.S. Roma. This will be the sixth year in a row that MetLife Stadium has hosted International Champions Cup events.

On December 11, 2021, MetLife Stadium has been selected to host the Army-Navy Game.

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

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Percent Change From Last Year: 0%

Stadium: MetLife Stadium  
Date Built: 2010  
Facility Cost ($/Mil): $1,600  
Percentage of Stadium Publicly Financed: 0%  
Facility Website  
Twitter: @MLStadium

UPDATE: On June 23 and 24, 2018, MetLife Stadium hosted the Sixth Annual Health & Fitness Expo.

On July 25, 2018, MetLife Stadium will host the International Champions Cup with Manchester City F.C. playing Liverpool F.C. Then, on August 7, 2018, it will host a second International Champions Cup match with Real Madrid C.F. taking on A.S. Roma. This will be the sixth year in a row that MetLife Stadium has hosted International Champions Cup events.

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Team: Oakland Raiders

Principal Owner: Mark Davis  
Year Established: 1960  
Team Website  
Twitter: @RAIDERS

Most Recent Purchase Price ($/Thous): $180 (1966)  
Current Value ($/Mil): $2,380  
Percent Change From Last Year: 13%  

Stadium: Oakland-Alameda County 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: 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 Oakland-Alameda County 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):** $2,650  
**Percent Change From Last Year:** 6%

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

Lincoln Financial Field will host the Confederation of North, Central America, and Caribbean Association Football (CONCACAF) Gold Cup in the summer of 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 Trust & Arthur Rooney II
Year Established: 1933
Team Website
Twitter: @steelers

Most Recent Purchase Price ($/Hun): $25 (1933)
Current Value ($/Mil): $2,450
Percent Change From Last Year: 9%

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: 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.

On April 27, 2018, the U.S. Army recognized the Pittsburgh Steelers and Heinz Field Management for their efforts of working with and supporting local military organization by presenting a plaque thanking them for their support.

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): $3,050
Percent Change From Last Year: 2%

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. Levi’s Stadium will also host the College Football Playoff National Championship in 2019.

On August 4, 2018, Levi’s Stadium will host A.C. Milan versus F.C. Barcelona for the International Champions Cup.

Levi’s Stadium is hosting the Pac-12 Football Championship Game for the fifth year in a row on November 30, 2018.

On December 32, 2018, Levi’s Stadium will host the Bay Area’s 17th Annual Bowl game.

The city conducted an audit in 2018 and found that the 49ers owe the city $2 million for public safety and other stadium costs. The 49ers are disputing the charges.

Levi’s Stadium is one of 23 candidate host cities being considered to host the 2026 FIFA World Cup.

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): $2,425
Percent Change From Last Year: 9%

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.
UPDATE: CenturyLink Field was awarded the 2017 Homeland Security SAFETY Act Certification, the highest level of accreditation given by the U.S. Department of Homeland Security.

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: @Buccaneers

Most Recent Purchase Price ($/Mil): $192 (1995)
Current Value ($/Mil): $1,975
Percent Change From Last Year: 10%

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: Raymond James Stadium’s East Stadium Club and Atrium are in their fourth phase of renovations. The Buccaneers are adding a premium sports bar to the East Club. The renovations are worth more than $160 million and began in 2014.


The stadium will also be the site of the 2018 Outback Bowl on January 1, 2018. The game featured the Michigan Wolverines and the South Carolina Gamecocks. South Carolina was the winner with a final score of 26-19.

Raymond James Stadium is set to host the Super Bowl in 2021.
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): $2,050
Percent Change From Last Year: 2%

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: N/A

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): $3,100
Percent Change From Last Year: 5%

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: The Redskins lease at FedEx Field is set to expire in 2027 and there is talk about a new stadium.

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.