



## SOCCER LEAGUES

*{Appendix 5, to Sports Facility Reports, [Volume 16](#)}*  
*Research completed as of August 12, 2015*

### MAJOR ARENA SOCCER LEAUGE (MASL)

#### **Team: Baltimore Blast**

**Principal Owner:** Edwin F. Hale, Sr.

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@BaltimoreBlast](#)

**Stadium:** Royal Farms Arena

**Date Built:** 1962

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility website](#)

**UPDATE:** The Baltimore Business Journal stated there is a new proposal for a \$450 million waterfront arena along the Inner Harbor of Baltimore. It is planned to hold 15-16,000 seats. This would replace the fifty-two-year old Royal Farms Arena. The proposal by Cordish Companies still needs approval by the city, and it is still in the exploratory stage.

**NAMING RIGHTS:** The First Mariner Bank's naming rights contract ended in December 2012 when it was renamed Baltimore Arena. In September 2014, the arena was renamed Royal Farms Arena after an eighteen-month search for a purchaser. Royal Farms will pay \$250,000 annually over five years for the naming rights and have the option to renegotiate the deal after five years.

## **Team: Brownsville Barracudas**

**Principal Owner:** Oscar Ruvalcaba

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@BarracudasFC](#)

**Stadium:** Barracudas FC Sports Complex

**Date Built:** 2004

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The 2014–15 season was the first season for the Barracudas as a professional club. There is little news related to sponsorships or the facility. The Sports Complex is adding another stadium for the Barracudas to be ready in October 2015 for the 2015-16 season home opener.

**NAMING RIGHTS:** N/A

## **Team: Cedar Rapids Pro Soccer**

**Owner:** Chris Kokalis

**Current Value (\$/Mil):** N/A

[Team website](#)

[@CRRampageSC](#)

**Stadium:** US Cellular Center

**Facility Cost (\$/Mil):** \$8

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The 2014-15 season was the inaugural season for Cedar Rapids Pro Soccer. The team looks forward to returning for 2015-16 season and is currently seeking a new name for the team.

**NAMING RIGHTS:** US Cellular has a ten-year naming rights deal for \$3.8 million.

## **Team: Chicago Mustangs**

**Principal Owner:** Armando Gamboa

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@MustangsSoccer](#)

**Stadium:** Sears Center Arena

**Date Built:** 2006

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility website](#)

**UPDATE:** In 2015, the team finished third in the Central Division with an 11-9 record. The team lost its first game in the Central Division playoffs.

**NAMING RIGHTS:** Sears has a \$10 million deal at a cost of \$1 million annually. The deal expires in 2016.

## **Team: Dallas Sidekicks**

**Principal Owner:** Ronnie & Missy Davis

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@GoSidekicks](#)

**Stadium:** Allen Event Center

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$52.6

**Facility Financing:** Public

[Facility Website](#)

**UPDATE:** The Sidekicks lost to the Monterrey Flash in the Southern Division Championship to advance to the playoffs. The team will be back in action next season.

**NAMING RIGHTS:** N/A

## **Team: Detroit Waza Flo**

**Principal Owner:** Dominic & Mario Scicluna

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@DetroitWazaFlo](#)

**Stadium:** Melvindale Civic Arena

**Date Built:** N/A

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

Facility Website: N/A

**UPDATE:** The Waza Flo came in fourth place in its division during its inaugural season but did not qualify for the playoffs. The team also moved from the Taylor Sports Complex to the Melvindale Civic Arena for its home games.

**NAMING RIGHTS:** N/A

## **Team: Harrisburg Heat**

**Principal Owner:** John Wilsbach

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@HarrisburgHeat](#)

**Stadium:** Pennsylvania Farm Show Complex & Expo Center

**Date Built:** 1939

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** Harrisburg Heat first played professional soccer in the Farm Show Complex's large arena in 1991. The team played there until 2003, when it moved to a smaller arena in the Complex. Upon competing in the MASL in 2014–15, the team moved back to the large arena. The Heat came in last place in the Eastern Division and did not qualify for playoffs.

**NAMING RIGHTS:** The Farm Show Complex is owned by the Pennsylvania Department of Agriculture.

## Team: Las Vegas Legends

**Principal Owner:** Meir Cohen

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@LasVegasLegends](#)

**Stadium:** Orleans Arena

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$85

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** In the 2014-15 season, the Legends finished in third place and won playoffs in the Pacific Division. However, it lost in the Western Division Championship to the Monterrey Flash.

**NAMING RIGHTS:** The Orleans Arena is operated by Coast Casinos, a subsidiary of Boyd Gaming Corporation.

## Team: Milwaukee Wave

**Principal Owner:** Mike Zimmerman

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@MilwaukeeWave](#)

**Stadium:** UW–Milwaukee Panther Arena

**Date Built:** 1950

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

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** In May 2013, the Milwaukee Wave signed a two-year extension with UW–Milwaukee Panther Arena to continue to play its home matches at the arena. Mike Zimmerman, as the new owner, agreed to the lease agreement for the 2014-15 season that was negotiated by the previous owner, but he hopes to change the lease terms. He prefers to stay in the arena but is looking into playing a limited number of games at other indoor venues. The current contract includes a three-year extension clause that calls for penalties if the district does not renew. Zimmerman will push to assume the food and beverage operations at Panther Arena through his MKE Sports and Entertainment Company and believes he could turn a profit and the venue.

