



NATIONAL HOCKEY LEAGUE

{Appendix 4, to *Sports Facility Reports, Volume 14*}

Research completed as of July 16, 2013

Team: Anaheim Ducks

Principal Owner: Anaheim Arena Management, LLC; headed by Henry and Susan Samuelli

Year Established: 1992

[Team Website](#)

Twitter: @AnaheimDucks

Most Recent Purchase Price (\$/Mil): \$70 (2005)

Current Value (\$/Mil): \$192

Percent Change From Last Year: +4%

Arena: Honda Center

Date Built: 1993

Facility Cost (\$/Mil): \$123

Percentage of Arena Publicly Financed: 100%

Facility Financing: Publicly Funded; Ogden Entertainment is assuming the debt for the city issued bonds.

[Facility Website](#)

Twitter: @HondaCenter

UPDATE: In the fall of 2012, Venues Today Magazine ranked the Honda Center as one of the World's Top Ten Arenas of the Decade that holds between 15,000 and 30,000 fans. The arena continued to upgrade its facilities in 2013. The arena completed the Grand Terrace Project that created a new entry plaza to the arena, as well as a full-service restaurant and a new team store. The arena also installed Cisco StadiumVision, which added over 500 HD monitors throughout the venue. Free public Wi-Fi is also now available inside the arena.

On March 5, 2013 the Ducks announced a partnership agreement with Dollar Loan Center. The agreement gives Dollar Loan Center prominent in-game promotion for select regular season games, all-event appearances on the Honda Center LED rings, StadiumVision, and Katella and 57 Freeway marquees, as well as on radio and television broadcasts.

As part of the 2014 Coors Light NHL Stadium Series, the Anaheim Ducks will play the Los Angeles Kings at Dodger Stadium on January 25, 2014. This will be the first outdoor regular season game played in the United States west of the Mississippi River as well as the Southern-most outdoor NHL game in league history.

NAMING RIGHTS: In October 2006, American Honda Motor Co. agreed to pay \$60.45 million over fifteen years for naming rights that expires in 2020.

Team: Boston Bruins

Principal Owner: Jeremy Jacobs

Year Established: 1924

[Team Website](#)

Twitter: @NHLBruins

Most Recent Purchase Price (\$/Mil): \$10 (1975)

Current Value (\$/Mil): \$348

Percent Change From Last Year: +7%

Arena: TD Garden

Date Built: 1995

Facility Cost (\$/Mil): \$160

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed primarily from bank financing, Delaware North (25%), City bonds and land (10%) and a 2% ticket surcharged. It is owned by Delaware North Companies, Inc. - Boston, a subsidiary of Delaware North Companies, Inc.

[Facility Website](#)

Twitter: @TDGarden

UPDATE: The TD Garden spent nearly \$10 million to begin updating its executive suites prior to the start of the 2012–13 season. Nearly half of the arena’s eighty-nine suites received cosmetic renovations, including reconfigured seating, larger TVs, placing ticket scanners outside the doors, as well as installing induction-cooking surfaces that can double as countertops. The other half of the executive suites will be renovated following the conclusion of the 2012–13 season.

On January 17, 2013, it was announced that the owners of TD Garden were resurrecting plans to create a high-rise development in front of the arena. The project was initially approved by the state in 1989, but still needs approval from the Boston Redevelopment Authority. Reportedly, developers hope to begin construction in 2013. The development plans include a pair of 400-foot towers that contain offices, residences, a hotel, and retail space. The towers would be constructed on the old site of the Boston Garden, which is currently being used for parking.

NAMING RIGHTS: TD Bank Inc. is paying \$119.1 million over twenty years for the naming rights that expire in 2025.

Team: Buffalo Sabres

Principal Owner: Terry Pegula

Year Established: 1970

[Team Website](#)

Twitter: @BuffaloSabres

Most Recent Purchase Price (\$/Mil): \$165 (2011)

Current Value (\$/Mil): \$175

Percent Change From Last Year: +1%

Arena: First Niagara Center

Date Built: 1996

Facility Cost (\$/Mil): \$127.5

Percentage of Arena Publicly Financed: 44%

Facility Financing: Financing from the arena came from a state loan (20%), county bonds backed by a ticket surcharge (16%), city bonds (8%), and private bank loans (56%).

[Facility Website](#)

Twitter: @FirstNiagaraCtr

UPDATE: On September 25, 2012, the Buffalo Sabres announced that New Wave Energy Corp., a Buffalo-based electric and natural gas supply company, will be powering the arena. The penalty box and powerplay will also use the New Wave name. A few weeks later, the Sabres unveiled a statute honoring three former players, Gilbert Perreault, Rick Martin, and Rene Robert, known as the French Connection. The statute is located in the Buffalo Sabres Alumni Plaza, which sits directly outside First Niagara Center. The Alumni Plaza received a new title sponsor on October 4, 2012, when Tops Friendly Markets, a full-service grocery retailer, agreed to a sponsorship deal with the Buffalo Sabres.

On December 17, 2012, the Buffalo Sabres announced a partnership with Lexus to rename an upscale club and banquet facility located inside the arena. The Lexus Club will be open for all arena events.

NAMING RIGHTS: On August 25, 2011, First Niagara Financial Group acquired the naming rights for an undisclosed amount over fifteen years, and the arena became the First Niagara Center. This transfer was a part of First Niagara's acquisition of 195 of HSBC's Northeast branches. The naming-rights expire in 2026 and give First Niagara exclusive exterior naming rights, category exclusivity in the bowl, other signage inside and outside of the arena, exclusive ATMs on-site, and TV and other promotional benefits. This is the arena's fourth name change.

Team: Calgary Flames

Principal Owner: Calgary Flames, LP; comprised of Byron J. Seaman, Alvin G. Libin, Allan P. Markin, Jeffrey J. McCaig, Clayton H. Riddell, and N. Murray Edwards.

Year Established: 1972 in Atlanta, moved to Calgary in 1980

[Team Website](#)

Twitter: @NHLFlames

Most Recent Purchase Price (\$/Mil): \$16 (1980)

Current Value (\$/Mil): \$245

Percent Change From Last Year: +11%

Arena: Scotiabank Saddledome

Date Built: 1983

Facility Cost (\$/Mil): \$176 Canadian; \$166 U.S.

Percentage of Arena Publicly Financed: 100%

Facility Financing: The City of Calgary and the Alberta Province each contributed US \$31.5 million, the federal government contributed US \$29.7 million and the 1988 Olympic Organizing Committee provided US \$5 million.

[Facility Website](#)

Twitter: N/A

UPDATE: The city of Calgary experienced a major flood in June 2013 that damaged the Scotiabank Saddledome. Flood waters reached up to the tenth row of seats, heavily damaged the locker rooms, and destroyed the jumbotron room and its equipment. The Flames were preparing to announce plans for a new arena, the flooding will likely play a role in the discussions.

Following the NHL lockout, the Flames announced a fan appreciation program that included 50% off on all food at the arena for the first two games of the season.

The Flames took home some major awards at the 30th annual Information, Display and Entertainment Association (IDEA) Conference, held in July. The awards recognize artistic and technical excellence in programming at stadiums, arenas, and other public assembly facilities. The Flames won “Best Overall Video Display in Professional Sports” as well as the award for “Best Overall Video Display in Hockey”.

NAMING RIGHTS: In 2010, the Calgary Flames announced a five-year partnership with Scotiabank. Other terms were not disclosed.

Team: Carolina Hurricanes

Principal Owner: Hurricane Holdings, LLC, Executive Director Peter Karmanos Jr.

