



## NATIONAL FOOTBALL LEAGUE

{Appendix 3, to **Sports Facility Reports**, [Volume 15](#)}

*Research completed as of July 15, 2014*

### **Team: Arizona Cardinals**

**Principal Owner:** William Bidwell

**Year Established:** 1898

[Team Website](#)

Twitter: @AZCardinals

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

**Current Value (\$/Mil):** \$922

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

**Stadium:** University of Phoenix Stadium

**Date Built:** 2006

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

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

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

[Facility Website](#)

Twitter: @UOPStadium

**UPDATE:** Following the 2014 season, the University of Phoenix Stadium will host its second Super Bowl in 2015. Arizona received the simple majority in the second vote by the NFL owners, beating out bids from the Tampa and Orlando areas. Super Bowl XLIII, held at University of Phoenix Stadium following the 2007 season, had a \$500 million impact on the Arizona economy.

The stadium and its staff were awarded the 2012 IAVM Venue Excellence Award. This award recognizes excellence in management of public assembly venues and service to their communities.

The University of Phoenix Stadium is being considered for the Pro Bowl following the 2014-2015 season. The stadium will also host an international soccer match between Real Madrid FC and Inter Milan FC on July 26, 2014.

**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.

## **Team: Atlanta Falcons**

**Principal Owner:** Arthur Blank

**Year Established:** 1965

[Team Website](#)

Twitter: @Atlanta\_Falcons

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

**Current Value (\$/Mil):** \$837

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

**Stadium:** Georgia Dome **Date Built:** 1992

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

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

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

[Facility Website](#)

Twitter: @GeorgiaDome

Future Stadium Website: <http://newstadium.atlantafalcons.com/>

**UPDATE:** After the NFL lockout ended in July 2011, the Atlanta Falcons discussed plans for an open-air stadium. The Georgia World Congress Center Authority (GWCCA) Board of Governors voted unanimously on December 10, 2012 to building a new stadium in downtown Atlanta to serve as the home of the Atlanta Falcons and other premier events. The new, \$1 billion stadium, scheduled to open in summer 2017, will have a retractable roof and is the result of a public-private partnership between the GWCCA and Atlanta Falcons. On March 18, 2013, the Atlanta City Council voted 11 to 4 in favor of an amended resolution, extending the hotel/motel tax to 2050. On April 4, 2013, Invest Atlanta, the city's economic development agency, voted 8 to 1 to approve the issuance of more than \$200 million in bonds to finance the public contribution for the new retractable-roof stadium. With the closing expected in July 2014, the Falcons will supply the remaining \$800 million. On April 30, 2013, the GWCCA Board of Governors voted unanimously to approve a contract for Kansas City-based 360 Architecture, who built Met Life Stadium in New Jersey, to serve as the lead architect on the new stadium project. On May 21, 2013, NFL team

owners voted and approved the Atlanta Falcons for \$200 million in G-4 stadium financing for construction of the new stadium.

The 2014 NCAA football season will open with the Chick-fil-A Kickoff Game, two contests between Old Miss and Boise State and Alabama and Virginia Tech. Both will be hosted at the Georgia Dome.

The Chick-fil-A Bowl, held annually at the Georgia Dome, was announced as a host for the new College Football Playoff beginning after the 2014 season, joining the Cotton, Fiesta, Orange, Rose, and Sugar Bowls. As a host, the Chick-fil-A Bowl will host a Semifinal Game four times over the next twelve years; in the other eight years, it will host games between top-ranked teams as assigned by a selection committee.

The Georgia Dome will also host the 2014 SEC Championship Game.

Work has begun on the New Atlanta Stadium and will be completed in time for the 2017 season. For full details regarding the new stadium and its term sheet, visit <http://newstadium.atlantafalcons.com/funding-master/>

**NAMING RIGHTS:** There is no current naming-rights deal for the Georgia Dome.

## **Team: Baltimore Ravens**

**Principal Owner:** Stephen Bisciotti

**Year Established:** 1996

[Team Website](#)

Twitter: @Ravens

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

**Current Value (\$/Mil):** \$1,160

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

**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:** M&T Bank Stadium is making substantial efforts to become a greener stadium. The stadium currently recycles 7.5 to 8 tons after every event held in the stadium, which is an increase of 5.5 to 6 tons from five years ago. Additionally, anything that is unable to be recycled is sent to the incinerator to produce steam heat for downtown buildings. These are just a few of the efforts

that the stadium is making in an effort to become greener. Thanks to these efforts M&T Bank Stadium was awarded LEED-certified "Gold" designation from the U.S. Green Building Council in November of 2013.

M&T Bank Stadium will host the 2014 NCAA Division I, II, and III Men's Lacrosse Championships.

M&T Bank Stadium will be the site of the University of Maryland football team's game against Penn State University in 2015.

M&T Bank Stadium will host the Army v. Navy Football game on December 10, 2014.

**NAMING RIGHTS:** In May 2003, M&T Bank reached an agreement with the Ravens that will pay an average of \$5.27 million a year for the next fifteen years. The deal includes 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 is valued at \$79 million and expires in 2017.

## **Team: Buffalo Bills**

**Principal Owner:** Mary Wilson (Interim)

**Year Established:** 1959

[Team Website](#)

Twitter: @buffalobills

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

**Current Value (\$/Mil):** \$805

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

**Stadium:** Ralph Wilson Stadium

**Date Built:** 1973

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

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

**Facility Financing:** The stadium added more seats prior to the 1995 season and completed a \$63 million renovation prior to the 1999 season. Renovation financing included \$11 million a 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.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In March 2013, the NFL owners approved a ten-year lease extension for the Ralph Wilson Stadium, which was to expire in July 2013. The lease requires the team to stay in Buffalo for at least the next seven years, regardless of ownership. The Memorandum of Understanding signed by the Bills, the state, and the county in December 2012, contains a \$130 million financial package for renovations to Ralph Wilson Stadium. The Bills will pay \$35 million, the state will pay \$54 million, and the county will pay \$41 million over the life of the agreement. Contained

within the lease agreement is proactive language to explore the feasibility of a new stadium in Erie County, allowing for capital improvement funds to be used to conduct studies related to a new stadium location, design, and development.

