



## NATIONAL FOOTBALL LEAGUE

{Appendix 3, to **Sports Facility Reports**, [Volume 16](#)}

*Research completed as of July 27, 2015*

### Arizona Cardinals

**Principal Owner:** William Bidwell

**Year Established:** 1898

[Team Website](#)

Twitter: [@AZCardinals](#)

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

**Current Value (\$/Mil):** \$1,000

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

**Stadium:** University of Phoenix Stadium

**Date Built:** 2006

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

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

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

[Facility Website](#)

Twitter: [@UOPXStadium](#)

**UPDATE:** University of Phoenix Stadium hosted Super Bowl XLIII and the Pro Bowl for the 2014 season. A study completed by the Seidman Research Institute and Arizona State University determined the Super Bowl and Pro Bowl produced a gross economic impact of \$719.4 million in the region. The economic impact is an increase of 30.8% (adjusted for inflation) over Super Bowl XLII hosted at the University of Phoenix Stadium in 2008.

On June 16, 2014, a Maricopa County Superior Court judge ruled the rental-car tax, as part of the funding scheme for the University of Phoenix Stadium, unconstitutional because the Arizona State Constitution requires the tax to be spent on highway-related uses. The Arizona Sports and Tourism

Authority could lose at least \$12 million in revenue to pay for the stadium. The sports authority is appealing the ruling and the tax is currently still currently being collected.

University of Phoenix Stadium hosts the Fiesta Bowl, a college football bowl game, on New Year's Eve. This annual event brings in around \$175 million in the region for economic impact.

Glendale, Arizona was chosen as the location to host the NCAA Final Four in 2017. This will be the first time the Final Four event will be held in a western city since 1995 when it took place in Seattle.

**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.

## Atlanta Falcons

**Principal Owner:** Arthur Blank

**Year Established:** 1965

[Team Website](#)

Twitter: [@AtlantaFalcons](#)

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

**Current Value (\$/Mil):** \$1,125

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

**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](#)

Twitter: [@NewATLStadium](#)

**UPDATE:** The new Atlanta Falcons stadium is estimated to cost \$1.4 billion, an increase from the previous estimated \$1.2 billion. The breakdown of costs are as follows: \$1.078 billion in construction costs and the remainder going to design, development, and other non-construction costs. The additional funding will come from private sources, sponsorships, and personal seat licenses. Ground was officially broken on the new stadium on May 19, 2015. Construction is scheduled for completion in March 2017. The stadium is being built with both soccer and football in mind, with a smaller seating configuration to accommodate an MLS team.

Funding for the new Atlanta stadium comes from a variety of sources. The City of Atlanta will provide \$200 million of construction costs from the hotel/motel tax. The Falcons will provide \$800 million and will be responsible for construction cost overruns. The Falcons will also pay \$50 million in infrastructure costs and help retire the Georgia Dome debt.

The 2015 NCAA football season will open with the Chick-fil-A Kickoff Game at the Georgia Dome. Auburn is slated to take on Louisville at the marquee game.

The Chick-fil-A Peach Bowl, held annually at the Georgia Dome, features College Football Playoff matchups. The game will move over to the new stadium upon completion in 2017.

NCAA announced the New Atlanta Stadium will host the Men's College Basketball Final Four in 2020.

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

**NAMING RIGHTS:** There is no current naming rights deal for the Georgia Dome. The Falcons are seeking corporate partners who would take on a naming rights deal for the New Atlanta Stadium.

## Baltimore Ravens

**Principal Owner:** Stephen Bisciotti

**Year Established:** 1996

[Team Website](#)

Twitter: [@Ravens](#)

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

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

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

**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 August 27, 2014, the Ravens announced the completion of a two-year, \$35 million improvements project to M&T Bank Stadium. The improvements include upgrades of new high-definition video boards, remodeled concession stands in the upper and lower levels, and additional retail stores. Further technical upgrades include improved cell phone service and general lighting. Aesthetic renovations, such as additional signage and color changing LED fixtures and artwork, rounded out the two-year project.

The Ravens have invested in a \$5 million project to install Wi-Fi access for fans across the stadium. The upgrade is scheduled to be complete prior to the start of the 2015 season.

M&T Bank Stadium will host the University of Maryland football game against Penn State University on October 25, 2015.