Year Established: Joined the league as the Hartford Whalers in 1979, moved to Raleigh, North Carolina as the Hurricanes in 1997.

[Team Website](#)

Twitter: @NHLCanes

Most Recent Purchase Price (\$/Mil): \$47.5 (1994)

Current Value (\$/Mil): \$162

Percent Change From Last Year: -4%

Arena: PNC Arena

Date Built: 1999

Facility Cost (\$/Mil): \$158

Percentage of Arena Publicly Financed: 84%

Facility Financing: An \$18 million contribution from North Carolina State University (NCSU), \$48 million from Wake County and the City of Raleigh, \$22 million from the state, \$50 million from the sale of bonds, and \$20 million from the team helped finance the arena. Additionally, the state covered the infrastructure costs.

[Facility Website](#)

Twitter: @PNCArena

UPDATE: In June of 2012, Hurricanes Owner and CEO Peter Karmanos Jr. received the USA Hockey Distinguished Achievement Award as part of USA Hockey's 75th Anniversary Gala. The annual award is presented to a US citizen who has made outstanding contributions, on or off the ice, to the sport of hockey in America.

In September 2012, Peter Karmanos Jr. announced five new investment groups had joined Hurricanes Holdings, LLC in the ownership of the team. The five new investment groups were; Playmakers Management, LLC, headed by former NHL and Hurricane player Ron Francis, GreengardenDRC, headed by Eliza Kraft Olander and Brian McHenry, Ron de Lange, and two investment partners who chose to keep their partnership private. Five months later, Karmanos Jr. announced that another four new partners joined in the ownership of the team. Mark Rein a, Vice President of Epic Games, and his wife Tara, Chuck Hammel, President and Owner of PITT OHIO, as well as two additional investors who chose to keep their partnerships private joined Hurricane Holdings.

The Hurricane's locker room at PNC Arena underwent major renovations over the summer of 2012. The lockers were replaced with newer ones, murals of iconic franchise moments and team photos were added to the walls, and other cosmetic changes were also done. It was the first major construction for the locker room since PNC Arena was opened over thirteen years ago.

NAMING RIGHTS: BB&T Corp. and PNC Financial Services Group, Inc. were both interested in buying RBC Bank. PNC announced its \$3.45 billion acquisition of RBC Bank in June 2011, which included the naming rights to the RBC Center, making it the PNC Arena on March 15, 2012. PNC assumed the contract signed by RBC in 2002, which it was set to pay \$80 million

over twenty years for the naming rights to expire in 2022. The costs of renaming the arena were PNC's responsibility.

Team: Chicago Blackhawks

Principal Owner: Wirtz Corp; headed by William Rockwell "Rocky" Wirtz

Year Established: 1926

[Team Website](#)

Twitter: @NHLBlackhawks

Most Recent Purchase Price (\$/Mil): \$1 (1954)

Current Value (\$/Mil): \$350

Percent Change From Last Year: +14%

Arena: United Center

Date Built: 1994

Facility Cost (\$/Mil): \$175

Percentage of Arena Publicly Financed: 9%

Facility Financing: A joint venture between the NBA's Bulls and the NHL's Blackhawks paid for the facility. The city contributed some of the infrastructure costs.

[Facility Website](#)

Twitter: @unitedcenter

UPDATE: In November 2012, it was disclosed that previously announced plans about a future \$95 million retail and entertainment complex next to the United Center were contingent upon an updated version of a property tax bill that has saved the Blackhawks and the Bulls millions on property tax bills assessed against the United Center. The current tax break, which is tied to stadium revenues, is set to expire in 2016.

In January 2013, AT&T Inc. helped to enhance its mobile internet coverage in the United Center by combining with the arena's new 4G LTE system and a free United Center smartphone application, allowing fans the ability to see live game action camera feeds, highlights, stats, and more on their smartphones. AT&T also added a Sports Zone in the concourse that allows fans to explore the AT&T network experience, play the newest video games on Xbox systems, or even listen to player's warm-up songs.

Also in January 2013, the Blackhawks and Chicago's WGN Radio reached a deal for a five-year broadcast extension. The new deal will last through the 2018-19 NHL season.

In July 2013, the Blackhawks extended their affiliation with the ECHL Toledo Walleye through the 2013-14 season. The Walleye are dually affiliated with the Blackhawks and the Detroit Redwings.

NAMING RIGHTS: United Airlines is paying \$36 million over twenty years for the naming rights that expire in 2014.

Team: Colorado Avalanche

Principal Owner: Stan Kroenke

Year Established: 1995 as the Quebec Nordiques and moved to Colorado in 1995, changing its name to the Avalanche

[Team Website](#)

Twitter: @avalanche

Most Recent Purchase Price (\$/Mil): \$450 in 2000 for the NBA Denver Nuggets, the Pepsi Center and 93% of the Avalanche. \$202 million of that cost was attributed to the Avalanche.

Current Value (\$/Mil): \$210

Percent Change From Last Year: +6%

Arena: Pepsi Center

Date Built: 1999

Facility Cost (\$/Mil): \$160 – PepsiCenter website says \$180+

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

Twitter: @pepsi_center

UPDATE: In November 2012, it was announced that TriPower, a wireless system integrator, and Zinwave, a wireless technology development company, were helping to plan and install a Distributed Antenna System (DAS) in Pepsi Center to help allow smartphones access to the internet throughout the building.

NAMING RIGHTS: PepsiCo is paying \$68 million over twenty years for the naming rights that expire in 2019.

Team: Columbus Blue Jackets

Principal Owner: John P. McConnell

Year Established: 2000

[Team Website](#)

Twitter: @BlueJacketsNHL

Most Recent Purchase Price (\$/Mil): \$80 (1997) Expansion Fee

Current Value (\$/Mil): \$145

Percent Change From Last Year: -5%

Arena: Nationwide Arena

Date Built: 2000

Facility Cost (\$/Mil): \$150 - \$175 on ballparks.com

Percentage of Arena Publicly Financed: 0%

Facility Financing: Nationwide Insurance contributed 90% of the \$150 million in costs and Dispatch Printing Co. contributed the other 10%.

[Facility Website](#)

Twitter: @NationwideArena

UPDATE: Nationwide Arena received upgrades during the summer and fall of 2012. A new high-definition scoreboard, a full-range audio system, and fifteen LED displays spread throughout the arena were added. Larger panes of glass around the rink were installed to improve visibility for fans in the lower bowl. The team also added a digital ticket system for season ticket holders to use, to replace paper tickets. Season ticket holders received a card, to be used the entire season, with games pre-loaded onto it. The system still allows for season ticket holders to share, forward, or sell their tickets to others.

Also during the summer of 2012, the Blue Jackets announced a renewal of corporate partnerships with Skyline Chili, Lexus, Kia Motors, and Time Warner Cable. As part of the partnership with Lexus, the first row of seats closest to the ice is now “The Lexus Glass Seats.” Kia continues to have the “Kia Ice Crew”, a group of sixteen people responsible for keeping the ice in prime condition during intermissions and breaks in play.

In October 2012, the Blue Jackets announced that John Davidson, former St. Louis Blues President and Hall of Fame broadcaster, would be the club’s new President of Hockey Operations. A month later, in November, the Blue Jackets announced ticket refunds for the 2013 All-Star events. The events, set to be held in Columbus for the first time, were cancelled as a part of the lockout and delayed start to the NHL season.