Populous, a global sport and event architecture firm, was selected in January 2013 to lead the renovation of Ralph Wilson Stadium. Planned renovations for Ralph Wilson Stadium include a west end zone plaza; a state of the art, large team store; a second video board installed in the east end zone; renovated and expanded concessions and restrooms; and training facility renovations and expansion to enhance team player areas. The majority of the renovations will be completed in 2014, with some continuing into the 2015 offseason.

Radiant heaters have been added to the stadium, which cover part of the outside heating and are affixed to the underside of the Upper Deck. The Bills also moved one home game from Toronto back to Buffalo.

The Buffalo Bills' franchise is currently for sale. Prominent bidders for ownership include Donald Trump and the Bon Jovi group.

**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.

## **Team: Carolina Panthers**

**Principal Owner:** Jerry Richardson

**Year Established:** 1993

[Team Website](#)

Twitter: @Panthers

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

**Current Value (\$/Mil):** \$1,050

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

**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 through the sale of permanent seat licenses that qualify 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 Charlotte City Council approved a \$250 million renovation project in February 2013 that calls for the city to invest \$125 million to go with a \$62.5 million investment by the

Panthers. Another \$52.5 million will be contributed by the two sides, comprised of an annual \$1 million contribution by both sides to a maintenance fund for fifteen years, a \$3.75 million investment by the city for game-day traffic control costs, and a \$18.75 million contribution by the Panthers to make the stadium available to the city rent-free for five events per year. Additionally, the Panthers will commit to a fifteen-year, non-relocation agreement to run through July 1, 2028. The money will fund projects such as the installation of escalators and elevators (proposed cost of \$28 million); new video board, ribbon boards, and sound system (\$59 million); technology improvements (\$25 million); concourse and stadium infrastructure improvements (\$62 million); entry gates, ticket office, and team store improvements (\$16 million); 100 to 500 levels and concourses improvements (\$35 million); Club and Suite level improvements (\$29 million); team area and indoor practice facility improvements (\$30 million); and new concepts (\$13 million). These improvements are in addition to the locker room remodeling completed in May 2013. The city and the Panthers will also seek permission from the North Carolina General Assembly for a vote on levying an additional 1% prepared food and beverage tax to fund the partnership, and a request will be made for \$62.5 million in funding from the state.

The Carolina Panthers are also implementing an expansion project aimed at reducing the amount of time fans spend in line due to NFL mandated metal detector screenings. Such improvements are being made to the north and east gates by removing planters in those plazas, which will allow for twice as many screening positions.

The University of North Carolina and the University of South Carolina will play a regular season football game in 2015 at Bank of America Stadium. The Stadium will also host the Guinness International Champions Cup match between Liverpool FC and AC Milan on August 2, 2014. Additionally, the contract for the ACC Football Championship has been extended 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):** \$1,190

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

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

**Date Built:** 1924

**Facility Cost (\$/Mil):** \$10; \$660

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

**Facility Financing:** The stadium opened with 45,000 seats. The stadium was then expanded to 100,000, seats and the stadium was dedicated to soldiers who fought in WWI in 1926. 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:** The Bears are currently undergoing a massive expansion and upgrade of Halas Hall headquarters, scheduled to be completed on August 1, 2013. The expansion will enhance the Bears' football and business operations and provide new experiences for fans. The weight and training rooms are expanding, while the locker room and meeting rooms are being improved and upgraded. A new event center is being built, which will include a 4,000 square foot broadcast studio and a conference center that will hold 150 people. A forty-person practice viewing suite will also be added to the second level of Halas Hall.

Preliminary inquiries were made in May 2014 for a possible 5,000 seat expansion to the stadium and additional expansions. The feasibility of such expansions are considered tenuous.

**NAMING RIGHTS:** In response to the city's lack of enthusiasm for selling naming rights to Soldier Field, team officials sold sponsorship rights to the Bears' name. Bank One is the presenting partner of the Bears' franchise in the first NFL sponsorship of its kind. The twelve-year partnership has an annual value of approximately \$4 million and will result in Bank One's presence on signs and concessions at Soldier Field. United Airlines announced a seven-year sponsorship extension with the Bears, and the airline will take over naming rights of the former Cadillac Club premier lounge in Soldier Field. Cadillac, meanwhile, will remain a Bears' sponsor in a more traditional role.

## **Team: Cincinnati Bengals**

**Principal Owner:** Michael Brown

**Year Established:** 1968

[Team Website](#)

Twitter: @Bengals

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

**Current Value (\$/Mil):** \$871

**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 that included revenues from personal seat licenses, a ticket surcharge, and nine years of rent payments.

[Facility Website](#)

Twitter: N/A

**UPDATE:** The fund that pays for the two professional sports facilities in Hamilton County, the Bengals' Paul Brown Stadium and the Reds' Great American Ball Park, was \$7 million short for 2013. Hamilton County Administrator, Christian Sigman, in a memo to commissioners dated November 16, 2012, recommended ending the property tax rollback indefinitely. To offset the 1996 half-cent sales tax implemented to build the stadiums, a homeowners property tax credit was promised. However, sales tax revenues are not meeting projections, causing a deficit in the stadium fund. The stadium fund has faced a deficit every year since 2010, and is expected to increase to a \$20-\$30 million deficit in 2014. Due to the shortfall, the proposed upgrades to the replay system and a new high-definition video screen will not be funded, as the lease terms indicate that the county is responsible for funding all operating and capital improvement costs.

Eighty-five percent of seating sections in Paul Brown Stadium will be offered at lower prices for 2013. Also, twenty-six of the thirty Club Seat sections will have a lower per game season ticket price, some with a savings of \$50 per game. Additionally, the interiors of the Club areas will be refreshed.

**NAMING RIGHTS:** In April 2008, Hamilton County Commissioner, Todd Portune, suggested selling the naming rights for Paul Brown Stadium as a way 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 get seventy percent of the revenue stream from a corporate sponsor, while the remaining thirty percent would go to Hamilton County. Although some sponsors have been sought after, there has been no agreement as of July 2014.