**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.

## Buffalo Bills

**Principal Owner:** Terry and Kim Pegula

**Year Established:** 2014

[Team Website](#)

Twitter: [@buffalobills](#)

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

**Current Value (\$/Mil):** \$935

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

**Stadium:** Ralph Wilson Stadium

**Date Built:** 1973

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

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

**Facility Financing:** The stadium added more seats prior to the 1995 season and completed a \$63 million renovation prior to the 1999 season. Renovation financing included \$11 million 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:** Ralph Wilson Stadium was honored with Business First “Brick by Brick Award” for the fan-experience renovations completed in 2014. The award recognizes development in the Buffalo Niagara region. 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. The project was funded by the county, the state, and the Buffalo Bills.

There is currently a working group exploring options for either a new stadium or an extensive retrofit of Ralph Wilson Stadium. The most recent development from the new stadium-working group is a study conducted by AECOM, an engineering designing firm, in mid-January 2015. The report narrowed new stadium locations down to four locations based on criteria of site size, cost of land, infrastructure, and external development.

**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.

## Carolina Panthers

**Principal Owner:** Jerry Richardson

**Year Established:** 1993

[Team Website](#)

Twitter: [@Panthers](#)

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

**Current Value (\$/Mil):** \$1,250

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

**Stadium:** Bank of America Stadium

**Date Built:** 1996

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

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

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

[Facility Website](#)

Twitter: N/A

**UPDATE:** The Carolina Panthers started a five-year renovation of Bank of America Stadium in 2014. Charlotte City Council unanimously approved a decision that gives the team \$75 million taxpayer dollars for upgrades and additional \$12.5 million for maintenance and game-day traffic expenses. The city's taxpayer contribution to the stadium improvements is broken down into installments of \$37, \$23.5 and \$23.5 millions in 2014, 2016 and 2018, respectively. The Panthers have exceeded their initial contribution of \$37.5 million and will stay in Charlotte for six seasons. At the end of the 2015 renovations, the Panthers have spent \$71.5 million on stadium improvements.

In the summer of 2014, the city and the team spent \$65 million on escalators, video boards, sound systems, and aesthetic improvements.

In the 2015 off-season, the Panthers updated 158 luxury suites and upgraded the distributed-antenna system to boost cellular service at the stadium.

In 2016, the team plans to overhaul the 100 and 500 level concourse concessions and upgrade the Wi-Fi system.

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

The University of North Carolina and the University of South Carolina will play a regular season football game at Bank of America Stadium on September 3, 2015. West Virginia and Tennessee will meet for the first time at the stadium on September 1, 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.

## 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):** \$1,700

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

**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 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:** In the 2015 off-season, Soldier Field debuted two video boards, which will show 1080p high-definition video—the highest video quality of any NFL video board. The stadium is also replacing ribbon LED boards with higher tech board on the 300- and 200-levels. The whole project,

costing \$22 million, is funded mainly by the Bears, but with a \$7 million contribution made by the Chicago Park District. The Illinois Sports Facilities Authority will reimburse the publically funded portion from existing reserve funds and an annual capital improvements subsidy.

As part of its ten-year contract signed in 2013, concessionaire Aramark Sports & Entertainment is funding \$10 million in upgrades to a new indoor club space at the mezzanine level on the west side of the stadium. The new space, named “The Den Presented by Xfinity,” will offer an upscale sports bar setting for attendees.

Three international events were scheduled at Soldier Field during the 2015 off-season. First was two CONCACAF Gold Cup Soccer games held on July 9. Second was a soccer match between English Premier League team Manchester United and French club team Paris St. Germain on July 29. Third is an exhibition game between the Australia Rugby Union and U.S. National Rugby team that will take place on September 5.

**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, 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 was not disclosed, but sources familiar with the deal say the deal is worth \$25 million to \$35 million for five to ten years.

## Cincinnati Bengals

**Principal Owner:** Michael Brown

**Year Established:** 1968

[Team Website](#)

Twitter: [@Bengals](#)

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

**Current Value (\$/Mil):** \$990

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

**Stadium:** Paul Brown Stadium

**Date Built:** 2000

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

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

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

[Facility Website](#)

Twitter: N/A



**UPDATE:** In the 2015 off-season, the Bengals are installing new scoreboards, overhauling concession stands, improving Wi-Fi, replacing furniture in the club seating lounges, and renovating the team weight room and training facilities. For the concession stands, the team is sharing the cost with concessionaire Aramark on a \$1 million-plus renovation. The lease between the Bengals and Hamilton County for the stadium calls for stadium improvements to be paid for by the county. The county is paying roughly \$10.5 million on the video scoreboards and the Wi-Fi improvements. The Bengals are paying for the club furniture and the team space renovations.

