



NATIONAL FOOTBALL LEAGUE

{Appendix 3, to Sports Facility Reports, [Volume 20](#)}
Research completed as of August 1st, 2019

Team: Arizona Cardinals

Principal Owner: William Bidwell

Year Established: 1898

[Team Website](#)

Twitter: [@AZCardinals](#)

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

Current Value (\$/Mil): \$2.15B

Percent Change From Last Year: 7%

Stadium: State Farm 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: [@StateFarmStdm](#)

UPADTE: On September 4, 2018, the stadium owners announced that they have entered into a new naming rights deal with State Farm. Last year, it was announced that the naming rights deal would be changing, but the stadium would remain as the University of Phoenix Stadium until a new deal was reached.

NAMING RIGHTS: The Cardinals Stadium reached an 18-year naming rights agreement with State Farm Insurance. Due to a confidentiality agreement, team owner Bidwill declined to state to the public the value of the new naming rights deal with State Farm.

Team: Atlanta Falcons

Principal Owner: Arthur Blank

Year Established: 1965

[Team Website](#)

Twitter: [@AtlantaFalcons](#)

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

Current Value (\$/Mil): \$2.6 B

Percent Change From Last Year: 5%

Stadium: Mercedes-Benz Stadium

Date Built: 2017

Facility Cost (\$/Mil): \$1.5 B

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 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.

On February 7, 2019, the owners of the stadium announced that the artificial turf on the field would be replaced before the 2019-20 Falcons season. This project is part of an overall \$2 million investment for minor capital improvements to the stadium.

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 (2004)

Current Value (\$/Mil): \$2.59 B

Percent Change From Last Year: 4%

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: On July 22, 2019, the Ravens announced that they completed a major renovation project to M&T Bank Stadium in order to increase fan experience at Ravens' games. The project, which lasted three years and costed an estimated \$120 million, was done in order to improve fan attendance at home games.

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: 1959

[Team Website](#)

Twitter: [@buffalobills](#)

Most Recent Purchase Price (\$/mill.): \$1.4 B (2014)

Current Value (\$/Mil): \$1.6 B

Percent Change From Last Year: 0%

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 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: [@newerafield](#)

UPDATE: New Era Field is currently replacing the turf on the field. The new turf is expected to be completed in time for the 2019-20 Bills season. As part of the lease terms, Erie County, NY must contribute \$3 million per year for minor or major stadium renovations. The new field turf is being paid for with the \$3 million contribution from Erie County.

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: David Tepper

Year Established: 2018

[Team Website](#)

Twitter: [@Panthers](#)

Most Recent Purchase Price (\$/Mil): \$2.3 B (2018)

Current Value (\$/Mil): \$2.3 B

Percent Change From Last Year: 0%

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: After being accused of inappropriate workplace behavior, previous owner Jerry Richardson sold the Carolina Panthers team to a hedge fund manager named David Tepper. Tepper bought the team from Richardson for \$2.3 billion, and the sale became final on July 18, 2018.

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): \$2.9 B

Percent Change From Last Year: 2%

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](#)

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: 1967

[Team Website](#)

Twitter: [@Bengals](#)

Most Recent Purchase Price (\$/Mil): \$7.5 (1967)

Current Value (\$/Mil): \$1.8 B

Percent Change From Last Year: 0%

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

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: 1944

[Team Website](#)

Twitter: [@Browns](#)

Most Recent Purchase Price (\$/Mil): \$987 (2012)

Current Value (\$/Mil): \$1.95 B

Percent Change From Last Year: 0%

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](#)

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): \$5 B

Percent Change From Last Year: 4%

Stadium: AT&T Stadium

Date Built: 2009

Facility Cost (\$/Mil): \$1.15 B

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 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.

On July 22, 2019, Forbes released their valuation of the Top 50 most valuable sports franchises in the world. Valued at \$5 billion in 2019, the Dallas Cowboys are the most valuable professional sports franchise in the world.

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: 1959

[Team Website](#)

Twitter: [@Broncos](#)

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

Current Value (\$/Mil): \$2.65 B

Percent Change From Last Year: 2%

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: [@broncosstadium](#)

UPDATE: A report from the Denver Post on March 25, 2019 indicated that the Denver Broncos were getting closer to selling the naming rights of Mile High to a new corporate sponsor. However, as of August 1, 2019, the Broncos are still looking for a naming rights agreement for their stadium.

On June 13, 2019, former Broncos owner Pat Bowlen passed away at the age of 75. His controlling interest in the team is now retained by the Patrick Bowlen Trust.

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](#)

Most Recent Purchase Price (\$/Mil): \$4.5 (1964)

Current Value (\$/Mil): \$1.7 B

Percent Change From Last Year: 0%

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](#)

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): \$2.625 B

Percent Change From Last Year: 3%

Stadium: Lambeau Field

Date Built: 1957

Facility Cost (\$/Mil): \$0.960

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: On July 29, 2019, the Packers unveiled their new fan congregation area in Lambeau Field called the U.S. Cellular Loft. This 6,000-square foot area is located on the upper concourse of Lambeau Field. The U.S. Cellular Loft is a climate-controlled space open to all fans in

attendance, and includes many features such as bar, multiple televisions, tables and chairs, etc. that enhance the fan's gameday experience at Lambeau Field.