## **Team: Cleveland Browns**

**Principal Owner:** Jimmy Haslam (formerly Randolph Lerner)

**Year Established:** 1946

[Team Website](#)

Twitter: @Browns

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

**Current Value (\$/Mil):** \$987

**Percent Change From Last Year:** 1%

**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:** Cleveland's major professional franchises are working to extend a cigarette and alcohol "sin" tax that expires in 2015. This tax would pay for future upkeep and maintenance of the sports facilities. A \$6 million loan from the city was provided to the Browns for repairs, accelerating annual required payments. Once the sin tax expires in 2015, stadium repair costs will not be covered, and would then have to come out of the general fund.

In July 2012, the Cleveland Browns and DCT Telecom Group announced a five-year partnership in which DCT becomes the preferred provider of telecommunications services for the Browns. Additionally, DCT will receive the exclusive naming right of the Legends Club located on the East End of FirstEnergy Stadium. The team is also going to improve cell phone service in the stadium for 2013.

Season ticket prices remained flat for the 2013 season, the fifth straight year in which season ticket prices have not increased. This is the second-longest current streak in the NFL, and the average cost of a Browns ticket is the second-lowest in the NFL.

On November 26, 2013, the City of Cleveland and the Browns agreed to a \$120 million improvement plan. The City will contribute \$2 million over 15 years to help pay for the costs. The plan includes installing two large high-definition video boards, faster escalators, and a new sound system.

**NAMING RIGHTS:** The Browns and FirstEnergy announced on January 15, 2013 that they entered into a stadium naming rights deal to rename Cleveland Browns Stadium to FirstEnergy Stadium. As part of the naming rights agreement, FirstEnergy becomes the official energy partner of the Cleveland Browns, will be provided interior and exterior stadium signage, will be able to use the Browns trademarks, and will be provided sponsorship opportunities at events and through various media assets. The Akron Beacon Journal reports 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):** \$2,100

**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 offerings led by 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:** Fans filed a lawsuit in a federal court in Pittsburgh, claiming the NFL defrauded them by selling them tickets for Super Bowl XLV seats that did not exist. The case was thrown out in March 2013 because the plaintiffs could not prove that the NFL or the Dallas Cowboys intended to defraud anyone. A separate trial for hundreds of other ticket holders is scheduled in Dallas for October 2013.

Willie Amendola, the father of Patriots wide receiver, Danny Amendola, is suing AT&T Stadium for \$1 million. The lawsuit stems from an incident involving a runaway golf cart on December 17, 2011. Willie was at midfield for a postgame interview after the Texas 5A Division I state championship game, when a golf cart crashed through and dragged him thirty yards. Although not seriously injured in the incident, Willie is suing for past and future physical pain and suffering, past and future mental anguish, and past and future medical expenses.

The Cowboys and the NFL settled a lawsuit with a worker who was injured after large amounts of ice slid off the roof of the stadium and hit him during preparation for the halftime show of the Super Bowl in 2011. The settlement amount was undisclosed.

AT&T Stadium will host the first national championship game in the new College Football Playoff on January 12, 2015.

The stadium hosts the annual Cowboys Classic, a college football season opener that usually matches up non-conference teams. Florida State and Oklahoma State will meet in 2014, and Alabama and Wisconsin will meet in 2015.

#### **NAMING RIGHTS:**

The Cowboys agreed to rename the stadium AT&T Stadium for \$18 million a 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

**Year Established:** 1960

[Team Website](#)

Twitter: @DenverBroncos

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

**Current Value (\$/Mil):** \$1,130

**Percent Change From Last Year:** 8%

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

**Date Built:** 2001

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

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

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

[Facility Website](#)

Twitter: @SportsAuthField

**UPDATE:** In 2013, Sports Authority Field completed a \$32 Million renovation project that included HD video boards and LED boards, a state-of-the-art sound system, increased instant replay ability, improved cellular and Wi-Fi service, increased signage, and an improved concourse. There was also an expansion for new fan/sports bar areas, and a light rail system was implemented that could help service 7,000 fans.

**NAMING RIGHTS:** Sports Authority, Inc. paid \$60 million for a ten-year deal that will expire in 2021. Invesco, Inc., who was scheduled to have naming rights until 2021, authorized the new deal due to an adjusted marketing philosophy. A full analysis on NFL naming-rights deals is being done by Tim Romani (consultant and past-Stadium District Chairman) to determine if the deal should extend an additional five years.

## Team: Detroit Lions

**Principal Owner:** William Clay Ford, Jr.

**Year Established:** 1934

[Team Website](#)

Twitter: @DetroitLionsNFL

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

**Current Value (\$/Mil):** \$855

**Percent Change From Last Year:** 1%

**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, which provided \$219 million towards 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: N/A

**UPDATE:** Free Wi-Fi was installed for Verizon Wireless customers at Ford Field beginning in December 2012, making Ford Field the ninth Wi-Fi enabled NFL stadium. The wireless network is the first of its kind in any major sports arena in Michigan.

In September 2012, Huntington Bank and the Detroit Lions entered into a \$2.4 million five-year sponsorship deal. The agreement provides Huntington Bank the exclusive naming rights to the Club and Suite Levels at Ford Field.

In July 2012, The MAC announced a four-year contract extension with Ford Field as host and Marathon as title sponsor for the Marathon MAC Football Championship Game through the 2015 college football season.

**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):** \$1,160

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

**Stadium:** Lambeau Field

**Date Built:** 1957 (Renovated in 2003)

**Facility Cost (\$/Mil):** \$.960 (\$295 renovation 2001)

**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:** The Packers increased prices for the 2013 season: stadium bowl tickets \$2 to \$5 per ticket and suite tickets \$5 to \$97 per ticket. President/CEO, Mark Murphy, explained that the increases will keep prices around the League average to be fair to visiting teams in terms of shared revenue, as visiting teams receive one-third of all ticket revenue. With the opening of the south end this season, pricing for seats in the bowl need to be coordinated with the pricing for the new seating.