**NAMING RIGHTS:** With the return of the University of Wisconsin–Milwaukee to the arena and the expiration of U.S. Cellular’s six-year naming rights deal, the Wisconsin Center District agreed to a ten-year partnership with the school to occupy the arena. UW–Milwaukee has the option to extend to 2024.

## **Team: Missouri Comets**

**Principal Owner:** TOTA, LLC (Headed by Mickey Scheetz, Edward L. Scheetz, and Brian Budzinski)

**Current Value (\$/Mil):** N/A

[Team Website](#)  
[@CometsMASL](#)

**Stadium:** Independence Events Center

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$68

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** In the Comet's 2014-15 season, the team won its division with a perfect 20-0 record, earning a bye into the second round of the playoffs. However, it lost to the Baltimore Blast in the Eastern Division Championship. The coach of the Comets, Vlatko Andonovski, won Coach of the Year for the season.

**NAMING RIGHTS:** The Independence Event Center is still currently open to sponsorship deals for facility naming rights. The city manager proclaimed that when a deal comes to fruition it will be a big sponsorship deal.

## **Team: Monterrey Flash**

**Principal Owner:** Gerardo Guerra

**Current Value (\$/Mil):** N/A

[Team website](#)  
[@MonterreyFlash](#)

**Stadium:** Arena Monterrey

**Date Built:** 2003

**Facility Cost (\$/Mil):** Around \$55

**Facility Financing:** N/A

[Facility website](#)

**UPDATE:** The Flash is one of two Mexico-based teams placed in the Southern Division. In its opening season, the team won the league championship by defeating the Baltimore Blast.

**NAMING RIGHTS:** N/A

## **Team: Ontario Fury**

**Principal Owner:** Bernie Lilavois

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@OntarioFury](#)

**Stadium:** Citizens Business Bank Arena

**Date Built:** 2008

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

**Facility Financing:** Public

[Facility Website](#)

**UPDATE:** The team competed in its first MASL season in 2014–15. It finished second in the Pacific Division with a 13-7 record. The team lost its first playoff game to the Las Vegas Legends.

**NAMING RIGHTS:** The Arena is owned by the city of Ontario, California, and is operated by AEG. Citizens Business Bank has a ten-year multi-million dollar naming rights agreement, but the specific amount was not disclosed.

## **Team: Oxford City Football Club of Texas**

**Principal Owner:** Oxford City F.C. of Texas

**Current Value (\$/Mil):** N/A

[Team website](#)

[@OxCityFCTexas](#)

**Stadium:** Ford Arena

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$32

**Facility Financing:** Public

[Facility Website](#)

**UPDATE:** Oxford City F.C. purchased the Texas Strikers and renamed the team the Oxford City Football Club of Texas. The team competed in their first MASL season finishing with a 12-8 record. It lost its first playoff game to the Dallas Sidekicks.

**NAMING RIGHTS:** In 2003, Ford paid \$1.25 million for five years of naming rights.

## **Team: Rochester Lancers**

**Principal Owner:** Savins Soccer, LLC, run by Christopher Wilmot, Steven Stokes, Dom Vieira, John Coraggioso, Luis

Ribeiro, and Salvatore Fantauzzo

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@RLancers](#)

**Stadium:** Blue Cross Arena at the War Memorial

**Date Built:** 1955 (1998 renovation)

**Facility Cost (\$/Mil):** \$7.5 (41 for renovation)

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The team played its first MASL game in the 2014–15 season. It won the first round of the playoffs but lost the Eastern Division finals to Baltimore Blast. The Lancers will not return for the 2015-16 season due to high insurance costs of the team.

**NAMING RIGHTS:** In July 1998, Blue Cross Blue Shield and the City of Rochester announced a naming rights deal. The deal ran for fifteen years and ended on October 30, 2013, with a total payment of \$2.975 million. The deal was renewed in November 2013 and will last until 2028 under the same terms of the original agreement. This includes an annual fee of \$195,000.

## **Team: Sacramento Surge**

**Principal Owner:** Airrick Harvey

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@Sacsurge](#)

**Stadium:** Jackson Sports Academy in McClellan Park

**Date Built:** N/A

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The team competed in the MASL for the 2014–15 season and finished its season 3-11 and did not qualify for playoffs. The team moved from Estadio Azteca Soccer Arena after their 2013-14 season to Jackson Sports Academy.

**NAMING RIGHTS:** N/A



## **Team: St. Louis Ambush**

**Principal Owner:** Andrew Haines, Leah Haines, Will Clark, Shelly Clark, Glen Goldstein, and Dawn Goldstein

**Current Value (\$/Mil):** N/A

[Team Website](#)  
[@StLouisAmbush](#)

**Stadium:** Family Arena

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$30

**Facility Financing:** Publicly funded

[Facility Website](#)

**UPDATE:** The team played in the MASL during the 2014–15 season. The team finished its season in fifth place with an 8-12 record in the Central Division and did not continue to the playoffs.