In February 2013, Scott Howson, Executive Vice President and General Manager of the Blue Jackets, was relieved of his duties. Howson had been the general manager since 2007. Also in February, the Franklin County commissioners began to make payments to the Franklin County Convention Facilities Authority. The authority bought Nationwide Arena last year to help keep the team in the city and protect the county’s investment in the arena. The payments made will be going towards the purchase of Nationwide Arena by Franklin County and the city of Columbus.

NAMING RIGHTS: Nationwide is paying \$28.5 million over ten years for the naming rights to the arena that expire in 2021.

Team: Dallas Stars

Principal Owner: Tom Gaglardi

Year Established: Joined in 1967 as the Minnesota Northstars, moved to Dallas as the Stars in 1993.

[Team Website](#)

Twitter: @DallasStars

Most Recent Purchase Price (\$/Mil): \$240 (2011)

Current Value (\$/Mil): \$240

Percent Change From Last Year: +4%

Arena: American Airlines Center

Date Built: 2001

Facility Cost (\$/Mil): \$420

Percentage of Arena Publicly Financed: 30%

Facility Financing: The city capped its spending at \$125 million. The NBA Dallas Mavericks' owner, Mark Cuban, and the Stars' owner, Tom Hicks, covered the remaining amount. Team owners spent \$295 million in private investment dollars. The funds to repay the public portion of the financing are coming from a 5% car rental tax, 2% hotel tax and a \$3.4 million per-year lease agreement with the teams for thirty years.

[Facility Website](#)

Twitter: @insideacenter

UPDATE: Some notable new additions to the Dallas Stars organization occurred between the 2011–12 and 2012–13 seasons. In August, the Stars hired Jeff Kovarsky as the new public address announcer, after Bill Oellermann retired after eighteen years with the Stars. Kovarsky has worked with the Stars in several different roles since 2005. In January, the Stars hired three former NHL players; Hall of Famer Mike Modano as executive adviser and alternate governor, Mark Recchi as an adviser to hockey operations, and Marty Turco as an analyst for the team's television broadcasts.

The Stars announced UT Southwestern Medical Center would be the team's new official team doctors and Sleep Inc. would be the team's official mattress. The team also reached deals to extend their affiliation with both the Allen American, of the CHL, and the Idaho Steelheads, of the ECHL. Both affiliation agreements run through the 2012–13 season.

New to American Airlines Center in 2013 were two Taco Bueno locations. The quick service Mexican restaurant had two concession stands open on February 20, the first two concession stands in the company's forty-six-year history. Also new is a SpotlightTMS Software as a Service application, which will allow platinum premier members and those in suite's to be able to manage ticket and suite inventory. The software will enable companies who have a suite to manage their ticket inventories, distribute tickets to the suite, and check on the results of ticket usage throughout the season.

NAMING RIGHTS: American Airlines is paying \$195 million over thirty years for the naming rights that expire in 2030. In 2003, when American Airlines restructured to prevent filing for bankruptcy, the annual payments were also restructured.

Team: Detroit Red Wings

Principal Owner: Michael and Marian Ilitch

Year Established: 1926

[Team Website](#)

Twitter: @DetroitRedWings

Most Recent Purchase Price (\$/Mil): \$8 (1982)

Current Value (\$/Mil): \$346

Percent Change From Last Year: +3%

Arena: Joe Louis Arena

Date Built: 1979

Facility Cost (\$/Mil): \$57

Percentage of Arena Publicly Financed: 100%

Facility Financing: Publicly Funded.

[Facility Website](#)

Twitter: @OEontheGo

UPDATE: On January 1, 2014, the Detroit Red Wings will host the Toronto Maple Leafs at Michigan Stadium on the University of Michigan campus for the 2014 Bridgestone NHL Winter Classic. The venue could allow for a world record to be set for attendance at a hockey game.

In August 2012, the Red Wings were third in Bloomberg Businessweek's second annual ranking of the smartest spenders in sports. The rankings were of all 122 franchises in the NHL, NFL, NBA, and MLB. The Red Wings finished first in the NHL.

Also in August, the Redwings signed a two-year agreement to continue their affiliation with the Toledo Walleye of the East Coast Hockey League. The Walleye are dually affiliated with the Red Wings and the Chicago Blackhawks.

In December 2012, Owner Mike Ilitch outlined a development plan for a new \$650 million downtown sports arena and entertainment district. Included in the plan would be a new home arena for the Red Wings. Shortly after, legislation was passed that repurposed almost \$13 million annually from Detroit's Downtown Development Authority to the arena project. While Ilitch has proposed to help pay for the new arena, he wants the arena to be state owned, much like the current arrangement. No final decision has been made on who will own the arena or how it will be financed.

NAMING RIGHTS: Named after the legendary Detroit boxer Joe Louis, the arena's original name was the "Joe Louis Warehouse" when it opened in 1979 because it looked so open and

bleak inside. When Mike and Marian Ilitch bought the team in 1982, they did some redecorating. The Ilitches do not intend to sell the naming rights.

Team: Edmonton Oilers

Principal Owner: Katz Group, CEO Daryl Katz

Year Established: 1979

[Team Website](#)

Twitter: @edmontonoilers

Most Recent Purchase Price (\$/Mil): \$170 million Canadian (2008)

Current Value (\$/Mil): \$225

Percent Change From Last Year: +6%

Arena: Rexall Place

Date Built: 1974

Facility Cost (\$/Mil): \$68 Canadian; \$64.2 U.S.

Percentage of Arena Publicly Financed:

Facility Financing: In 1994 a renovation totaling \$14 million Canadian (\$13 million U.S.) was completed.

[Facility Website](#)

Twitter: N/A

UPDATE: Edmonton City Council voted on May 15, 2013, to approve the funding between the City of Edmonton and Edmonton Arena Corporation for the development of the Downtown Arena. Construction will begin in early 2014 and will include the arena, winter garden, community rink, Light Rail Transit connection, and a pedestrian corridor. This funding will fill the \$55 million Canadian shortfall: a \$25 million Canadian grant for three years from the Regional Collaboration Program, an additional \$15 million Canadian from the Katz Group, and \$15 million Canadian through the City's Community Revitalization Levy. The new arena is expected to open in September 2016.

NAMING RIGHTS: Katz Group, a pharmacy retailer, signed a ten-year deal in 2003 for both the naming rights and the right to be the team's exclusive health care provider. Rexall products are exclusively available at Katz Group pharmacies throughout Canada. The terms of the deal were not disclosed, but the previous deal was worth \$1.2 million Canadian.

Team: Florida Panthers

Principal Owner: Cliff Viner

Year Established: 1993

[Team Website](#)

Twitter: @FlaPanthers

Most Recent Purchase Price (\$/Mil): \$200 (2009)

Current Value (\$/Mil): \$170

Percent Change From Last Year: +5%

Arena: BB&T Center

Date Built: 1998

Facility Cost (\$/Mil): \$212

Percentage of Arena Publicly Financed: 87%

Facility Financing: Broward County contributed \$184.7 million, partially funded by adding a 2% tourism tax.

[Facility Website](#)

Twitter: @TheBBTCenter

UPDATE: In May 2013, the Broward County Commission voted in favor of funding a new center hung scoreboard and master control room for the BB&T Center. The scoreboard will be unveiled during the Panthers first home game this upcoming season.

The BB&T Center is ranked number thirteen in the United States and number thirty-eight in the world in Pollstar's 2013 mid-year arena venue rankings; this is down from number six and number fifteen in Pollstar's 2013 first quarter arena venue rankings.