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: The McNair Family

Year Established: 1999

[Team Website](#)

Twitter: [@HoustonTexans](#)

Most Recent Purchase Price (\$/Mil): \$600 (1999)

Current Value (\$/Mil): \$2.8 B

Percent Change From Last Year: 0%

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: On November 23, 2018, the Texans first majority owner, Bob McNair, passed away at the age of 81. Upon his death, Bob McNair's majority interest in the Texans passed to his wife, Janice McNair, and their son, Cal McNair. Janice serves as the team's owner, while Cal oversees and handles all day-to-day operations of the team.

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: 1953, as the Baltimore Colts

[Team Website](#)

Twitter: [@Colts](#)

Most Recent Purchase Price (\$/Mil): \$14 (1972)

Current Value (\$/Mil): \$2.38 B

Percent Change From Last Year: 0%

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.

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

In March of 2019, the Colts entered into a deal with the Capital Improvement Board and Verizon Wireless in order to improve the wireless infrastructure of Lucas Oil Stadium. The largest part of this \$7 million is to put a new and improved wireless internet system in the stadium.

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): \$2.08 B

Percent Change From Last Year: 0%

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.

During the Jaguars' State of the Franchise presentation on April 18, 2019, team president Mark Lamping stated that TIAA Bank Field was in dire need of major renovations. Details of a new renovation project have not been formally presented for approval as of August 1, 2019.

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): \$2.1 B

Percent Change From Last Year: 0%

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: On January 20, 2019, the Chiefs announced their plan for a \$10 million renovation project for Arrowhead Stadium. The renovation project for the stadium will include a “modernization” of the Arrowvision scoreboard, waterproofing certain areas of the stadium, and new seats that have built-in cup holders in the upper deck of Arrowhead.

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: 1959

[Team Website](#)

Twitter: [@Chargers](#)

Most Recent Purchase Price (\$/Mil): \$72 (1984)

Current Value (\$/Mil): \$2.275 B

Percent Change From Last Year: 0%

Stadium: Current: Dignity Health Sports Park (temporary) Future: City of Champions Stadium (temporary name, naming rights not yet determined, estimated completion: 2020)

Date Built: 2020 (expected)

Facility Cost (\$/Mil): \$2.6 B

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: 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.

The naming rights to the current stadium were granted to Dignity Health starting January 1, 2019. The naming rights agreement with Dignity Health is effective for ten years.

On May 29, 2019, Forbes posted an article that the Chargers and Rams new stadium has reportedly agreed to sell the naming rights to Social Finance, also known as SoFi. The naming rights deal with SoFi will reportedly last for 20 years and cost \$20 million. The stadium owners have not yet formally announced this naming rights deal.

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: 1936

[Team Website](#)

Twitter: [@RamsNFL](#)

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

Current Value (\$/Mil): \$3.2 B

Percent Change From Last Year: 7%

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

Date Built: 2020 (expected)

Facility Cost (\$/Mil): \$2.6 B

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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Team: Miami Dolphins

Principal Owner: Stephen Ross

Year Established: 1965

[Team Website](#)

Twitter: [@MiamiDolphins](#)

Most Recent Purchase Price (\$/Mil): \$1.1 B (2008)

Current Value (\$/Mil): \$2.575 B

Percent Change From Last Year: 0%

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: [@HardRockStadium](#)

UPDATE: On April 25, 2019, the Miami Herald reported that work on two new pedestrian bridges that lead to Hard Rock Stadium will be completed before the start of the season. As part of an overall \$500 million renovation project, these pedestrian walkways are being installed to help make leaving the stadium after games easier, which used to be a big problem.

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: 1960

[Team Website](#)

Twitter: [@Vikings](#)

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

Current Value (\$/Mil): \$2.4 B

Percent Change From Last Year: 0%

Stadium: U.S. Bank Stadium

Date Built: 2016

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

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: On January 4, 2019, after the Vikings season ended, the team announced that U.S Bank Stadium would undergo a \$6 million renovation project during the offseason. Of the project's total cost, \$5 million would go towards buying curtains and other forms of uniform lighting in order to prepare for the 2019 Final Four that occurred at the stadium in March. The other big part of the renovation project involves new turf for the field. Even though the turf was only three years old, several concerts and other events created a need for the turf to be replaced.

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: 1959

[Team Website](#)

Twitter: [@Patriots](#)

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

Current Value (\$/Mil): \$3.8 B

Percent Change From Last Year: 3%

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: On June 1-2, 2019, Gillette Stadium was the first stadium to host games for the brand new Premier Lacrosse League (PLL). There were three professional lacrosse games played during this two-day event. The PLL announced that attendance for the event at Gillette Stadium was over 13,000 people.

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: Gayle Benson

Year Established: 1966

[Team Website](#)

Twitter: [@Saints](#)

Most Recent Purchase Price (\$/Mil): \$70.2 (1985)

Current Value (\$/Mil): \$2.075 B
Percent Change From Last Year: 4%

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: The Saints and Pelicans former owner, Thomas Benson, Jr., died on March 15, 2018 at the age of 90. The controlling interest of both the Saints and Pelicans were transferred to his wife, Gayle Benson, who still controls the team today.