**NAMING RIGHTS:** N/A

## **Team: Saltillo Rancho Seco**

**Principal Owner:** Marco Antonio Davila de Leon

**Current Value (\$/Mil):** N/A

**Team Website:** N/A

[@RanchoSecoMASL](#)

**Stadium:** Deportivo Rancho-Seco Saltillo Autonomous University of Coahuila Arena

**Date Built:** Reconstructed in 2013

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility website](#)

**UPDATE:** The team is one of the original members of the MASL. The team moved from The Autonomous University of Coahuila Arena to Deportivo Rancho-Seco Saltillo once the reconstruction was finished at Deportivo Rancho-Seco Saltillo. In the 2014-15 season, the team finished 1-16 in the Southern Division and did not make playoffs.

**NAMING RIGHTS:** N/A

## **Team: San Diego Sockers**

**Principal Owner:** David Pike, Carl Savoia and Phil Salvagio

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@SockersSanDiego](#)

**Stadium:** Valley View Casino Center

**Date Built:** 1966

**Facility Cost (\$/Mil):** \$6.4

**Facility Financing:** Private

[Facility Website](#)

**UPDATE:** The team finished its 2014-15 season winning the Pacific Division with a 16-4 record. It lost the first round of playoffs to the Las Vegas Legends.

**NAMING RIGHTS:** In 2010, AEG, San Pasqual Band of Diegueno Mission Indians, and the city of San Diego agreed to a five-year deal for \$1.5 million to name the arena “Valley View Casino Center.”

## **Team: Soles de Senora**

**Principal Owner:** Rogello Cota, Alfonso Macias

**Current Value (\$/Mil):** N/A

**Team website:** N/A

[@SolesSonora](#)

**Stadium:** Centro de Usos Multiples

**Date Built:** N/A

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

**Facility website:** N/A

**UPDATE:** The Soles de Senora is a new expansion team and will begin MASL play in the upcoming 2015-16 season.

**NAMING RIGHTS:** N/A

## **Team: Syracuse Silver Knights**

**Principal Owner:** Syracuse Pro Sports, LLC, headed by Tommy Tanner

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@CuseKnights](#)

**Stadium:** War Memorial Arena at the Oncenter

**Date Built:** 1951

**Facility Cost (\$/Mil):** Around \$3

**Facility Financing:** Public

[Facility Website](#)

**UPDATE:** The team finalized a deal with Oncenter and Onondaga County officials that gives both parties one-year renewal options after the 2014–15 season. The team plans to remain at War Memorial Arena long-term. It finished second place in the Eastern Division with a record of 12-8.

**NAMING RIGHTS:** N/A

## **Team: Tacoma Stars**

**Principal Owner:** Lane Smith

**Current Value (\$/Mil):** N/A

[Team website](#)

[@TacomaStarsSC](#)

**Stadium:** ShoWare Center

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$84.5

**Facility Financing:** N/A

[Facility website](#)

**UPDATE:** The relaunch of the Tacoma Stars will occur for the 2015-16 season.

**NAMING RIGHTS:** Formerly the Kent Center, the Kent City Council approved a ten-year naming-rights agreement for \$3.175 million with VisionOne, Inc. The Center is named after ShoWare, a subsidiary of VisionOne, Inc. The ShoWare name and logo will appear on the entrance of the Center.

## **Team: Tulsa Revolution**

**Principal Owner:** Adam Mellor & Shannon Clark

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@TulsaProSoccer](#)

**Stadium:** Expo Square Pavilion

**Date Built:** 1966, renovated in 1983

**Facility Cost (\$/Mil):** \$3.5 in renovations

**Facility Financing:** Public

[Facility website](#)

**UPDATE:** The team can trace its roots back to 1992 when it was called the Tulsa Ambush. It is one of the founding members of the MASL. The team finished sixth in the Central Division this season and did not qualify for the playoffs.

**NAMING RIGHTS:** N/A

## **Team: Turlock Express**

**Principal Owner:** Arturo Pulido & Matt Warner

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@tulockexpfc](#)

**Stadium:** Turlock Soccer Center

**Date Built:** N/A

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The team is comprised of largely local talent, and in the 2014-15 season, the team finished fourth in the Pacific Division with a record of 6-6.

**NAMING RIGHTS:** N/A

## **Team: Wichita B-52s**

**Principal Owner:** Joseph Pindell

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@whereyourorange](#)

**Stadium:** Hartman Arena

**Date Built:** 2009

**Facility Cost (\$/Mil):** N/A **Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** After the 2013–14 season, the Wichita Wings folded, but another investment group announced the intention to start a team once again. After securing a lease with the Hartman Arena, the team began play in the PASL during 2013–14. It joined the MASL for the 2014-15 season and finished with a .500 record. The team will be back for the 2015-16 season.

**NAMING RIGHTS:** The stadium is named for Willis Hartman, former owner of the Wichita Wing

# MAJOR LEAGUE SOCCER (MLS)

\*MLS announced a new TV deal on May 12, 2014. The joint broadcast deal is with ESPN, Fox Sports, and Univision. The deal is worth \$720 million over 8 years.

## **Team: Chicago Fire**

**Principal Owner:** Andell Holdings, LLC (Headed by Andrew Hauptman)

**Current Value (\$/Mil):** 102

[Team Website](#)

[@chicagofire](#)

**Stadium:** Toyota Park

**Date Built:** 2006

**Facility Cost (\$/Mil):** \$98

**Facility Financing:** The Village of Bridgeview financed Toyota Park.

[Facility Website](#)

**UPDATE:** A news source stated in 2015 that Toyota Park is a financial disaster for taxpayers in the Village of Bridgeview. The stadium generates \$3-4 million in annual losses for the city and now faces a \$227 million deficit. The stadium has never generated more than \$2.5 million toward paying off public debt. Many Bridgeview citizens are not happy about the economic loss to their city, so Bridgeview is trying to refinance and find solutions for its economic losses with Toyota Park.