**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. There has been no agreement as of July 2015.

## Cleveland Browns

**Principal Owner:** Jimmy Haslam

**Year Established:** 1946

[Team Website](#)

Twitter: [@Browns](#)

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

**Current Value (\$/Mil):** \$1,120

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

**Stadium:** FirstEnergy Stadium

**Date Built:** 1999

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

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

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

[Facility Website](#)

Twitter: [@FEStadium](#)

**UPDATE:** In 2014, voters renewed the cigarette and alcohol “sin” tax for twenty years starting in August 2015. This tax pays for future upkeep and maintenance of the sports facilities in the area including FirstEnergy Stadium.

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 was split into two phases with Phase I completed before the 2014 season and Phase II to be complete prior to the 2015 season.



Phase I renovations focused on the fan experience, with the addition of the LED video boards and a state-of-the-art audio system. The team also added more lower bowl seating and more entrances and escalators for accessibility.

Phase II renovations are to be complete by mid-August 2015. So far, premium concessions featuring local chef concepts have been added while other concession stands received facelifts. Club and suite area were upgraded and hospitality spaces were expanded and/or reconfigured for better traffic flow.

**NAMING RIGHTS:** The Browns and FirstEnergy announced that they entered into a stadium naming rights deal to rename Cleveland Browns Stadium to FirstEnergy Stadium on January 2013. As part of the naming-rights agreement, FirstEnergy became the official energy partner of the Cleveland Browns and receive interior and exterior stadium signage, use of Browns trademarks, and access 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.

## Dallas Cowboys

**Principal Owner:** Jerry Jones

**Year Established:** 1960

[Team Website](#)

Twitter: [@dallascowboys](#)

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

**Current Value (\$/Mil):** \$3,200

**Percent Change From Last Year:** 39%

**Stadium:** AT&T Stadium

**Date Built:** 2009

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

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

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

[Facility Website](#)

Twitter: [@ATTStadium](#)

**UPDATE:** At the end of the 2014 season, AT&T Stadium and Levi's Stadium topped the list for stadium Wi-Fi usage. AT&T stadium reported 42.87 terabyte of traffic across eleven NFL games

and six college games. The high volume is attributed to the upgraded Wi-Fi system installed during the 2013 off-season and new stadium app.

The stadium hosts the annual Advocare Classic, a college football season opener that usually matches up non-conference teams. Alabama and Wisconsin will meet in the Advocare Classic on September 5, 2015. Alabama and USC will play in the 2016 Classic, Florida and Michigan in the 2017 Classic, LSU and Miami in the 2018 Classic, and Auburn and Oregon in the 2019 Classic.

**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.

## Denver Broncos

**Principal Owner:** Patrick Bowlen

**Year Established:** 1960

[Team Website](#)

Twitter: [@Broncos](#)

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

**Current Value (\$/Mil):** \$1,450

**Percent Change From Last Year:** 25%

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

**Date Built:** 2001

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

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

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

[Facility Website](#)

Twitter: [@SportsAuthField](#)

**NAMING RIGHTS:** Sports Authority, Inc. paid \$60 million for a ten-year deal that will expire in 2021.

## Detroit Lions

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

**Year Established:** 1934

[Team Website](#)

Twitter: [@Lions](#)

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

**Current Value (\$/Mil):** \$960

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

**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:** 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.

In May 2015, Lions president Tom Lewand announced a partnership with MGM Detroit for a \$2 million renovation of the "Tunnel Club." The tunnel will give fans an up-close view of players entering and exiting the locker room.

The US Women's National Soccer Team will play an exhibition match against Australia at Ford Field on September 17, 2015.

**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.

## 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):** \$1,375

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

**Stadium:** Lambeau Field

**Date Built:** 1957

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

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

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

[Facility Website](#)

Twitter: [@LambeauField](#)

**UPDATE:** During the 2015 off-season, the Packers announced a \$55 million renovation plan for the 168 luxury suites at Lambeau Field, which have not been renovated since the stadium's expansion in 2003. All funds will come from the franchise's reserve fund, so no public funding will be used for the improvements.