The governing body of the Mercedes-Benz Superdome announced on May 1, 2019 that they are moving forward with a major renovation project that is estimated to cost \$450 million. This plan is the first major renovation project that the Superdome will undergo since the repairs from Hurricane Katrina. The plan includes removing 80,000 square feet of ramps in favor of escalators and elevators and constructing a large food service station where there is currently a parking lot. This four-phase plan is expected to be completed before the stadium will host Super Bowl LVIII in 2024.

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): \$3.3 B

Percent Change From Last Year: 0%

Stadium: MetLife Stadium

Date Built: 2010

Facility Cost (\$/Mil): \$1.6 B

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 December 11, 2021, MetLife Stadium will host the annual 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: The Johnson Family (headed by Robert Wood Johnson IV)

Year Established: 1960

[Team Website](#)

Twitter: [@nyjets](#)

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

Current Value (\$/Mil): \$2.85 B

Percent Change From Last Year: 4%

Stadium: MetLife Stadium

Date Built: 2010

Facility Cost (\$/Mil): \$1.6 B

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 December 11, 2021, MetLife Stadium will host the annual 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: Oakland Raiders

Principal Owner: Mark Davis

Year Established: 1960

[Team Website](#)

Twitter: [@RAIDERS](#)

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

Current Value (\$/Mil): \$2.42 B

Percent Change From Last Year: 2%

Stadium: RingCentral Coliseum (formerly 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: [@RingCentralColi](#)

UPDATE: On May 31, 2019, the Coliseum's board unanimously approved the sale of the stadium's naming rights to RingCentral. The communications firm based in Belmont will pay \$1 million annually for three years to keep the naming rights, and RingCentral has an option to renew the deal for a fourth year.

After months of searching for a temporary home stadium, the board of RingCentral Coliseum unanimously agreed to extend the Raiders lease for one more year. At the end of the 2018-19 NFL season, the Raiders lease in the Coliseum ended, so the team needed to find a home arena for one year before the franchise moves to Las Vegas. The Raiders will pay \$7.5 million to play their home games in Oakland for one last season.

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): \$2.75 B

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: Plans for a new on-campus stadium for the Temple University football team has stalled. It was reported in October of 2018 that Temple were in talks with Lincoln Financial Field to extend their previous 15-years lease, which is set to expire after 2019. No formal agreement of a lease extension has announced as of August 1, 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): \$2.585 B

Percent Change From Last Year: 6%

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: On July 29, 2019, the Sports Business Journal reported that Heinz Field will likely undergo a naming rights change when the current deal expires. Kraft Heinz, the company that paid \$57 million for the naming rights, is reportedly “highly unlikely” to renew the deal with the Steelers’ stadium. The stadium name will remain the same at least through 2021 when the original naming rights agreement is set to expire.

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): \$3.05 B

Percent Change From Last Year: 0%

Stadium: Levi's Stadium

Date Built: 2014

Facility Cost (\$/Mil): \$1.3 B

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: Levi's Stadium is one of 23 candidate host cities being considered to host the 2026 FIFA World Cup, which will take place in the United States, Mexico, and Canada.

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 G. Allen Trust (chaired by trustee Jody Allen)

Year Established: 1974

[Team Website](#)

Twitter: [@Seahawks](#)

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

Current Value (\$/Mil): \$2.58 B

Percent Change From Last Year: 6%

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: On October 15, 2018, Microsoft co-founder and Seahawks owner Paul Allen passed away at the age of 65. His ownership of the team is now being held by the Paul G. Allen Trust, which is chaired by Paul's sister, Jody Allen. General Manager John Schneider stated on February 27, 2019 that the team will not be up for sale.

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. In 2019, a naming rights extension goes into effect that allows CenturyLink retain the naming rights to the Seahawks' stadium through the year 2033.

Team: Tampa Bay Buccaneers

Principal Owner: Glazer Family, currently Bryan Glazer

Year Established: 1974

[Team Website](#)

Twitter: [@Buccaneers](#)

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

Current Value (\$/Mil): \$2 B

Percent Change From Last Year: 1%

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: On July 16, 2019, the Buccaneers entered into a multi-year corporate sponsorship agreement with Hyundai Motor America. This agreement makes Hyundai the "Official Vehicle Partner of the Bucs." This deal also gives Hyundai the naming rights to the West Stadium Club in Raymond James Stadium. The club, which was redesigned and renovated in 2017, is now known as the Hyundai Club.

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 2027-28 season.

Team: Tennessee Titans

Principal Owner: Amy Adams Strunk

Year Established: 1959

[Team Website](#)

Twitter: [@Titans](#)

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

Current Value (\$/Mil): \$2.05 B

Percent Change From Last Year: 0%

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](#)

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): \$3.1 B

Percent Change From Last Year: 0%

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. Redskins' officials are currently engaged in talks with Virginia, Maryland, and the District of Columbia regarding the location of a new stadium to replace FedEx Field when the lease expires.

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.