During the 2014 offseason, the Packers began the final phase of the stadium renovation project that began in 2011. The current renovations to the Lambeau Field Atrium will be complete in June 2015, including a new Packers Pro Shop, new locations for the Packers Hall of Fame and Curly's Pub, a new east-side entry gate, and a larger Oneida Nation Gate including a plaza area. The football facilities will also receive upgrades, including space for conditioning and team walkthroughs. The renovations will cost \$140.5 million. Funding for this phase comes from the Packers through private financing (\$85.5 million) and a loan from the NFL G4 program (\$55 million). In total, the renovations to the stadium will cost \$286.5 million, with no funding coming from public tax money.

In October 2012, the Packers and Oneida Nation announced a multi-year extension of their partnership and renewal of the company's sponsored gate at Lambeau Field through 2022. Financial terms of the deal remain undisclosed.

In July 2012, the Packers and MillerCoors agreed to a new ten-year sponsorship deal that keeps Miller Lite as the official beer of the Green Bay Packers through 2022. Additionally, the deal will allow MillerCoors significant advertising, promotional, and marketing rights, the main entrance will continue to be called the Miller Lite Gate, the new Miller Lite Club will open in the newly renovated south end zone, and a relocated Miller Lite End Zone Party Deck will increase the brand's exposure. Financial terms of the deal remain undisclosed.

In July 2012, the Packers and Shopko announced that the south end gate will be named the Shopko Gate beginning with the 2013 season.

**NAMING RIGHTS:** On June 3, 2003, the Green Bay City Council gave its approval for the Green Bay/Brown County Professional Football Stadium District and the Green Bay Packers to assist the city in pursuing a naming rights agreement for the stadium. However, as of June 2012, the naming rights have not been 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):** \$1,310

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

**Stadium:** NRG Stadium

**Date Built:** 2002

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

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

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

[Facility Website](#)

Twitter: @NRGParkFan

### **UPDATE:**

In April 2013, the Houston Texans and BHP Billiton Petroleum announced a five-year sponsorship agreement, making BHP Billiton Petroleum the name holder of the northeast gate at NRGStadium. Financial terms were not disclosed.

In December 2012, the Harris County Sports & Convention Corporation voted to approve enlarging the NRGStadium video display boards, making them the largest in Texas and the widest display in professional sports. One of the underlying reasons for the improvements is providing Houston with a better chance of hosting the Super Bowl, which was realized when the NFL named Houston in May 2013 as the host of Super Bowl LI in 2017.

During the Houston Texans 2012 home opener against the Miami Dolphins, an aluminum cover for one of the north end zone LED display boards dislodged and fell onto the guests seated below. One guest was treated at the scene and transported to an area hospital. The other guest was treated and returned to the event. Upon post-game inspection, the initial explanation was that it appeared to be due to mischief.

After the Houston Texans 2012 preseason finale against the Minnesota Vikings, a 45-year-old fan who was sliding down the railing of an escalator fell sixty feet to his death at Reliant Stadium. The Houston Police Department regarded the incident as an accidental death.

**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

has been amended and the Stadium is being renamed NRG Stadium, after Reliant's parent company, NRG Electric. The Governing Board of the Harris County Sports and Convention Corp. voted to change the name. This change will take effect prior to the start of the 2014 season.

## **Team: Indianapolis Colts**

**Principal Owner:** James Irsay

**Year Established:** 1946

[Team Website](#)

Twitter: @nflcolts

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

**Current Value (\$/Mil):** \$1,150

**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 is used. Marion County will add an additional 1% tax to the original 1% it already paid for the RCA Dome.

[Facility Website](#)

Twitter: @LucasOilStadium

**UPDATE:** In April 2013, the Capitol Improvement Board (CIB), which owns and operates Lucas Oil Stadium, reached a master agreement with the Indianapolis Colts that addressed concession revenue, the admissions tax, and new suites. Under the agreement, the CIB will pay up to \$2 million for the cost of the improvements; the Colts will be responsible for all costs above \$2 million. The agreement also requires the Colts to pay the CIB around \$70,000 for concession items sold between 2008 and 2012. The admissions tax was increased from six percent to ten percent, and is expected to bring in \$10 million a year.

In September 2012, the Indianapolis Colts and Stanley Security Solutions announced that the company has become the "Official Security Partner of the Colts." Stanley Security Solutions will provide security for the Indiana Farm Bureau Football Center and the grounds surrounding the Colts practice facility. The partnership includes in-stadium signage, along with media and promotional components.

Lucas Oil Stadium will be hosting the 2014 NCAA Men's Final Four tournament, and is a finalist for hosting one of the 2017 - 2020 Men's and Women's NCAA Final Fours.

Ranked best overall experience in the NFL for the third year in a row by Stadium Journey Magazine.

**NAMING RIGHTS:** In March 2006, Lucas Oil Products signed a twenty-year, \$121.5 million naming rights deal for the Colts' stadium that expires in 2027. The average annual value is \$6.07 million.

The Colts allow fourteen funding partners for the \$750 million stadium. The 5 - 8 year contracts signed by the companies to put their names on gates, corners, suite levels, club lounges, and other real estate and are worth a total of \$10-\$12 million annually. The combined value of those agreements exceeds Lucas Oil's \$121.5 million naming-rights deal for the building.

## **Team: Jacksonville Jaguars**

**Principal Owner:** Shahid Khan

**Year Established:** 1993

[Team Website](#)

Twitter: @jaguars

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

**Current Value (\$/Mil):** \$770

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

**Stadium:** EverBank Field

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

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

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

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

[Facility Website](#)

Twitter: @EverBankField

**UPDATE:** In March 2013, the Jacksonville Jaguars submitted building plans and a permit application for \$2.9 million in renovations, part of the \$4 million second phase of improvements for player and coaching areas at EverBank Field. This second phase follows a \$3 million first-phase project last year. The organization paid for the first phase and will also pay for the second phase. Completion is expected this summer. This phase of the project will focus on new facilities for the training room, coaches' offices, X-ray room, and pools. The team also wants \$50 million in new video boards from the city. In June 2013, the Jaguars announced that they will be making \$63 million in major enhancements to EverBank Field, including new video boards in each end zone measuring 55 x 301 feet each. A new platform area will be added to the north end zone, resulting in the removal of 7,000 seats. The renovations will also include several cabanas and swimming pools inside the stadium. Tickets for the poolside cabanas will cost \$12,500 per game and can include 50 tickets (\$250/person) and all-you-can-eat and drink. The Jaguars will pay \$20 million, with the City of Jacksonville picking up the rest and the Jaguars responsible for cost overruns.