**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.

## Houston Texans

**Principal Owner:** Robert McNair

**Year Established:** 2002

[Team Website](#)

Twitter: [@HoustonTexans](#)

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

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

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

**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:** NRG Stadium is expected to have a new Wi-Fi system in place before the 2015 season. The cost of the project is \$2.9 million, which will come from the group that manages the stadium.

NRG Stadium is set to host Super Bowl LI in 2017. NFL's Senior Vice President of Events Peter O'Reilly commented that the club seats and suites of NRG Stadium would need to be upgraded prior to Super Bowl LI.

**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 after Reliant's parent company, NRG Electric.

## Indianapolis Colts

**Principal Owner:** James Irsay

**Year Established:** 1946

[Team Website](#)

Twitter: [@Colts](#)

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

**Current Value (\$/Mil):** \$1,400

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

**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 2015, Lucas Oil Stadium underwent some maintenance repairs set to cost up to \$2 million. The repairs centers around the pipe insulation at the stadium that officials believe was either improperly installed or “deteriorated prematurely”. The Indiana Stadium and Convention Building Authority will pay the first \$1 million and half of the remaining balance. Capital Improvement Board, which operates the stadium, will pay the other half of the remaining balance.

Lucas Oil Stadium will host the Men’s Final Four in 2021.

**NAMING RIGHTS:** In March 2006, Lucas Oil Products signed a twenty-year, \$121.5 million naming-rights deal for the Colts' stadium that 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.

## Jacksonville Jaguars

**Principal Owner:** Shahid Khan

**Year Established:** 1993

[Team Website](#)

Twitter: [@jaguars](#)

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

**Current Value (\$/Mil):** \$965

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

**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:** When EverBank renewed the naming rights with the Jaguars in 2014, the world's largest video boards were installed at the field as part of \$63 million in enhancements. New premium seating and high density Wi-Fi were also added. The Jaguars were responsible for \$20 million of the improvement costs, while public funding covered the rest. In addition, the Jaguars are now taking over the cost to maintain the pools that are built along the new scoreboards in the end zones.

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

**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 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 term is set for four years and the financial amount is undisclosed.



## Kansas City Chiefs

**Principal Owner:** Lamar Hunt Family

**Year Established:** 1960

[Team Website](#)

Twitter: [@chiefs](#)

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

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

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

**Stadium:** Arrowhead Stadium

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

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

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

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

[Facility Website](#)

Twitter: [@ArrowheadEvents](#)

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

## Miami Dolphins

**Principal Owner:** Stephen Ross

**Year Established:** 1966

[Team Website](#)

Twitter: [@MiamiDolphins](#)

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

**Current Value (\$/Mil):** \$1,300

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

**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, relocation of 3,600 seats closer to the field, and improved amenities. Renovations are expected to be complete in 2016 with the hope of bringing the Super Bowl back to Miami.

The 2015 off-season marked Phase I of the renovation project, and Phase I is intended to be complete by Week 3 of the regular season. For the 2015 season, Sun Life Stadium will feature a new seating bowl will seat 65,000 people, 10,000 fewer people than the previous 75,000-person capacity. Seats will now be closer to the field, and all seats color will change from orange to aqua. Additional improvements include upgraded concourses.

After the 2015 regular season, the renovation project will continue with the shaded canopy and display board replacement. In 2017, the parking lot will be repaved, and tunnels and bridges will be constructed to help pedestrian traffic.

Miami is currently in the running for the 2019 or 2020 Super Bowl.

**NAMING RIGHTS:** In January 2010, the Dolphins signed a five-year contract with Sun Life Financial for \$37.5 million for the naming rights to the stadium. The naming-rights contract expired early this year, but the stadium is keeping the name until after the renovations are complete despite Sun Life Financials' announcement it would not renew its deal.

## 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 \$1,150

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

**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):** \$1.076

**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: [@usbankstadium](#)

**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) took place in October 2013, and demolition of the Metrodome occurred 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 U.S Bank Stadium will be the first fixed roof stadium built in the NFL since Ford Field.

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.

In 2015, the costs of constructing the stadium increased from the original projected \$975 million to about \$1.08 billion. The overrun is covered by the Vikings (\$90 million), and the company that won the contract for the stadium food service (\$10 million).

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.

U.S. Bank Stadium is set to host the NCAA Men's Basketball Final Four in 2019. There is also a bid to host the College Football Playoff National Championship in 2020; the decision regarding that will be made in Fall 2015.

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

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-five years.

In July 2015, MillerCoors signed on to extend 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.