**NAMING RIGHTS:** Toyota agreed to a ten-year naming rights deal worth \$7.5 million that expires after the 2015-16 season.

## **Team: Club Deportivo Chivas USA**

**Principal Owner:** Jorge Vergara Madrigal and Antonio Cue

**Current Value (\$/Mil):** 64

[Team Website](#)

Twitter: N/A

**Stadium:** StubHub Center (Shared with the L.A. Galaxy)

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$150 (for the entire sports complex)

**Facility Financing:** The stadium was financed by Philip Anschutz's AEG

[Facility Website](#)

**UPDATE:** The 2014-15 season was the last regular season for the Chivas, and the MLS purchased the team from the owners with plans to sell the team to new owners. A new expansion franchise is supposed to return to Los Angeles in 2017.

**NAMING RIGHTS:** StubHub agreed to a naming rights deal in March 2013, taking effect June 1, 2013. The financial terms and length of agreement were not released.

## Team: Colorado Rapids

**Principal Owner:** Kroenke Sports Enterprises (Headed by E. Stanley Kroenke)

**Current Value (\$/Mil):** 76

[Team Website](#)

[@ColoradoRapids](#)

**Stadium:** Dick's Sporting Goods Park

**Date Built:** 2007

**Facility Cost (\$/Mil):** \$131 for the stadium, which includes a 24-field complex, and infrastructure improvements

**Facility Financing:** Kroenke Sports and Commerce City split the cost, each paying roughly \$65 million. The city paid through the issuance of bonds that did not require taxpayer subsidies.

[Facility Website](#)

**UPDATE:** The Colorado rapids signed a new sponsorship agreement for the 2015 and 2016 seasons with Transamerica. Transamerica's logo will appear on the team's jerseys. The financial terms were not disclosed.

**NAMING RIGHTS:** Dick's Sporting Goods is paying \$30 million for the naming rights to the complex. The fifteen-year agreement expires in 2021.

## Team: Columbus Crew

**Principal Owner:** Precourt Sports Ventures LLC, managed by partner Anthony Precourt

**Current Value (\$/Mil):** 73

[Team Website](#)

[@columbuscrewsc](#)

**Stadium:** MAPFRE Stadium

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$28.5

**Facility Financing:** The Hunt Sports Group privately funded Crew Stadium by then owner Lamar Hunt

Facility Website: N/A

**UPDATE:** In August 2014, Andy Loughnane was announced as the new President of Business Operations. Because of his efforts, the team set all-time attendance records with the most sellouts in one season for the 2014-15 season.

During the 2014-15 season, the Columbus Crew started playing at the newly named MAPFRE stadium.

**NAMING RIGHTS:** The Columbus Crew stadium was renamed to MAPFRE Stadium after a multi-million dollar deal with MAPFRE insurance. To date, this is the largest partnership in the team's history.



## Team: D.C. United

**Principal Owner:** William H.C. Chang

**Current Value (\$/Mil):** 71

[Team Website](#)

[@dcunited](#)

**Stadium:** RFK Stadium

**Date Built:** 1961

**Facility Cost (\$/Mil):** \$24

**Facility Financing:** Congressionally authorized bonds funded the stadium.

[Facility Website](#)

**UPDATE:** The DC United Council announced in the summer of 2015 the final agreement to build DC United Stadium on Buzzard Point. No numbers for cost are available as of yet. Land will be transmitted to DC United to start construction by 2016. The construction is expected to take fifteen months. The District is to pay \$150 million to acquire and prepare land. DC United would then privately fund the stadium. The total amount expected is \$206.7 million to be ready by the 2018 season.

**NAMING RIGHTS:** The naming rights for RFK Stadium remain unsold.

## Team: FC Dallas

**Principal Owner:** Hunt Sports Group (headed by Clark Hunt)

**Current Value (\$/Mil):** 97

[Team Website](#)

[@FCDallas](#)

**Stadium:** Toyota Stadium

**Date Built:** 2005

**Facility Cost (\$/Mil):** \$65 (\$105 for the entire complex)

**Facility Financing:** Collin County contributed \$20 million, the city contributed \$20 million, and the local school district contributed \$15 million. The Hunt Sports Group contributed private funds.

[Facility Website](#)

**UPDATE:** FC Dallas entered into a new broadcast deal in 2015 with TXA 21, a local over-the-air channel. Now everyone in the Dallas area has access to watch the games regardless of their TV providers. The deal even allows those who only have antennas to watch the games. TXA 21 will broadcast 17 of the 34 games. This ends the Time Warner Cable two-year run, which was extremely limited in the households it reached. The cost of the deal was not disclosed.

**NAMING RIGHTS:** FC Dallas agreed to a long-term deal with Toyota to rename the stadium Toyota Stadium. The surrounding complex will be called Toyota Soccer Center. The length and terms of the deal were not released.