In August 2012, the NFL and the Jacksonville Jaguars announced that the Jaguars made a multi-year commitment to play regular-season games in London during the 2013, 2014, 2015, and 2016 seasons. On October 11, 2011, NFL owners approved a resolution that authorized the league to schedule regular-season games in the United Kingdom in each of the next five years. All teams were allowed to volunteer to play at least one regular-season game as a home team in the United Kingdom on an annual basis for up to five years, the Jaguars' proposal was the one selected.

In December 2012, Jacksonville mayor, Alvin Brown, announced that EverBank Field will host preseason games for MLS's Philadelphia Union for the next three seasons.

**NAMING RIGHTS:** EverBank, a privately owned company, paid \$16.6 million for a five-year naming rights deal in 2010, ending after the 2014 season. The naming rights were purchased on the eve of Jaguars' training camp.

## **Team: Kansas City Chiefs**

**Principal Owner:** Lamar Hunt Family

**Year Established:** 1960

[Team Website](#)

Twitter: @kcchiefs

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

**Current Value (\$/Mil):** \$1,010

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

**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:** Arrowhead Stadium has implemented new green policies, including Chiefs Extra Yard for the Environment, at the stadium in an effort to reduce the amount of waste sent to local landfills. The provisions of blue bags and red bins have made it easy for fans to recycle during tailgates, during the game, and post-game. The diversion rate went from 11% in 2010 to 44% in 2012.

In November 2012, Chiefs linebacker, Jovan Belcher, committed suicide in the parking lot of Arrowhead Stadium. This came after Belcher had killed his girlfriend at his home earlier in the day. In January 2014, Belcher's mother filed a wrongful death lawsuit against the Chiefs.

**NAMING RIGHTS:** The Chiefs are still pursuing a naming rights agreement for Arrowhead Stadium.

## **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):** \$1,060

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

**Stadium:** Sun Life 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: @SunLifeStadium

### **UPDATE:**

In June 2014, the Miami-Dade County Commission approved plans to upgrade Sun Life Stadium. Stephen Ross, owner of the Dolphins, will pay for the \$400 million renovation project and will recoup his payout via payment from the city for hosting major events. The city will pay the Dolphins \$4 million for a Super Bowl or World Cup Finals game, \$3 million for a World Cup Semi-Final or National College Football Championship, \$2 million for a college playoff game, and \$750,000 for smaller sporting events such as an international soccer match with at least 55,000 paid tickets.

The renovations include a new canopy over the seating areas, additional high definition lighting, new scoreboards, upgraded seats, relocated 3,600 seats closer to the field, and improved amenities. Renovations are expected to be completed in 2016 with the hope of bringing the Super Bowl back to Miami.

**NAMING RIGHTS:** In January 2010, the Dolphins signed a 5-year contract with Sun Life Financial for \$37.5 million to obtain the naming rights to the stadium. The contract, which expires in 2014, calls for \$7.5 million per year to name the stadium venue Sun Life Stadium.

## 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):** \$975

**Percent Change From Last Year:** 22%

**Stadium:** Currently: TCF Bank Stadium (temporary) Future: New Vikings Stadium (naming rights not yet determined, estimated completion: 2016)

**Date Built:** Under construction **Facility Cost (\$/Mil):** \$975

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

**Facility Financing:** The total cost of the new Vikings stadium is expected to be \$975 million. Of that total, \$498 million will be from public contributions that will be split by the City of Minneapolis (\$150 million) and the State of Minnesota (\$348 million). The Vikings will cover the remaining \$477 million through private financing and equity, NFL loans, and possibly Stadium Builder's Licenses. The State's contribution will come from appropriation bonds that will be repaid through the modernization of State-authorized gambling. The City contribution will come from a redirection of the current "Convention Center Taxes." No new taxes or money from the State's general fund will be used.

[Facility Website](#)

Twitter: N/A

**UPDATE:** In May 2013, the Minnesota Sports Facility Authority (MSFA), the Minnesota Vikings, and HKS Sports & Entertainment Group unveiled the design of the State's new \$975 million multi-purpose stadium. Groundbreaking for the 65,000-seat stadium (expandable to 73,000 for a Super Bowl) will take place in October 2013, and demolition of the Metrodome will begin in early 2014. The new stadium is scheduled to open in time for the 2016 season. Some attributes of the new stadium include: the largest clear ethylene tetrafluoroethylene roof in the world, allowing a connection to the outdoors from a climate-controlled environment, the largest glass pivoting doors in the world opening to the west plaza, the highest quality HD video boards located in the east and west end zones, video ribbon boards throughout the interior of the seating bowl, and over 1,200 HD flat screen televisions through the concourse. The website for the new stadium is: <http://www.newminnesotastadium.com/>.

In May 2013, the University of Minnesota and the Minnesota Vikings agreed to terms on a Facility Use Agreement, allowing the Vikings to use TCF Bank Stadium for the 2014 and 2015 NFL seasons and two additional seasons, if necessary. The use agreement stipulates that the Vikings will reimburse the University for any required TCF Bank Stadium capital improvements, as well as all game-day operational expenses. The Vikings will pay the University a per-game rent of \$250,000 for the 2014 and 2015 seasons. The team will also share \$50,000 per game in concessions, advertising, and sponsorship revenue. In total, the Vikings will pay the University \$300,000 per game, with a cap of \$3 million for each NFL season.

The Minnesota Vikings were awarded Super Bowl LII for the 2017 - 2018 season. The game will be played in February 2018 in the new Vikings stadium.

**NAMING RIGHTS:** The Metrodome is named after former Vice President and University of Minnesota graduate, Hubert H. Humphrey. There are no current plans to change the name of the stadium.