In June 2013, Corporate Travel Management Solutions (ctms) was selected as the official travel agency partner for the Florida Panthers Hockey Club. Ctms will exclusively handle all the business travel needs for Panther executives, team, and personnel.

In February 2013, Insurance Office of America (IOA), VPX Sports Nutrition, and Redline extended their partnerships with the Florida Panthers and the BB&T Center. The deals offer signage and other exposure to both IOA and VPX throughout the arena. In addition, Redline Xtreme remains the official energy drink of the Panthers and BB&T. The drink will be available throughout the arena.

ADT also extended its agreement with the Panthers and the BB&T Center. As part of its deal, ADT will receive a hospitality suite for all games and concerts at BB&T Center and will also resume title sponsorship of the recently renovated ADT club. Office Depot also is continuing their partnership with the Panthers. Their deal allows for an in-game video feature at all Panthers home games.

In July 2012, the Florida Panthers and JetBlue announced an expansion of a three-year partnership. The deal includes naming rights to the Panthers' practice facility at Saveology.com Iceplex and the adding of a sponsor patch to the Panthers' practice jerseys.

NAMING RIGHTS: In September 2012, BB&T signed a ten-year deal for the naming rights. When BB&T acquired BankAtlantic's naming rights as party of its acquisition of the Bank in July. The new deal extends the agreement for ten years.

Team: Los Angeles Kings

Principal Owner: AEG Worldwide; headed by Philip Anschutz and Edward Roski Jr.

Year Established: 1967

[Team Website](#)

Twitter: @LAKings

Most Recent Purchase Price (\$/Mil): \$113.25 (1995)

Current Value (\$/Mil): \$276

Percent Change From Last Year: +19%

Arena: STAPLES Center

Date Built: 1999

Facility Cost (\$/Mil): \$375

Percentage of Arena Publicly Financed: 19%

Facility Financing: Bank of America underwrote a \$305 million loan to finance construction. The city provided \$38.5 million in bonds and \$20 million in Los Angeles Convention Center reserves. This money will eventually be repaid through arena revenues. An additional \$12 million in tax incremental financing was also provided by the city's Community Redevelopment Agency.

[Facility Website](#)

Twitter: @STAPLESCenter

UPDATE: In January of 2012, the Kings announced nine new partners for the 2012–13 season. Travel Alberta, Tiffany & Co, The Flame Broiler, Graham Watches, GEICO, Cornerstone OnDemand, United Healthcare, Jersey Mike's and Northrop Grumman all became active sponsors for the Kings.

In February of 2012, Staples Center added a variety of vegetarian options to its concessions menus for an upcoming Morrissey concert, at the singer's request. The Staples Center was named "NBA's Most Vegetarian-Friendly Arena" by PETA for its many vegetarian options it has available for fans. Staples Center was also named a national leader in the sports greening movement for its initiatives in energy-smart practices within the arena.

In March 2013, it was announced that AEG, the company that owns the Staples Center and the Kings, was no longer for sale. The owners had initially made it known that the company was for sale back in September 2012.

As part of the 2014 Coors Light NHL Stadium Series, the Anaheim Ducks will play the Los Angeles Kings at Dodger Stadium on January 25, 2014. This will be the first outdoor regular season game played in the United States west of the Mississippi River as well as the Southern-most outdoor NHL game in league history.

NAMING RIGHTS: Pursuant to an extension signed in 2009, STAPLES owns perpetual naming rights to the STAPLES Center. Terms of the perpetual agreement were not released.

Team: Minnesota Wild

Principal Owner: Minnesota Sports & Entertainment; headed by Craig Leipold and Philip Falcone

Year Established: 2000

[Team Website](#)

Twitter: @mnwild

Most Recent Purchase Price (\$/Mil): \$225 (2008)

Current Value (\$/Mil): \$218

Percent Change From Last Year: +2%

Arena: Xcel Energy Center

Date Built: 2000

Facility Cost (\$/Mil): \$130

Percentage of Arena Publicly Financed: 74%

Facility Financing: The team contributed \$35 million, \$30 million came from the city through sales tax revenue, and the State of Minnesota provided a \$65 million interest-free loan.

[Facility Website](#)

Twitter: @XcelEnergyCtr

UPDATE: Beginning in July of 2012, the Wild and Xcel Energy Center began construction of an all-inclusive loge area, the Bud Light Top Shelf Lounge. The area includes twenty-four loge boxes available for lease with a three-year lease option. The Lounge includes an exclusive club area, a complimentary buffet and a private bar.

Also in July of 2012, Owner Craig Leopold continued to campaign the Mayor of St. Paul and the Governor of Minnesota to help in the construction of a practice facility for the team.

NAMING RIGHTS: Xcel Energy is paying \$75 million over twenty-five years for the naming rights that expire in 2024.

Team: Montreal Canadiens

Principal Owner: Geoff, Andrew, and Justin Molson, known collectively as the Molson Brothers

Year Established: 1917

[Team Website](#)

Twitter: @CanadiensMTL

Most Recent Purchase Price (\$/Mil): \$525–575 est. (2009)

Current Value (\$/Mil): \$575

Percent Change From Last Year: +29%

Arena: Bell Centre (Le Centre Bell)

Date Built: 1996

Facility Cost (\$/Mil): \$270 Canadian

Percentage of Arena Publicly Financed: 0%

Facility Financing: Full cost assumed by the Molson Co. Ltd.

[Facility Website](#)

Twitter: N/A

UPDATE: In July 2012, the Canadiens announced that they would be investing in a new condominium building that would be located right next to the Bell Centre. It is expected that construction on the forty-eight story, \$175 million structure will begin summer 2013. Later, in the fall of 2012, the Canadiens invested more than \$700,000 in a new lighting system. The new system replaced the sixteen-year-old system and helps to eliminate shadows while consuming 65% less electricity.

In January 2013, the Canadiens signed a three-year extension with their minor league affiliate, the Hamilton Bulldogs.

Montreal and Toronto will co-host the 2015 and 2017 IIHF World Junior Championships. Both cities will host a preliminary round group at each event, with Toronto hosting the medal round in 2015 and Montreal hosting the medal round in 2017.

NAMING RIGHTS: Bell Canada is paying \$63.94 million over twenty years for the naming rights that expire in 2023.

Team: Nashville Predators

Principal Owner: Predators Holdings LLC, led by Thomas Cigarran

Year Established: 1998

[Team Website](#)

Twitter: @PredsNHL

Most Recent Purchase Price (\$/Mil): \$174 (2007)

Current Value (\$/Mil): \$167

Percent Change From Last Year: +2%

Arena: Bridgestone Arena

Date Built: 1996

Facility Cost (\$/Mil): \$144

Percentage of Arena Publicly Financed: 100%

Facility Financing: General obligation bonds issued by the City of Nashville.

[Facility Website](#)

Twitter: @BrdgstoneArena

UPDATE: In June 2013, the city of Nashville announced the addition of a \$14 million community ice rink and hockey center to a planned \$32 million mixed-use complex to be constructed in southeast Davidson County. The two-story, 86,000 square foot facility will have two ice rinks, eight locker rooms, several multi-function rooms, concession stands, a pro shop, a workout facility, a video room, and space for restaurants. It is scheduled to open in summer 2014. Metro Nashville will build and own the hockey center, but the Predators will be the sole managers of the ice rink, leasing the hockey center from the city through a public-private partnership.

Shortly after the 2011–12 season, the Nashville Predators won the Western Conference Dick Dillman Award. This award is given annually to the top media relations department in each conference.