## New England Patriots

**Principal Owner:** Robert Kraft

**Year Established:** 1960

[Team Website](#)

Twitter: [@Patriots](#)

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

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

**Percent Change From Last Year:** 44%

**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:** In the 2015 off-season, the Patriots renovated the south end zone by removing 1,500 seats and installing a VIP lounge. The Optum Field Lounge will feature upscale amenities such as premium concessions, HD televisions, and climate-control.

**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 is set to open summer 2015.

## New Orleans Saints

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

**Year Established:** 1967

[Team Website](#)

Twitter: [@Saints](#)

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

**Current Value (\$/Mil):** \$1,110

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

**Stadium:** Mercedes-Benz Superdome

**Date Built:** 1975

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

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

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

[Facility Website](#)

Twitter: [@MBSuperdome](#)

**UPDATE:** In April 2015, officials for the New Orleans Saints and Pelicans announced renovation plans for the Mercedes-Benz Superdome and the Smoothie King Center. The entire project for both venues will cost \$40 million. The Saints' and Pelicans' owner will contribute \$25 million, venue management group SMG will contribute \$5 million, and the Louisiana Stadium and Exposition District will cover the rest. Specifically, the Mercedes-Benz Superdome will receive state-of-the-art LED video boards.

**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.

## 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):** \$2,100

**Percent Change From Last Year:** 35%

**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.

**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.

## 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):** \$1,800

**Percent Change From Last Year:** 30%

**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.

**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.

## Oakland Raiders

**Principal Owner:** Mark Davis

**Year Established:** 1960

[Team Website](#)

Twitter: [@RAIDERS](#)

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

**Current Value (\$/Mil):** \$970

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

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

In March 2015, the Raiders signed a lease renewal for the 2015 season to continue to play at O.co Coliseum. The Raiders will pay \$400,000 for the use of the Coliseum. The team will get a larger share of concessions revenue and will sell advertising on the new scoreboards installed by the Oakland A's. The Raiders will also need to pay the rent for the 2014 season, which the team withheld during negotiations with the city.

There is a proposal with the San Diego Chargers to build a stadium in Carson, California, near Los Angeles. The Chargers and Raiders are planning a shared, \$1.7 billion stadium if both teams fail to get new stadiums in their current hometowns. Carson City Council has voted unanimously to clear the path for stadium development in April 2015.



The Raiders are also considering building a \$900 million facility in Oakland; however, analysts have criticized the proposal because it required the Oakland Raiders to sell a portion of its club to the developer's company. The Raiders are still in talks with Oakland City Council over this deal prior to the NFL meeting in August to discuss team relocations to Los Angeles.

**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.

## Philadelphia Eagles

**Principal Owner:** Jeffrey Lurie

**Year Established:** 1933

[Team Website](#)

Twitter: [@Eagles](#)

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

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

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

**Stadium:** Lincoln Financial Field

**Date Built:** 2003

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

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

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

[Facility Website](#)

Twitter: [@LFFStadium](#)

### UPDATE:

Lincoln Financial Field hosted the 2015 CONCACAF Gold Cup final game between Mexico and Jamaica on July 26, 2015.

The 2016 Mens Division I/II/III lacrosse finals will be held at Lincoln Financial Field between May 28 and 30, 2016.

**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.

## 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):** \$1,350

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

**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:

In late 2014, the Steelers brought forward a plan to the Pittsburgh Planning Commission to expand seating at Heinz Field, adding 1,553 general admission seats, 837 premium seats and five suites. As part of the project, a new plaza level will be created below the Heinz Field scoreboard, along with additional restrooms and concessions. The plan was approved and all construction is set to be complete prior to the 2015 NFL season.

The U.S. Women's National Soccer team will play a friendly game against Costa Rica on August 16, 2016.

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

**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.

## 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):** \$995

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

**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:** There is a proposal with the Oakland Raiders to build a stadium in Carson, California, near Los Angeles. The Chargers and Raiders are planning a shared, \$1.7 billion stadium if both teams fail to get new stadiums in their current hometowns. Carson City Council has voted unanimously to clear the path for stadium development in April 2015.

The Chargers' plan for a stadium in San Diego is proposed to cost around \$1.4 billion, with \$200 million from the NFL, \$300 million from the Chargers and \$173 million in bonds secured by future rent, \$121 million from public funding and \$231 from personal seat licenses and ticket and parking surcharges. The proposal is currently working its way through negotiations with the city and contingent environmental and other impact reports.