## **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):** \$1,640

**Percent Change From Last Year:** 17%

**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 NFL partnered with Premier Rugby Limited, which operates England's preeminent pro rugby association, the Aviva Premiership, to organize an elite-level rugby match, "Independence Cup," at Gillette Stadium in summer 2013. The goal is to launch a six-team professional league along the East Coast next year. Rugby is the world's third-most popular sport, behind soccer and cricket.

Gillette Stadium was ranked second on PETA's "Top 5 Vegetarian Friendly NFL Stadiums" list in 2012, up from fourth in 2011.

In July 2012, the New England Patriots announced that smoking is banned throughout Gillette Stadium.

In September 2012, the New England Patriots partnered with Enterasys Networks to deliver free Wi-Fi throughout Gillette Stadium.

The New England Patriots recently approved renovations for an office space attached to the stadium and a new field surface.

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

## **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):** \$971

**Percent Change From Last Year:** 1%

**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 University of New Orleans conducted an economic impact study related to Super Bowl XLVII held at the Mercedes-Benz Superdome. It found that the Super Bowl produced a \$480 million net impact for the region, consisting of \$262.8 million of direct spending and \$217.2 million of secondary spending. The Super Bowl was responsible for the creation of 5,673 full-time and part-time jobs in the New Orleans area. These jobs created a total of \$154 million in additional earnings for residents of the New Orleans area. The Super Bowl generated nearly \$21 million of state tax revenue, including \$13.1 million in direct state taxes paid from visitor spending within the local economy plus \$7.9 million of indirect tax revenues resulting from the earnings attributable to organizational, media, and visitor spending. Local governments received over \$13.9 million in tax revenue, comprised of \$10.4 million in direct local taxes and \$3.5 million of indirect local taxes.

**NAMING RIGHTS:** Mercedes-Benz obtained the naming rights to the Superdome in a ten-year contract expected 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):** \$1,470

**Percent Change From Last Year:** 13%

**Stadium:** MetLife Stadium

**Date Built:** 2010

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

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

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

[Facility Website](#)

Twitter: @MLStadium

**UPDATE:** MetLife Stadium hosted the 2014 Super Bowl between the Denver Broncos and Seattle Seahawks. Verizon wireless and AT&T upgraded the wireless signal, DAS, and 4G LTE capabilities in the stadium in preparation for the Super Bowl. Some controversy surrounded the event due to problems with public transportation to and from the stadium.

MetLife Stadium topped the annual venue ratings released by *Billboard*, *Venues Today*, and *Pollstar* magazines. *Billboard* magazine ranked MetLife Stadium as 2012's top grossing stadium in the world. *Venues Today* ranked MetLife Stadium number two; it also ranked MetLife Stadium, in conjunction with its predecessor Giants Stadium, the number one "Top Stop of the Decade." *Pollstar* magazine ranked MetLife Stadium as the number one grossing stadium in the United States and number three in the world.

In October 2012, SAP and EMC Corporation, two global technology firms, partnered to become the fourth cornerstone sponsorship at MetLife Stadium, joining Pepsi, Verizon, and Anheuser-Busch. The sponsorship renames the southeast gate SAP Gate and includes in-bowl signage, Giants/Jets/Stadium marketing rights, team digital signage, media and promotional assets, event day and on-site client hospitality opportunities, and team experiences.

**NAMING RIGHTS:** MetLife, Inc. went from being a cornerstone partner of the stadium, to obtaining naming rights for the next twenty-five years at a cost between \$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):** \$1,280

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

**Stadium:** MetLife Stadium

**Date Built:** 2010

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

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

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

[Facility Website](#)

Twitter: @MLStadium

**UPDATE:** MetLife Stadium hosted the 2014 Super Bowl between the Denver Broncos and Seattle Seahawks. Verizon wireless and AT&T upgraded the wireless signal, DAS, and 4G LTE capabilities in the stadium in preparation for the Super Bowl. Some controversy surrounded the event due to problems with public transportation to and from the stadium.

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**NAMING RIGHTS:** MetLife, Inc. went from being a cornerstone partner of the stadium, to obtaining naming rights for the next twenty-five years at a cost between \$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):** \$785

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

**Stadium:** O.co Coliseum

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

**Facility Cost (\$/Mil):** \$25.5; \$197

**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: @OdotCoCOLISEUM

**UPDATE:** In January 2013, the Oakland Raiders removed the Mt. Davis tickets from the seating chart of available tickets. This will reduce the number of tickets necessary for a sellout from 63,000 to 55,000 seats and will make it easier for the team to sell out games and be televised locally. This is another sign that the Raiders are trying to remain in Oakland.

On June 16, 2013, the baseball clubhouses at O.co Coliseum flooded with sewage. This is yet another reason why the Raiders, and the Athletics, are looking at other stadium options for the near future. Additional flooding occurred on March 29, 2014. The Raiders have repeatedly expressed interest in tearing down the stadium and constructing a new one on the site; however, those efforts have been blocked due to considerations of their co-tenants, the MLB's Oakland Athletics.

The Raiders signed a lease extension that will last through the 2014 season, dropping their rent from \$3 million to \$1 million.

**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.

## Team: Philadelphia Eagles

**Principal Owner:** Jeffrey Lurie

**Year Established:** 1933

[Team Website](#)

Twitter: @Eagles

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



**Current Value (\$/Mil):** \$1,260

**Percent Change From Last Year:** 8%

**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' new 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:** The Philadelphia Eagles have announced upgrades to Lincoln Financial Field will take place over the next two years. The upgrades will provide improved amenities for fans including new HD video boards, Wi-Fi installation, and a bridge connecting both sides of the upper concourse. Additionally, the stadium will expand by 1,600 seats, increasing capacity to approximately 70,000. Gensler Architecture and Turner Construction have been hired to complete the \$125 million revitalization project, which should finish in time for the 2014 season

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

## **Team: Pittsburgh Steelers**

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

**Year Established:** 1933

[Team Website](#)

Twitter: @steelers

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

**Current Value (\$/Mil):** \$1,100

**Percent Change From Last Year:** 8%

**Stadium:** Heinz Field

**Date Built:** 2001

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

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

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

[Facility Website](#)

Twitter: @heinzfield

**UPDATE:** The Pittsburgh Steelers brought a lawsuit against the city-county Sports & Exhibition Authority to determine whether the 3,000 seats that the Steelers want to add to Heinz Field qualify as a “capital improvement” under the team’s lease. The two sides reached an agreement where the Steelers will pay for the renovations by adding a \$1 surcharge to tall tickets sold, as well as increasing the Steelers' annual payment on their lease (which runs through 2031) by \$2.1 million. Additionally, a new high-definition video will be added to the stadium.