The Predators had recent extensions with both radio and television broadcasts. In 2012, the team reached a new five-year extension with the Cromwell Group to remain the team's flagship station through the 2016–2017 season, and also reached a long-term deal with FOX Sports Tennessee for its television rights. Financial terms of both deals were not disclosed.

Inside the arena, there have been changes as well. AT&T completed installation of two new 4G LTE-capable Distributed Antenna Systems (DAS), to help enhance the use of wireless devices in the arena. The team also opened up a brand-new 501 Club at Bridgestone Arena. The space is located on the club level of the building and provides a private, members only club with upscale food and beverage, free access on non-event days, as well as many other amenities.

NAMING RIGHTS: The original naming rights agreement was signed between the Nashville Predators and Bridgestone Americas in March 2010 for five years, but the agreement was

extended in December 2011 for an additional five years. Bridgestone will now have naming rights to the arena through 2019.

Team: New Jersey Devils

Principal Owner: Jeffrey Vanderbeek

Year Established: 1974 as the Kansas City Scouts, moved to East Rutherford and became the New Jersey Devils in 1983

[Team Website](#)

Twitter: @NHLDevils

Most Recent Purchase Price (\$/Mil): \$125 (2004)

Current Value (\$/Mil): \$205

Percent Change From Last Year: +13%

Arena: Prudential Center

Date Built: 2007

Facility Cost (\$/Mil): \$375

Percentage of Arena Publicly Financed: 66%

Facility Financing: \$210 million from the City of Newark and the remainder from the team.

[Facility Website](#)

Twitter: @PruCenter

UPDATE: In January 2013, the Devils announced that they were able to successfully refinance their debt, with CIT Group acting as the lead agency for the refinance. In connection with the refinancing, Owner Jeff Vanderbeek became the sole owner of the team. He and his affiliated entities purchased the stakes of his co-owners, Brick City Hockey and its related entities.

In February, the Devils and the City of Newark finally reached a development deal for the Prudential Center. The deal includes: Newark building a parking deck that the Devils will rent from, Newark paying \$2.7 million in parking revenue to the team annually for other parking lots, and the city imposing a 1.37% tax on all tickets for tenant events at the Prudential center. The deal ends a long dispute, during which the Devils owed the city more than \$15 million in back rent, fees, and other expenses.

The Devils signed to be the exclusive sponsor for the 2013, 2014, and 2015 New Jersey State Interscholastic Athletic Association ice hockey championship tournament. The Devils and the Prudential Center will continue to host the tournament, as they have done since 2007.

NAMING RIGHTS: Prudential Financial struck a naming-rights deal with the New Jersey Devils for \$105.3 million over twenty years, which will expire in 2027. Since Prudential has other arenas named after it around the U.S., Newark's Prudential Center has been nicknamed The Rock to distinguish it from the others.

Team: New York Islanders

Principal Owner: Charles Wang

Year Established: 1972

[Team Website](#)

Twitter: @NYIslanders

Most Recent Purchase Price (\$/Mil): \$130 (2000)

Current Value (\$/Mil): \$155

Percent Change From Last Year: +4%

Arena: Nassau Veterans Memorial Coliseum

Date Built: 1972

Facility Cost (\$/Mil): \$31.3

Percentage of Arena Publicly Financed: 100%

Facility Financing: Funded through tax-exempt bond issue.

[Facility Website](#)

Twitter: @Nassau_Coliseum

UPDATE: In October 2012, the Islanders announced that the team would move to the Barclays Center in Brooklyn, New York. The team will begin play in the brand new, \$1 billion arena during the 2015–16 season, with an initial term of twenty-five years. Owner Charles Wang said the team would honor the remaining three years it has on its lease at the Nassau Coliseum, the second oldest arena in the league. The Islanders will play the first-ever NHL game in Brooklyn at the Barclays Center on September 21, 2013, when they host the New Jersey Devils in a preseason game.

NAMING RIGHTS: The arena was built on a former Army/Air Force base, and is dedicated to those who have died for this country. Because of its memorial status, owners are not considering any naming-rights agreements.

Team: New York Rangers

Principal Owner: Madison Square Garden, L.P., a subsidiary of Cablevision Systems Corp.; headed by James Dolan

Year Established: 1926

[Team Website](#)

Twitter: @NYRangers

Most Recent Purchase Price (\$/Mil): Fox acquired 40% of the Knicks, the New York Rangers, Madison Square Garden and MSG Cable Network in 1997 for \$850 million. \$195 million of that cost was attributed to the Rangers.

Current Value (\$/Mil): \$750

Percent Change From Last Year: +48%

Arena: Madison Square Garden

Date Built: 1968

Facility Cost (\$/Mil): \$123

Percentage of Arena Publicly Financed: 100%

Facility Financing: \$200 million in renovations were completed in 1991.

[Facility Website](#)

Twitter: @TheGarden

UPDATE: Madison Square Garden unveiled phase II of their renovations in November of 2012. Phase II includes a brand new seating configuration in the upper bowl of the arena, with more comfortable and larger chairs. It also offers better sightlines while also moving fans closer to the action. New food and beverage options are now available, as well as additional retail locations and restrooms. Fifty-eight new suites, on the Lexus Madison Suite Level, will open up throughout the 2012-13 season. Phase III is expected to be completed by the fall of 2013. To learn more about the transformation, the website <http://www.msg.com/transformation> provides helpful information.

In the fall of 2012, the Madison Square Garden Company announced a long-term extension and expansion of a partnership with Kia Motors America. Kia became a signature Partner of MSG and is now the Official Vehicle of Madison Square Garden. As part of the deal, Kia will receive significant exposure throughout the Garden, including on-ice branding and features on GardenVision, the new scoreboard. Madison Square Garden also announced a long-term partnership with Lexus to be the Official Luxury Vehicle of Madison Square Garden. Lexus now will have its name on the Lexus Madison Suite Level, the new suites and clubs at the lower level of the arena set to open up throughout the year. Other partnership agreements announced by Madison Square Garden include ones with Chase Bank and Time Warner Cable.

In January 2014, Yankee Stadium will host the 2014 Coors Light NHL Stadium Series. The New York Rangers will face the New Jersey Devils on January 26 and will face the New York Islanders on January 29. This will mark the first time hockey has been played at new Yankee Stadium and the first time professional hockey has been played outdoors in New York City.

NAMING RIGHTS: Madison Square Garden's history is probably the most significant reason the owners have stated that they would never sell the naming rights to the arena. The history began when Madison Square Garden I opened in 1879. The current Madison Square Garden, Madison Square Garden IV, opened in 1968.

Team: Ottawa Senators

Principal Owner: Eugene Melnyk

Year Established: The franchise joined the NHL in 1917 and lasted until 1934. The new Senators joined in 1992.

[Team Website](#)

Twitter: @NHL_Sens

Most Recent Purchase Price (\$/Mil): \$120 Canadian; \$113.3 American in 2003 for the Senators and the Corel Centre

Current Value (\$/Mil): \$220

Percent Change From Last Year: +9%

Arena: Canadian Tire Centre

Date Built: 1996

Facility Cost (\$/Mil): \$170 Canadian

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

Twitter: @CdnTireCtr

UPDATE: In June 2013, Senators Sports & Entertainment and Canadian Tire Corporation announced a new partnership that renamed the arena to Canadian Tire Centre. The agreement took effect on July 1, 2013, and arena-related signage will be in place for the start of the 2013–14 season.

In August of 2012, it was announced that the Senators were part of a group looking to partner with the city to build and operate a new hockey arena. However, not much is known about the proposed project as it is in its early stages.