## Team: Houston Dynamo

**Principal Owner:** AEG, Golden Boy Promotions, and Brener International Group

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

[Team Website](#)

[@houstondynamo](#)

**Stadium:** BBVA Compass Stadium

**Date Built:** 2012

**Facility Cost (\$/Mil):** \$95

**Facility Financing:** The Dynamo and Texas Southern University gave \$60 million towards construction costs, and the city paid for \$15.5 million. BBVA Compass provided a \$20 million loan from which the city paid the \$15.5 million to cover the infrastructure costs. The city and county funded the project with an additional \$20 million.

[Facility Website](#)

**UPDATE:** In the summer of 2015, the Dynamo reached an affiliate agreement to start a United Soccer League club in order to develop young players. This team will reside in Edinburg, Texas, and it will be set to play in 2016.

**NAMING RIGHTS:** BBVA Compass agreed to a ten-year, \$20 million deal that expires in 202

## Team: Los Angeles Galaxy

**Principal Owner:** AEG (Headed by Phillip Anschutz)

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

[Team Website](#)

[@LAGalaxy](#)

**Stadium:** StubHub Center (Shared with Chivas USA)

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$150 (for the entire sports complex)

**Facility Financing:** Philip Anschutz's AEG

[Facility Website](#)

**UPDATE:** In 2015, Galaxy President Chris Klein was named to the 2015 Street and Smith's SportsBusiness Journal's 40 under 40. Under his direction, the season ticket member base grew, the Galaxy became the first club to launch a second division team, he invested \$15 million in the StubHub Center, he generated \$9 million in sponsorship revenue, he relaunched the Galaxy Foundation raising 600k in the past two seasons, and the team won the MLS cup in 2014, becoming the first team to win five cup trophies.

**NAMING RIGHTS:** On March 4, 2013, it was announced that StubHub entered into an agreement with AEG as the new naming rights partner of the 125-acre multi-sport facility on the campus of California State University, Dominguez Hills, formerly known as the Home Depot Center. The financial terms of agreement were not released, but the term is supposedly six years.

## Team: Montreal Impact

**Principal Owner:** The Saputo Family, run by Joey Saputo and managed by The Fonds de Solidarité

**Current Value (\$/Mil):** 96

[Team Website](#)

[@impactmontreal](#)

**Stadium:** Saputo Stadium

**Date Built:** 2008 and expanded in 2012

**Facility Cost (\$/Mil):** \$17, and \$23 for the expansion

**Facility Financing:** Financing of the stadium came through private funding and a donation from the Saputo Family, and The Quebec government funded the expansion.

[Facility website](#)

**UPDATE:** In March 2015, the Impact announced a major partnership with La Brasserie Labott of Canada and its Budweiser product. The sponsorship allows La Brasserie to sell their Budweiser products throughout the stadium.

**NAMING RIGHTS:** Saputo Stadium (Stade Saputo) was named after the Saputo family because of their contribution to the construction of the stadium.

## Team: New England Revolution

**Principal Owner:** Kraft Sports Group (Headed by Robert K. Kraft and Jonathon A. Kraft)

**Current Value (\$/Mil):** 89

[Team Website](#)

[@NE Revolution](#)

**Stadium:** Gillette Stadium

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$325

**Facility Financing:** The New England Patriots paid for the \$325 million stadium. The state contributed \$72 million for infrastructure, \$40 million of which the Patriots will pay back over twenty-five years.

[Facility Website](#)

**UPDATE:** In 2015, the Kraft Sports Group discussed moving the team to Boston so the New England Revolution can have its stadium. The Kraft Group is talking with the Mayor's Office in Boston. News articles state Boston would build and own a potential \$200 million stadium and implement a tax on ticket sales to repay the debt.

**NAMING RIGHTS:** Gillette agreed to extend its naming rights agreement and signed a \$240 million, fifteen-year agreement, which will conclude in 2025.

## **Team: New York City FC**

**Principal Owner:** Manchester City Football Club, headed by Sheik Mansour bin Zayed al-Nahyan, and the New York Yankees

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@nycfc](#)

**Stadium:** Yankee Stadium

**Date Built:** 2009

**Facility Cost (\$/Mil):** \$2.3 billion

**Facility Financing:** Privately funded, but there was 1.2 billion in public subsidies

[Facility website](#)

**UPDATE:** The Club is continuing to review other potential sites for its own stadium. It is considering moving to Columbia University's Baker Athletics Complex until a new stadium can be built. The stadium would be built for the New York City FC and the Columbia football team. The projected cost would be \$400 million, but the deal is still in exploratory stages. The team had its inaugural season in 2015.

**NAMING RIGHTS:** N/A

## **Team: New York Red Bulls**

**Principal Owner:** Red Bull GmbH

**Current Value (\$/Mil):** 114

[Team Website](#)

[@newyorkredbulls](#)

**Stadium:** Red Bull Arena

**Date Built:** 2010

**Facility Cost (\$/Mil):** 200+ **Facility Financing:** N/A

[Facility website](#)

**UPDATE:** In spring 2015, some fans called for ownership changes of the New York Red Bulls or for the sale of the team. However, Red Bull owner Dietrich Mateschitz claimed he had no intention of selling. Sources say everything with the team's ownership is going according to plan, and Mateschitz has future long-term plans for the team.

**NAMING RIGHTS:** Red Bull holds the naming rights for an indefinite number of years at the cost of \$30 million. Red Bull also holds the team's jersey sponsorship.