The Steelers and FedEx entered into a ten-year partnership starting in 2012 relating to the newly renamed FedEx Great Hall. The FedEx Great Hall includes historic memorabilia and showcases the team’s history, along with the new Pub 33.

In July 2012, PepsiCo entered a multi-year partnership with the Steelers to be the franchise’s exclusive non-alcoholic beverage, salty snacks, and sports fuel provider. The sponsorship deal grants PepsiCo exclusive selling, dispensing, and serving rights at Heinz Field, fixed stadium signage, venue and team sponsor assets; integration into the team’s mobile, television, and digital assets, and local media and retail promotional opportunities.

AT&T improved its mobile Internet coverage at Heinz Field through the installation of a new 4G LTE-capable Distributed Antenna System to enhance the fan experience at the stadium.

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

## **Team: San Diego Chargers**

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

**Year Established:** 1960

[Team Website](#)

Twitter: @chargers

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

**Current Value (\$/Mil):** \$936

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

**Stadium:** Qualcomm Stadium

**Date Built:** 1967

**Facility Cost (\$/Mil):** \$27

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

**Facility Financing:** The City of San Diego issued a \$27 million bond to finance construction.

[Facility Website](#)

Twitter: N/A

**UPDATE:** The Chargers, in their continuing efforts to build a new stadium, are in conflict with the city about a new stadium in downtown San Diego. The Chargers are looking for public

financing to help cover construction cost, but the stadium will be privately owned. Any public vote on a new stadium will likely not be submitted until at least 2014, meaning that a new stadium would not be ready for play until 2018. In January 2014, interim mayor, Todd Gloria, asked for a formal proposal from the Chargers prior to endorsing any plan to renovate Qualcomm Stadium. The stadium is projected to cost around \$1 billion, with funds coming from the NFL, the team, and taxpayers (if approved). As of July 2014, no agreement has been made.

The Chargers have agreed to add an additional year to the current lease with Qualcomm Stadium. The new lease will run through the 2020 season. The team has an option to vacate the lease every year from February 1 to May 1. If the team decides to vacate the lease, it will be forced to pay a termination fee. The termination fee decreases in cost every year; for 2013, the fee is \$22 million. According to a city-commissioned report, the facility needs \$80 million in repairs, maintenance, and improvements. Additionally, the city will lose at least \$10 million a year on Qualcomm Stadium through 2020.

**NAMING RIGHTS:** In 1997, Qualcomm Corporation purchased the naming rights to the home field of the Chargers. The deal expires in 2017 and has an average annual payout of \$900,000.

## **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):** \$1,180

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

**Stadium:** Levi's Stadium

**Date Built:** 2014

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

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

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

[Facility Website](#)

Twitter: N/A

[New Facility Website](#)

Twitter: @LeviStadium

**UPDATE:** Super Bowl L will be played at Levi's Stadium, the \$1.3 billion future home of the San Francisco 49ers, in 2016. The stadium, set to open in 2014, will be the most technologically advanced venue to host a Super Bowl, as well as the first cashless, ticketless venue with Wi-Fi capability for the 75,000 fans in attendance. The stadium will also be the first NFL stadium to

open with LEED certification as a green facility; it will have a green roof and solar energy design elements.

On June 11, 2013, sixty-three year old construction worker, Donald White, died at the construction site for Levi's Stadium when an elevator counterweight struck him in the head, halting construction for two days.

Legends, the company hired to market the premium and reserved seats for Levi's Stadium, submitted \$400 million of Stadium Builders License (SBL) contracts. As of March 2013, seventy-five percent of all available SBLs in the venue had been sold out since going on sale in October 2012.

In January 2013, the San Francisco 49ers and Anheuser-Busch announced a ten-year sponsorship agreement making Bud Light the official and exclusive malt beverage partner of the team and Levi's Stadium.

In February 2013, the San Francisco 49ers and SunPower Corp. announced that SunPower will be the official and exclusive solar technology partner of the 49ers and Levi's Stadium. SunPower will supply solar panels that will be used to generate enough electricity over the course of a year to offset the power consumed by the stadium during home games.

In December 2012, the San Francisco 49ers and Sony announced a multi-year agreement that makes Sony the official consumer electronics partner for the team and Levi's Stadium; additionally, Sony will be the presenting partner of the 49ers Hall of Fame.

**NAMING RIGHTS:** The search for a corporate naming sponsor for Candlestick Park has been very slow. If a naming sponsor were found, 50% of the money would go to a youth recreational fund. On May 8, 2013, Levi Strauss & Co. announced a proposal for a twenty-year, \$220 million naming rights agreement for the new Levi's Stadium.

## **Team: Seattle Seahawks**

**Principal Owner:** Paul Allen

**Year Established:** 1976

[Team Website](#)

Twitter: @Seahawks

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

**Current Value (\$/Mil):** \$1,040

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

**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:** In March 2013, the Seattle Seahawks and Seattle Sounders FC, of the MLS, announced an agreement that made HomeStreet Bank the official banking partner of both teams. The agreement is a multi-faceted business-to-business relationship including high profile branding exposure at CenturyLink Field, team television and radio programming, web-based and in-stadium digital media, database marketing, event hospitality, and community outreach programs.

In December 2012, the Seattle Seahawks and Seattle Sounders announced a multi-year agreement with Delaware North Companies Sportservice as the exclusive food and beverage provider at CenturyLink Field starting in early 2013. Under the agreement, Sportservice will manage and operate all general concessions and premium dining at the stadium.