When the NHL lockout took effect in September, the Senators were one of the first teams to lay employees off or reduce the workweek. No exact numbers were given as to the numbers of layoffs.

The Senators continue to add partnership agreements throughout the 2012–13 season. The previous fall, the Senators and Coca-Cola Canada agreed to a multi-year extension of their long-time partnership. Coca-Cola will continue to be the exclusive soda distributor in Scotiabank Place. The Senators also added a new, exclusive automotive partnership with Chrysler Dealer Advertising Association of Ontario. The agreement places Chrysler/Dodge's name on what is

now the Dodge Club. The Dodge Club is an up-scale dining environment that will operate out of the Coliseum Room. In addition to the Dodge Club, the Gate 2 entrance will now be named Dodge Gate, and will include valet parking known as Dodge Valet. Chrysler will also have a presence in the arena with signage on LED power ring messaging and an in-ice logo. StubHub also became an official partner of the Senators. As part of the agreement, StubHub will receive its marketing on the LED displays throughout the arena, online placement on the Senators website and social media accounts, and a permanent backlit panel sign at the 300-level of the arena. The Senators also completed a one-year agreement with 94.5 CJFO-FM to broadcast regular and post-season games in French throughout Ottawa and eastern Ontario.

NAMING RIGHTS: Canadian Tire structured a partnership agreement with Senators Sports & Entertainment in June 2013 and the arena was renamed Canadian Tire Centre on July 1, 2013. The agreement has an initial eight-year term with an “evergreen clause” allowing for it to be amended and renewed every ten years. Financial terms were not disclosed. The Senators exercised their opt-out clause with Scotiabank to cut short the former naming rights deal that was to expire in 2016.

Team: Philadelphia Flyers

Principal Owner: Comcast-Spectacor; headed by Ed Snider

Year Established: 1967

[Team Website](#)

Twitter: @NHLFlyers

Most Recent Purchase Price (\$/Mil): Acquired as part of a \$250 million merger between Comcast and Spectacor in 1996. \$150 million of that cost was attributed to the Flyers.

Current Value (\$/Mil): \$336

Percent Change From Last Year: +16%

Arena: Wells Fargo Center

Date Built: 1996

Facility Cost (\$/Mil): \$210

Percentage of Arena Publicly Financed: 11%

Facility Financing: A private bank financed \$140 million. Spectacor contributed \$45 million and \$30 million will come from the naming rights revenue. The state provided \$17 million and the City of Philadelphia provided an \$8.5 million loan for infrastructure improvements. Additionally, \$10 million came from state capital redevelopment assistance funding for general site improvements.

[Facility Website](#)

Twitter: @WellsFargoCtr

UPDATE: In June of 2012, the Flyers won the 2012 Dick Dillman Award for the Eastern Conference. Each year, the award is given to the team judged to have the best public relations department in each conference.

In July, the team reached an agreement to renew its affiliation with the Trenton Titans of the ECHL.

The Wells Fargo Center saw some additions made during the offseason. In the locker room, in addition to cosmetic touchups and mechanical fixes, a sauna was added in. Also, in making attempts to “go green”, Waste Management began collecting all of the building’s food waste and Comcast-Spectacor and Aramark introduced new compostable service ware in all concessions and premium seating areas. The program diverts more waste from going to landfills without making the fans do anything different.

The Flyers also began a season-long partnership with Papa John’s Pizza. As part of the promotion, whenever the Flyers score three goals or more in a game, and win, fans are encouraged to visit the team’s social media pages the following day to receive a special offer from Papa John’s.

NAMING RIGHTS: Wells Fargo purchased Wachovia Bank in October of 2008 but the arena name remained the Wachovia Center until the summer of 2010 when it was renamed the Wells

Fargo Center for \$40 million. The naming rights agreement lasts for twenty-nine years until 2023.

Team: Phoenix Coyotes

Principal Owner: The Phoenix Coyotes franchise filed for Chapter 11 bankruptcy and is owned and operated by the NHL.

Year Established: 1979 as the Winnipeg Jets, moved to Phoenix in 1996 where it became the Coyotes.

[Team Website](#)

Twitter: @phoenixcoyotes

Most Recent Purchase Price (\$/Mil): \$140 (2009)

Current Value (\$/Mil): \$134

Percent Change From Last Year: 0%

Arena: Jobing.com Arena

Date Built: 2003

Facility Cost (\$/Mil): \$180

Percentage of Arena Publicly Financed: 82%

Facility Financing: \$180 million came from the city, which will be repaid through property and sales taxes generated by the arena and its adjacent retail complex. \$30 million came from general obligation bonds for public improvements approved by voters in 1999 and was paid with property taxes generated citywide. \$150 million came from excise tax funding that will be repaid through the revenue from the arena. The team committed to pay approximately \$40 million for cost overruns.

[Facility Website](#)

Twitter: @JobingArena

UPDATE: The Phoenix franchise remains without an owner. Greg Jamison (former CEO of the San Jose Sharks) failed to buy the team from the league by a January 31, 2013 deadline he had set with the city of Glendale, which would have allowed him to exercise a twenty-year contract to manage the team's arena from the city. Once the deadline passed, the city stated that any other deal to purchase the team and also manage the arena would have to be less of a burden on the taxpayers of Glendale than the proposed deal with Jamison would have been. The city council recently approved a three-pronged approach in regards to the arena: negotiate an extension of a management deal with the NHL to run the city-owned arena through the end of the current NHL season, work with Jamison and other potential buyers to secure a deal to keep the team in Glendale for the long term, and seek competitive bids from outside management firms to operate the facility with or without hockey. The NHL continues its attempts to work with both potential buyers and the city of Glendale to transfer ownership while keeping the team in Arizona.

Two previously unsuccessful bidders for the Coyotes have joined efforts to see if they might be able to purchase the team. The team is performing well on the ice, but its attendance is still struggling. Even after hiring Anderson Advertising & Public Relations to be its agency of record

and to lead creative campaign developments, the Coyotes are barely averaging 13,000 fans a game.

Despite the attendance struggles, the team continues to generate or renew partnership agreements. The Coyotes renewed a partnership agreement with Gila River Casinos, which allowed the Casinos to acquire the naming rights to the Coyotes exclusive suite level club. The club is currently called the “Gila River Casinos Club”. The team also renewed its partnership with Anheuser-Busch. The deal gives the beer company the naming rights to the Coyote’s exclusive ice level club, called the “Club Bud Light”. Financial terms for both agreements were not disclosed. The Coyotes announced a new membership as well; one with Arizona Holiday Decorators. The family owned and operated company provides personal holiday lighting services to any home during the holiday season.

NAMING RIGHTS: On October 25, 2006, local online company, Jobing.com, signed a ten-year naming rights deal for \$30 million.

Team: Pittsburgh Penguins

Principal Owner: Lemieux Group, L.P., headed by Mario Lemieux and Ron Burkle

Year Established: 1967

[Team Website](#)

Twitter:

Most Recent Purchase Price (\$/Mil): \$107 (1999)

Current Value (\$/Mil): \$288

Percent Change From Last Year: +9%

Arena: CONSOL Energy Center

Date Built: 2010

Facility Cost (\$/Mil): \$321

Percentage of Arena Publicly Financed: 0%

Facility Financing: Isle of Capri Casinos agreed to fully fund the new arena if they were awarded a state gambling license and allowed to build a new \$500 million casino in the city.