Qualcomm Stadium will host the United States Naval Academy Midshipmen and the Notre Dame Fighting Irish on October 27, 2018. This will be the first meeting between these two teams west of the Mississippi.

**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.

## 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):** \$1,600

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

**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: [@LevisStadium](#)

**UPDATE:** Super Bowl L will be played at Levi's Stadium on February 7, 2016. The stadium, which opened 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 is also the first NFL stadium to open with LEED certification as a green facility; it will have a green roof and solar energy design elements.

In its inaugural season, Levi Stadium set a stadium record for the most traffic on its Wi-Fi network, carrying 45 terabytes of traffic with 415,000 unique users.

Levi Stadium hosted a game between the Los Angeles Kings and San Jose Sharks as part of the 2015 NHL Stadium Series on February 21, 2015.

Levi Stadium officially opened on July 17, 2014. The stadium will also host college football's annual Foster Farms Bowl. The site will also host the Pacific-12 Football Championship Game from 2014 to 2016.

MLS team San Jose Earthquakes agreed to play one match per year for five years at Levi Stadium, starting in July 2014.

**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.

## Seattle Seahawks

**Principal Owner:** Paul Allen

**Year Established:** 1976

[Team Website](#)

Twitter: [@Seahawks](#)

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

**Current Value (\$/Mil):** \$1,330

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

**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:** The Seahawks will have an additional 1,000 seats at CenturyLink Field for the 2015 NFL season. The new area, Toyota Fan Deck, includes all padded seats, and new concessions. The deck will be partially covered. The expansion is privately funded by the Seahawks.

**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.

## St. Louis Rams

**Principal Owner:** Stan Kroenke

**Year Established:** 1937

[Team Website](#)

Twitter: [@STLouisRams](#)

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

**Current Value (\$/Mil):** \$930

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

**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:** In January 2015, the Rams converted their lease set to expire in 2025 to a year-to-year tenancy. The team will play at Edward Jones Dome for the 2015 season, but have the option to leave after.

The St. Louis Regional Convention and Sports Complex Authority plans to seek \$50 million in state tax credits over two years from the Missouri Development Finance Board to help build the proposed stadium in St. Louis. The tax credit will go towards the newly proposed stadium for the city's north riverfront, costing around \$998 million. The application expects the site preparation to begin early 2016, and with the entire project completed by August 2019.

St. Louis Rams owner, Stan Kroenke has proposed a \$1.86 billion, 80,000-seat stadium with a retractable roof in Inglewood, California to help the Rams' efforts in relocation. All factors regarding the new stadium proposed in St. Louis and the San Diego Chargers and Oakland Raiders plans will be considered at an NFL owners meeting in August to discuss possible team relocations.

**NAMING RIGHTS:** Edward Jones, a financial investment company, renewed their naming rights deal with the Rams in March 2012. The new deal extends the company's 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, \$3.85 million annually.

## Tampa Bay Buccaneers

**Principal Owner:** Malcolm Glazer

**Year Established:** 1976

[Team Website](#)

Twitter: [@TBBuccaneers](#)

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

**Current Value (\$/Mil):** \$1,225

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

**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 and Hillsborough County finalized a deal to majorly renovate Raymond James Stadium in the 2015 off-season. The project, costing around \$25 million includes high definition video boards, scoreboards, new televisions in the concourse, replacing old furnishing, new roofing and air conditioning equipment. Both the county and the team are expected to fund the project. No timelines for this project has been released yet. These improvements are set to help land Tampa Bay's bid for the 2019 or 2020 Super Bowl.

**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.

## Tennessee Titans

**Principal Owner:** Amy Adams Strunk (interim)

**Year Established:** 1960

[Team Website](#)

Twitter: [@Titans](#)

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

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

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

**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: [@Nissan\\_Stadium](#)

**UPDATE:** Nissan Stadium came under the spotlight after the July 3, 2015 soccer friendly between the U.S. and Guatemala when the volume of spectators overwhelmed the stadium. Nissan Stadium is set to open more points of entries, from 90 to 120, before the start of the 2015 NFL season.

**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.



## Washington Redskins

**Principal Owner:** Daniel Snyder

**Year Established:** 1932

[Team Website](#)

Twitter: [@Redskins](#)

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

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

**Percent Change From Last Year:** 41%

**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:

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

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

**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.