## Team: Philadelphia Union

**Principal Owner:** Keystone Sports and Entertainment, LLC (Headed by Jay Sugarman)

**Current Value (\$/Mil):** 90

[Team Website](#)

[@PhilaUnion](#)

**Stadium:** PPL Park

**Date Built:** 2010

**Facility Cost (\$/Mil):** \$122

**Facility Financing:** Keystone Sports and Entertainment, LLC contributed \$49 million towards the cost of the stadium project. Keystone also received \$43 million from the state and \$30 million from Delaware County towards the cost of acquiring the land and building the soccer stadium.

[Facility Website](#)

**UPDATE:** In 2015, the Philadelphia Union named two local businesses as sponsors. The first is Acme Markets, who as the official supermarket of the team received naming rights to the youth soccer fields. Second is TruMark, who as the official financial institution received naming rights to a stadium at the park and a club/suite entrance. The two deals combined are six figures for multiple year deals. The team also signed AAA Midatlantic as the official roadside assistance membership program for an undisclosed amount.

**NAMING RIGHTS:** PPL Corp. agreed to an eleven-year, \$20 million naming rights deal with the Philadelphia Union that began in 2010.

## Team: Portland Timbers

**Principal Owner:** Peregrine Sports, LLC (Headed by Merritt Paulson)

**Current Value (\$/Mil):** 141

[Team Website](#)

[@timbersfc](#)

**Stadium:** Providence Park

**Date Built:** 1926 and renovated in 2011

**Facility Cost (\$/Mil):** \$31 for the 2011 renovation

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** In December 2014, the Portland Timbers announced a multi-year agreement with Simple as an official online banking partner. Simple holds exclusive logo rights on all team training and pregame apparel, which is the first sponsorship deal of its kind. The Portland Timbers also renewed their jersey sponsorship with Alaska Airlines for the 2015-16 season and beyond.

**NAMING RIGHTS:** Formerly JELD-WEN Field, a multi-year deal was struck with Providence Health & Services, giving the company exclusive naming rights.

## Team: Real Salt Lake

**Principal Owner:** SCP Worldwide (Headed by David Checketts); Dell Loy Hansen

**Current Value (\$/Mil):** 85

[Team Website](#)

[@realsaltlake](#)

**Stadium:** Rio Tinto Stadium

**Date Built:** 2008

**Facility Cost (\$/Mil):** \$110

**Facility Financing:** The stadium will receive \$35 million of Salt Lake County's hotel-room tax revenue for infrastructure at the site through a legislature-approved funding package. Sandy City, Utah, has also committed \$10 million of its own redevelopment agency dollars that include the hotel and broadcast center. Real Salt Lake invested more than \$72.5 million of private funds in the overall project, including the contribution of \$7.5 million to the creation of youth soccer fields in Salt Lake County.

[Facility Website](#)

**UPDATE:** In 2015, the Real Salt Lake announced a new local television deal that will operate on a regional network to reach 5.5 million people on seven different stations in 5 states. The multi-year deal with Sinclair Broadcasting will telecast 26 of 32 regular season games with an increased three-hour broadcast.

**NAMING RIGHTS:** Rio Tinto Group, a business-to-business mining company, agreed to a fifteen-year naming rights deal for \$22.5–30 million expiring in 2023.

## Team: San Jose Earthquakes

**Principal Owner:** Earthquakes Soccer, LLC (Headed by Lew Wolff and John Fisher) in partnership with Athletics Investment Group

**Current Value (\$/Mil):** 75

[Team Website](#)

[@sjearthquakes](#)

**Stadium:** Avaya Stadium

**Date Built:** 2015

**Facility Cost (\$/Mil):** \$100

**Facility Financing:** Privately funded, and LewWolff will fund fifty-five years of maintenance

**Facility website:** N/A

**UPDATE:** The 2015 season is the first season the San Jose Earthquakes will play at Avaya Stadium. The new stadium received the Product Innovation Award for being the first cloud-enabled stadium in June 2015 at the Stadium Business Awards. The stadium is also on the shortlist to receive Venue of the Year Award.

**NAMING RIGHTS:** In 2014, Avaya bought the naming rights with a multi-year agreement for \$20 million over ten years.

## Team: Seattle Sounders FC

**Principle Owner:** Majority Owner - Joe Roth; Minority Owners - Adrian Hanauer, Drew Carey, and Paul G. Allen

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

[Team Website](#)  
[@soundersfc](#)

**Stadium:** CenturyLink Field (formerly Qwest Field)

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$430

**Facility Financing:** CenturyLink Field was financed by several different sources. Sixty-six percent of the stadium was publicly funded, while Paul Allen contributed \$100 million. Sports-related lottery games brought in an additional \$127 million. Sales taxes from events held at the stadium generated \$101 million. Admissions and parking taxes contributed \$56 million. Finally, existing hotel-motel taxes brought in another \$15 million.

[Facility Website](#)

**UPDATE:** The team confirmed that Xbox would continue to sponsor the Seattle Sounders' jerseys for at least two more years through 2016.

**NAMING RIGHTS:** CenturyLink announced it would extend its naming-rights deal through the 2018–19 season. Qwest, who had a \$60–100 million naming-rights deal with the Seattle Seahawks, was purchased by CenturyLink in 2010. Qwest Field was renamed CenturyLink Field in June 2011.