[Facility Website](#)

Twitter:

UPDATE: Following the NHL lockout, the owners of the team issued a statement of apology to the fans and thanked them for their continuing support. The Penguins also offered select concession items for free, and had half-off of all merchandise sold at the team's first four home games. The promotion was a success, with more than 190,000 free concession items distributed and more than 8,600 half-price jerseys sold.

The CONSOL Energy Center also saw a change in management during the lockout. AEG Facilities, a world-renowned organization that operated more than 100 arenas and stadiums throughout the world, was brought in to manage the arena. AEG replaced SMG, which had managed the arena for almost twenty years. Workers at the arena all retained their jobs, and ARAMARK continues as the food and beverage provider for the arena.

The Penguins were ranked third, out of 122 pro sports franchises, in spending efficiency for the 2011–12 season by Bloomberg Business Week. A few months after the study was released, Penguins Co-Owner and Chairman, Mario Lemieux, was named “Pittsburgher of the Year” by Pittsburgh Magazine. Lemieux also won the award in 1999.

In March 2013, it was announced that road work, to rebuild the street grid where the former Civic Arena once stood, would begin in July. The state of Pennsylvania authorized nearly \$15 million in redevelopment assistance grants for the work. The work being done is expected to raise the market value of the land. Once the road and utility work done in the area is complete, the area will be sold to the Penguins. The team has proposed an office and residential development for the area. The former Civic Arena is across the street from the team's current arena. While the team has not completed a master plan for the development, it hopes to have one done by the summer.

The Penguins are also teaming up with the University of Pittsburgh Medical Center to establish a sports medicine and practice facility in Cranberry Township, a suburb twenty miles north of the city. The team hopes to open the facility during the summer of 2014. UPMC would build and own the center, but the Penguins would lease the rink and the related facilities. Currently, the Penguins practice either at CONSOL Energy Center or at the Iceoplex at Southpointe, fifteen miles south of the city.

The other Co-owner of the Penguins, Ron Burkle, remains actively involved in an attempted purchase of the Sacramento Kings of the NBA, in an effort to keep the team in Sacramento.

NAMING RIGHTS: Consol Energy Inc. purchased the naming rights to the arena for twenty-one years expiring in 2031. Consol is paying \$84–105 million for the rights.

Team: San Jose Sharks

Principal Owner: San Jose Sports and Entertainment Enterprises, headed by Hasso Plattner

Year Established: 1991

[Team Website](#)

Twitter: @SanJoseSharks

Most Recent Purchase Price (\$/Mil): \$147 (2002)

Current Value (\$/Mil): \$223

Percent Change From Last Year: +6%

Arena: SAP Center at San Jose

Date Built: 1993

Facility Cost (\$/Mil): \$162.5

Percentage of Arena Publicly Financed: 82%

Facility Financing: \$132.5 million funded by the City of San Jose; \$30 million funded by HP Pavilion Management

[Facility Website](#)

Twitter: @SAPCenter

UPDATE: In July 2013, SAP America, Inc., Sharks Sports & Entertainment, Inc., and the City of San Jose announced a five-year agreement in which the arena would be renamed SAP Center and cutting-edge technology implemented to help improve the fan experience. Additionally, as part of the agreement, \$375,000 per year will be directed to the Sharks Foundation to enhance the lives of youth and families in the community.

In October 2012, energy servers were installed in SAP Center (formerly HP Pavilion) to provide cleaner, more reliable, and more affordable energy to help power the arena. The servers make SAP Center at San Jose the first multi-purpose sports and entertainment facility to utilize fuel cell technology as a supplemental electricity source.

On January 30, 2013, the Sharks Sports & Entertainment (SSE) announced a change to the organization's ownership group structure. Majority owner Hasso Plattner purchased SSE shares

from former investors Kevin Compton and Stratton Scalvol. Plattner was a co-founder of SAP AG who has been part of SSE since it first purchased the team in 2002. Plattner has been a majority owner since 2010.

NAMING RIGHTS: SAP America, Inc. entered into a five-year agreement on July 9, 2013, for the naming rights; financial details have not been disclosed.

Team: St. Louis Blues

Principal Owner: SLB Acquisition Holdings LLC, headed by Thomas H. Stillman

Year Established: 1967

[Team Website](#)

Twitter: @StLouisBlues

Most Recent Purchase Price (\$/Mil): \$130 estimated (2012) for the Blues, Scottrade Center, Peoria Rivermen franchise, and an interest in the Peabody Opera House.

Current Value (\$/Mil): \$130

Percent Change From Last Year: -17%

Arena: Scottrade Center

Date Built: 1994

Facility Cost (\$/Mil): \$135

Percentage of Arena Publicly Financed: 46%

Facility Financing: The funding comprised of \$30 million from the Blues' previous owners the Kiel Center Partners, \$62 million from private activity, \$37 million in bank loans, and \$6 million in working capital. The city contributed an additional \$34.5 million for demolition, site preparation, and garages.

[Facility Website](#)

Twitter: @ScottradeCenter

UPDATE: On August 30, 2012, the Blues announced a new affiliation with the Evansville IceMen of the ECHL. Evansville was an expansion ECHL team in 2011.

NAMING RIGHTS: Scottrade, an online financial investment company, purchased the naming rights for the arena for an undisclosed amount. \$2.0 to \$3.0 million is the expected average annual value.

Team: Tampa Bay Lightning

Principal Owner: Jeffrey Vinik

Year Established: 1991

[Team Website](#)

Twitter: @TBLightning

Most Recent Purchase Price (\$/Mil): \$110 (2010)

Current Value (\$/Mil): \$174

Percent Change From Last Year: 0%

Arena: Tampa Bay Times Forum

Date Built: 1996

Facility Cost (\$/Mil): \$139

Percentage of Arena Publicly Financed: 62%

Facility Financing: \$66.8 million in revenue bonds from the stadium authority and \$28.8 million in revenue bonds from the state helped pay the construction costs. Private sources funded the remaining amount.

[Facility Website](#)

Twitter: @tbtimesforum

UPDATE: On February 21, 2013, the Lightning unveiled a new digital video wall in the Bolts Social Central. The Bolts Social Central is a location inside the Tampa Bay Times Forum where fans of the team can interact with each other. Bolts Social Central has a new digital photo booth for fans to use and also has Wi-Fi for fans to more easily access their own social media accounts.

Almost one month later, on March 14, 2013, Chase Bank entered a multi-year partnership deal with the Lightning to be the official bank, credit card, financial services partner, and ATM provider of the organization. Chase will receive exposure throughout the arena and will have its name on the all-inclusive Chase Club, the most exclusive seating area in the arena. The Lightning also entered into a partnership with Lakewood Ranch developers to be the exclusive residential real estate development partner of the Lightning. Lakewood Ranch will receive exposure throughout the arena on the LED signs.

NAMING RIGHTS: On January 1, 2012, the St. Pete Times Forum became the Tampa Bay Times Forum. The name change was a result of the St. Petersburg Times (the arena's naming-rights partner) changing its name. The Tampa Bay Times is paying \$40 million over twelve years, and extended its naming-rights agreement to expire at the end of August 2018.

Team: Toronto Maple Leafs

Principal Owner: The Ontario Teachers' Pension Plan and Maple Leafs Sports and Entertainment Ltd., headed by Larry Tanenbaum.

Year Established: 1917

[Team Website](#)

Twitter: @MapleLeafs

Most Recent Purchase Price (\$/Mil): \$90 (1994)

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

Percent Change From Last Year: +92%

Arena: Air Canada Centre

Date Built: 1999

Facility Cost (\$/Mil): \$265 Canadian; \$250 American

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

Twitter: @LIVEatACC

UPDATE: Montreal and Toronto will co-host the 2015 and 2017 IIHF World Junior Championships. Both cities will host a preliminary round group at each event, with Toronto hosting the medal round in 2015 and Montreal hosting the medal round in 2017.