**NAMING RIGHTS:** Qwest Field is now CenturyLink Field. In April 2011, CenturyLink acquired Qwest; the stadium name change occurred in June 2011. 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: St. Louis Rams**

**Principal Owner:** Stan Kroenke

**Year Established:** 1937

[Team Website](#)

Twitter: @STLouisRams

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

**Current Value (\$/Mil):** \$780

**Percent Change From Last Year:** 1%

**Stadium:** Edward Jones Dome

**Date Built:** 1995

**Facility Cost (\$/Mil):** \$280

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

**Facility Financing:** The stadium was funded through \$259 million in bonds issued by the St. Louis Regional Sports Authority. 50% of the debt is backed by the state through an annual general fund appropriation. The county backs 25% of the debt with proceeds from a 3.5% hotel/motel tax. The remaining 25% is backed by the city through convention center activities.

[Facility Website](#)

Twitter: N/A

**UPDATE:** The Rams are one of the leading candidates to move to Los Angeles in the future.

The Rams, owned by Philip Anschutz's friend and fellow Denver billionaire, Stan Kroenke, can get out of their lease agreement with the St. Louis Convention & Visitors Commission in 2015 if the Edward Jones Dome does not rank in the top quarter of stadiums in the NFL. The Edward Jones Dome is currently one of the league's older stadiums, and anything other than a new stadium would likely make it impossible for it to rank among the league's top eight facilities. The St. Louis Convention & Visitors Commission is proposing how it will elevate the dome to top-tier status

In February 2013, a panel of arbitrators decided in favor of the St. Louis Rams' \$700 million plan for renovations to the Edward Jones Dome. The Convention and Visitors Commission now has to decide whether or not to accept the Rams' plan. Arbitrators also ruled that the Convention and Visitors Commission is required to pay \$2 million in legal fees incurred by the St. Louis Rams during litigation. If the Commission does not accept and implement the Rams' plan, the Rams' lease becomes year-to-year starting in March 2015.

In November 2012, the St. Louis Rams and Delta Air Lines announced the renewal of a multi-year partnership maintaining Delta as the team's official airline, covering the 2012 and 2013 seasons.

**NAMING RIGHTS:** Edward Jones, a financial investment company, renewed their naming rights deal with the Rams in March 2012. The new deal extends the companies naming rights for eleven more years and keeps the Rams home field as the Edward Jones Dome. Running from April 1, 2014 through March 31, 2025, the contract requires Edward Jones pay \$42.3 million over the entire agreement or \$3.85 million per season.

## **Team: Tampa Bay Buccaneers**

**Principal Owner:** Malcolm Glazer

**Year Established:** 1976

[Team Website](#)

Twitter: @TBBuccaneers

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

**Current Value (\$/Mil):** \$1,030

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

**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:** In 2013, and the fifth straight year, the Buccaneers did not increase its season ticket prices and featured lower prices for thirty-five percent of seats.

The Buccaneers are in discussions with the Tampa Sports Authority to install a new high-definition video board in the stadium, along with a minor updates to the locker rooms, media rooms, and luxury suites. The Buccaneers are looking to receive \$14--\$15 million dollars from Tampa and Hillsborough County to help pay for the updates, which are estimated to cost \$17.6 million.

The Buccaneers and Aramark, the team's food and beverage partner, have agreed to overhaul the stadium's concessions services and facilities. The cost of the project is \$7 million and will provide updated concessions stands and additional beverage stands. The project is expected to be complete in time for the start of the 2014 NFL season.

In March 2013, the Tampa Bay Buccaneers and DEX Imaging announced a multi-year exclusive partnership deal, under which DEX will handle the team's printing and copying needs and implement an integrated marketing program.

In January 2013, the Tampa Bay Buccaneers and Aramark announced a long-term partnership, under which Aramark becomes the exclusive provider of food, beverage, and retail merchandise services at Raymond James Stadium.

In October 2012, the Tampa Bay Buccaneers and International Diamond Center signed a multi-year agreement making International Diamond Center an official team sponsor.

Also in October 2012, the Tampa Bay Buccaneers and United Airlines announced a new partnership agreement, which includes the team's travel as well as an integrated marketing program.

**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.

## **Team: Tennessee Titans**

**Principal Owner:** Tommy Smith

**Year Established:** 1960

[Team Website](#)

Twitter: @TennesseeTitans

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

**Current Value (\$/Mil):** \$1,010

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

**Stadium:** LP Field

**Date Built:** 1999

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

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

**Facility Financing:** The City of Nashville financed \$150 million for LP Field 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: @TheLPField

**UPDATE:** Prior to the 2012 season, the Tennessee Titans and ANC Sports, through their new ten-year partnership, debuted the second largest video screens in the NFL and the largest outdoor surface mount LED displays in the world. The video screens are 157 feet by 54 feet in size.

**NAMING RIGHTS:** The Louisiana-Pacific Corporation purchased the naming rights to the Titans' stadium in June 2006. The stadium, which was formerly known as The Coliseum, is named LP Field. Louisiana-Pacific entered a ten-year agreement worth \$30 million for the naming rights.

## Team: Washington Redskins

**Principal Owner:** Daniel Snyder

**Year Established:** 1932

[Team Website](#)

Twitter: @Redskins

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

**Current Value (\$/Mil):** \$1,600

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

**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: N/A

**UPDATE:** The Washington Redskins' nickname is under a new wave of criticism for being offensive to Native Americans. Opponents have called for a name change and are launching legal challenges against the team's federal trademark protection. A new Associated Press-GfK poll indicated that seventy-nine percent of Americans approve of the Redskins' team name; however, that is a ten percent drop since the last national poll conducted back in 1992. In May 2013, a D.C. councilmember introduced a resolution calling for a name change, and it may have the necessary support to pass. However, the council has no power over the team. In March, 2013, a three-judge panel heard arguments from a group of five Native American petitioners that claimed the team should not have federal trademark protection. A decision is not expected for up to a year, and the Redskins will appeal if the decision does not go their way. A similar case was filed in 1992 and it took seventeen years to go through the legal system before the Supreme Court declined to



intervene, providing a victory for the team. NFL Commissioner Roger Goodell has said that he supports the team's stance.

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

The field at FedEx Field has undergone a major renovation, including an improved drainage system and re-sodding during the season for the first time in stadium history. Additionally, FedEx Field did not host any college football games in 2013 to help prevent against unnecessary wear and tear.

**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.