## Team: Sporting Kansas City

**Principal Owner:** Ongoal, LLC

**Current Value (\$/Mil):** 108

[Team Website](#)  
[@SportingKC](#)

**Stadium:** Sporting Park

**Date Built:** 2011

**Facility Cost (\$/Mil):** \$200

**Facility Financing:** The stadium is financed by Sales Tax Anticipation Revenue (STAR) bonds, which are unique to Kansas and Nevada. The bonds allow municipalities to pay off construction costs within major commercial or tourism areas with sales tax revenue from the area.

[Facility Website](#)

**UPDATE:** In 2015, Sporting Kansas City selected Legends Hospitality to operate all onsite food and beverage concessions. It will offer premium catering at Sporting Park. The terms of the deal were not announced. The team also entered into a new broadcast agreement with Sports Radio 810 WHB to be the radio partner through 2017.

**NAMING RIGHTS:** In January 2013, Sporting KC and Livestrong mutually agreed to part ways, ending their naming rights deal early. It was also revealed that Sporting Kansas City had only paid \$250,000 of the \$1,000,000 that was owed. As a result, Sporting KC dropped the Livestrong name and renamed the stadium Sporting Park.

## **Team: Toronto FC**

**Principal Owner:** Maple Leaf Sports & Entertainment Ltd.

**Current Value (\$/Mil):** 121

[Team Website](#)  
[@torontofc](#)

**Stadium:** BMO Field

**Date Built:** 2007

**Facility Cost (\$/Mil):** \$64 Canadian; \$62 US

**Facility Financing:** Maple Leaf Sports & Entertainment contributed \$8 million towards the construction of the stadium and \$10 million towards securing the naming rights of the stadium. The Canadian Federal Government contributed \$27 million, with Ontario's government adding an additional \$8 million. The City of Toronto paid \$9.8 million to have the rights to the stadium. (All figures are in Canadian Dollars)

[Facility Website](#)

**UPDATE:** BMO Field is in the middle of a massive \$120 million, two-year renovation. Phase one is complete, which includes a new top section with 8,400 seats and new private boxes. Phase two starts in 2016 and will include a new \$60 million roof.

**NAMING RIGHTS:** BMO Financial Group agreed to a ten-year naming rights deal worth \$23.7 million (Canadian) that is set to expire in 2016.

## **Team: Vancouver Whitecaps**

**Principal Owner:** Greg Kerfoot, Steve Luczo, Jeff Mallett and Steve Nash

**Current Value (\$/Mil):** 86

[Team Website](#)  
[@WhitecapsFC](#)

**Stadium:** BC Place

**Date Built:** 1983 and renovated in 2011

**Facility Cost (\$/Mil):** \$514 in renovations

**Facility Financing:** The home teams of the facility and taxpayers.

[Facility Website](#)

**UPDATE:** The team's five-year lease at BC Place ends at the conclusion of the 2015 season.

**NAMING RIGHTS:** BC Place received corporate naming rights to the stadium in 2012. Telus had won the rights, but the British Columbian government backed out of the deal at the last moment. The naming rights instead belong to BC Place.



# NORTH AMERICAN SOCCER LEAGUE (NASL)

## **Team: Atlanta Silverbacks**

**Principal Owner:** Boris Jerkunica, John Latham and later adding Henry and John Hardin in 2013

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@LosSilverbacks](#)

**Stadium:** Silverbacks Park

**Date Built:** 2006

**Facility Cost (\$/Mil):** \$15

**Facility Financing:** The stadium was self-financed.

[Facility website](#)

**UPDATE:** In December 2014, the NASL announced it would operate and take over ownership of the club for the 2015 season while seeking a local ownership group.

**NAMING RIGHTS:** The stadium is named for the team mascot.

## **Team: Carolina RailHawks**

**Principal Owner:** Majority–Traffic Sports USA; Minority–Dr. H. Paul Singh

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@RailHawksFC](#)

**Stadium:** WakeMed Soccer Park

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$14.5 (\$6.3 for the renovation in 2012)

**Facility Financing:** Money to build the soccer park came from \$14.5 million in countywide hotel room and prepared food and beverage taxes. The Town of Cary assumed responsibility for operations and maintenance in 2004 from the Capital Area Soccer League.

[Facility Website](#)

**UPDATE:** The team is currently seeking new sponsorships and hopes to find interest in the local business community for the stadium.

**NAMING RIGHTS:** WakeMed signed a new multi-year soccer deal to keep the naming rights for three more years through December 2017. This includes the soccer park, but not the naming rights to the specific stadium. For this reason, the city can explore other options for naming rights. The deal will cost WakeMed \$315,000 per year.

## Team: FC Edmonton

**Principal Owner:** Fath Group (Headed by Tom and Dave Fath)

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@FCEdmontonNow](#)

**Stadium:** Clarke Stadium

**Date Built:** 1938 (Rebuilt in 2012)

**Facility Cost (\$/Mil):** \$.007 (Can)

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** A \$20 million expansion of Clarke Stadium will occur if the stadium meets a certain mark of attendance. However, as of 2015, the team is not even close to breaking even with profits, especially when it costs the team \$20,000 just to travel for away games. The team is seeking a corporate sponsor, and it needs fans to fill stadium seats in order to keep the team afloat.

**NAMING RIGHTS:** There are no corporate sponsorship deals for naming rights of Clarke Stadium. Clarke Stadium is named after Joseph Andrew Clarke, former Mayor of Edmonton.