In September 2012, the Maple Leafs announced David Nonis was being named the new Senior Vice-President and General Manager of the team. Brian Burke was relieved of his duties as President and General Manager, but stayed on in a senior advisory role.

Following the NHL lockout, the Maple Leafs announced a fan appreciation initiative that included a free ticket to Opening Night for all season-ticket holders.

NAMING RIGHTS: Air Canada is paying \$30.4 million Canadian over twenty years for the naming rights that expire in 2019.

Team: Vancouver Canucks

Principal Owner: Canucks Sports and Entertainment; headed by Francesco Aquilini

Year Established: 1970

[Team Website](#)

Twitter: @VanCanucks

Most Recent Purchase Price (\$/Mil): \$207 (2005)

Current Value (\$/Mil): \$342

Percent Change From Last Year: +14%

Arena: Rogers Arena

Date Built: 1995

Facility Cost (\$/Mil): \$160 Canadian; \$144.5 American

Percentage of Arena Publicly Financed: 0%

Facility Financing: Privately financed.

[Facility Website](#)

Twitter: @RogersArena

UPDATE: The Canucks announced several partnerships throughout the 2012–13 season. Sportsnet renewed its long relationship with the Canucks by agreeing to a new, ten-year broadcast agreement. Sportsnet will remain the exclusive local television carrier of the Canucks through the 2022–23 season. The Canucks also renewed their affiliate agreement with the Kalamazoo Wings of the ECHL. The team also reached a new partnership with Nationwide Tour golfer Adam Hadwin. Hadwin will be involved with many of the Canucks charities and will also display their team logo while on the Nationwide tour and in sanctioned PGA events. PepsiCo Beverages Canada and the Canucks again partnered up, like the previous year.

In June 2013, Canucks Sports & Entertainment announced a new affiliation with an AHL franchise in Utica, NY, known as the Utica Comets. They will play at the Utica Memorial Auditorium beginning in the 2013–14 season.

In April, 2013, the AHL approved the Canucks Sports & Entertainment's purchase of the Peoria Rivermen franchise. Financial details were not disclosed. The purchase allows for complete control of the Canucks minor league development program.

NAMING RIGHTS: On July 6, 2010, it was announced that General Motors would relinquish the naming rights and Rogers Communications would take over as the named sponsor of the arena. Rogers Communications will become the exclusive telecommunications provider for the Canucks. The agreement is for ten years and the financial terms were not released.

Team: Washington Capitals

Principal Owner: Monumental Sports & Entertainment. Ted Leonsis is the CEO, chairman and majority owner.

Year Established: 1974

[Team Website](#)

Twitter: @washcaps

Most Recent Purchase Price (\$/Mil): \$85 as part of a \$200 deal that included 36% of Washington Sports and Entertainment, LP. (1999)

Current Value (\$/Mil): \$250

Percent Change From Last Year: +11%

Arena: Verizon Center

Date Built: 1997

Facility Cost (\$/Mil): \$260

Percentage of Arena Publicly Financed: 23%

Facility Financing: Private loans financed the building. The District of Columbia provided \$60 million in infrastructure costs.

[Facility Website](#)

Twitter: @verizoncenterpr

UPDATE: In November 2012, the Capitals and Wizards reached a multiyear agreement with CBS Radio and Hubbard Radio to broadcast their games. No financial terms of the deal were disclosed.

Two months later, Monumental Sports & Entertainment (MSE), owner of the Capitals, created a digital network which acts as a hub for websites and blogs of MSE entertainment entities. The site, www.Monumentalnetwork.com, features more than twenty websites and blogs associated with the Capitals, Wizards, Mystics, Verizon Center, and other MSE properties.

On February 26, 2013, the Capitals announced a social media loyalty program that rewards fans for engaging with the team via social media and at the Verizon Center. This first of its kind program allows fans to win exclusive prizes and experiences by interacting with the team through different forms of social media.

The Verizon Center is also going to a digital ticket system. Season-ticket holders will receive a preloaded card containing corresponding seat locations. They are still able to print tickets at home, or forward tickets to friends or family, all without a fee. Season-ticket holders are also able to sell their tickets on Ticketmaster TicketExchange. Season-ticketholders were sent a brochure with a detailed explanation of the system to try and make the transition as easy as possible.

NAMING RIGHTS: Verizon is paying \$44 million over twenty years for the naming rights that expire in 2017.

Team: Winnipeg Jets

Principal Owner: True North Sports & Entertainment Limited

Year Established: 1999 as the Atlanta Thrashers and moved to Winnipeg in 2011, changing its name to the Jets (This Jets team is not affiliated with the former Winnipeg Jets, who played in the NHL from 1979 to 1996, and then became the Phoenix Coyotes.)

[Team Website](#)

Twitter: @NHLJets

Most Recent Purchase Price (\$/Mil): \$170 (2011), including a \$60 million NHL transfer fee.

Current Value (\$/Mil): \$200

Percent Change From Last Year: +22%

Arena: MTS Centre

Date Built: 2004

Facility Cost (\$/Mil): \$133.5

Percentage of Arena Publicly Financed: 30%

Facility Financing: The private sector provided \$93 million and the public sector \$40.5 million toward the capital cost of the facility.

[Facility Website](#)

Twitter: @mtscentre

UPDATE: True North Sports & Entertainment (TNSE), in conjunction with the Jets, extended affiliation with the St. John's IceCaps, of the AHL, through the 2014–15 season, and with the Colorado Eagles, of the ECHL, through the 2012–13 season.

Due to the success of the Winnipeg Jets Mobile app, TNSE and MTS announced that for the 2012–13 season, fans at home would be able to access the same content through the Winnipeg Jets On Demand app for TV. The app will be available exclusively for MTS Ultimate TV subscribers. The app allows fans to watch video content, get real-time game updates, as well as check standings and statistics from their TV, provided they have a high-speed internet connection.

The Jets sold out their 13,000 season tickets for the 2012–2013 season and have again created a wait list for fans. The wait list will have a maximum amount of 8,000 seats. Those on a wait list can get discounts on merchandise, access to MTS Centre event tickets, an invitation to Jets Open Practice, and the exclusive ability to purchase individual Jets game day tickets. The Jets have also begun to move to a digital ticket system. Season ticket holders received a card which gave them access, rather than paper tickets. Season ticket holders are still able to forward tickets to individuals games to family and friends, or even print off paper tickets if they wish.

In June 2013, the NHL announced that the Winnipeg Jets will play the Washington Capitals at Yardmen Arena in Belleville, Ontario in a Kraft Hockeyville 2013–14 pre-season game awarded to the township Stirling-Rawdon, Ontario.

In May 2013, True North Sports & Entertainment, the Winnipeg Jets, and their AHL affiliate St. John's IceCaps announced a new partnership with the ECHL Ontario Reign for the 2013–14 season.

In February 2013, Larry Sanders was named Assistant GM of the Jets. He has been with the organization since 1999, before the organization even began play in Atlanta.

NAMING RIGHTS: True North Sports & Entertainment and MTS announced in June 2011 the expansion of their long-standing partnership, including the continuation of the naming rights for MTS Centre. Under a new ten-year agreement made in 2011, MTS remains the exclusive telecommunications provider to MTS Centre and also has the option to extend its partnership with True North well past 2030.