## Team: Fort Lauderdale Strikers

**Principal Owner:** Traffic Sports headed by Paul Cesso

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@FTLStrikers](#)

**Stadium:** Lockhart Stadium

**Date Built:** 1959, renovated 1998

**Facility Cost (\$/Mil):** \$5 in renovations in 1998

**Facility Financing:** Public

[Facility website](#)

**UPDATE:** The Fort Lauderdale Strikers and Traffic Sports are actively pursuing a long-term home at a soccer-specific stadium in South Florida. Sean C. Guerin was named CEO of the Strikers in 2015 and is currently creating development plans for a new stadium.

**NAMING RIGHTS:** N/A

## Team: Indy Eleven

**Principal Owner:** Ersal Ozdemir

**Current Value:** N/A

[Team website](#)

[@IndyEleven](#)

**Stadium:** Carroll Stadium

**Date Built:** 1982

**Facility Cost (\$/Mil):** \$7

**Facility Financing:** Public

[Facility website](#)

**UPDATE:** In March 2015, the Indiana Senate unveiled it would not publicly finance a new Indy Eleven soccer stadium, but that it would renovate Carroll Stadium with a proposal of \$20 million in state funding to renovate and \$5 million from the Capital Improvement Board. This plan is much less costly than a new stadium.

**NAMING RIGHTS:** Ersal Ozdemir refused to use his own personal finances to contribute to the new stadium, so power brokers informed him that he could sell naming rights to the renovated stadium to count as his personal contribution to the renovation project. Ozdemir has not yet sold the naming rights.

## Team: Jacksonville Armada

**Owner:** Sunshine Soccer Group, headed by Mark Frisch

**Current Value:** N/A

[Team website](#)

[@JaxArmadaFC](#)

**Stadium:** Community First Park

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$34

**Facility Financing:** The stadium was part of a \$2.25 billion investment in projects around the city.

**Facility Website:** N/A

**UPDATE:** The team's inaugural season was in 2015. Also, the team named Bailey's Gym as its official gym sponsor.

**NAMING RIGHTS:** In 2014, Jacksonville Armada President Mark Frisch and CEO of Community First Credit Union John Hirabayashi announced a partnership of naming rights for all home club matches during the 2015-17 seasons for an undisclosed amount.

## **Team: Miami FC**

**Principal Owner:** Ricardo Silva, Paolo Maldini

**Current Value:** N/A

[Team website](#)

[@TheMiamiFC](#)

**Stadium:** N/A

**Date Built:** N/A

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

**Facility website:** N/A

**UPDATE:** The 2016 season will be the first season for Miami FC in NASL.

**NAMING RIGHTS:** N/A

## **Team: Minnesota United FC**

**Principal Owner:** Bill McGuire

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@MNUnitedFC](#)

**Stadium:** NSC Stadium

**Date Built:** 1990

**Facility Cost (\$/Mil):** \$20.3

**Facility Financing:** State funds were used to build the facility, but no operating subsidy was provided. The original state investment was \$14.7 million, and to date the State has invested just over \$20 million in the NSC campus. In 2000, the NSC Foundation financed the majority of an ambitious construction phase through private investment.

[Facility Website](#)

**UPDATE:** Minnesota United plans to build a soccer stadium in Minneapolis as part of the team's future move to MLS. The team will invest \$250 million into the state of Minnesota and West Loop of Minneapolis. The club will not use taxpayer money to fund the stadium, and ownership is committed to partnering with Hennepin County and Minneapolis to optimize stadium development. The team plans its future move to MLS by 2017 or 2018.

**NAMING RIGHTS:** N/A

## Team: New York Cosmos

**Principal Owner:** New York Cosmos LLC

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@NYCosmos](#)

**Stadium:** Shuart Stadium

**Date Built:** 1963 (renovated 2013)

**Facility Cost (\$/Mil):** \$20.3

**Facility Financing:** The stadium, also known as Hofstra Stadium, is owned and operated by Hofstra University. It is home to Hofstra's lacrosse teams.

[Facility website](#)

**UPDATE:** In January 2013, the team submitted a proposal for a new stadium and development project. However the stadium is currently in limbo, but it still envisions a 25,000 seat privately funded stadium.

**NAMING RIGHTS:** Shuart Stadium was named after the former Hofstra University President James M. Shuart, who played football and lacrosse for the university

## Team: Ottawa Fury

**Principal Owner:** Ottawa Sports and Entertainment Group

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@OttawaFuryFC](#)

**Stadium:** TD Place Stadium

**Date Built:** 1908, renovated 2014

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The renovations were completed for TD Place Stadium in July 2014.

Also in late 2014, the team implemented a strategic plan for player development in both its Academy and through grassroots programs. Its First Touch program is designed for children ages four to eight years old to inspire them to love the game. The grassroots program Next Touch is for kids nine to twelve years old.

**NAMING RIGHTS:** Formerly Frank Clair Stadium, TD Place got its name on January 7, 2014 when a deal was announced with Toronto-Dominion Bank. The deal is worth seven figures and started after the Fury's home opener in 2014

## **Team: Puerto Rico Islanders**

**Principal Owner:** Andy Guillemard, Isaac Nieves, Jorge Pierluisi, Mario Gaztambide and Stuart Klapper, and Josen Rossi

**Current Value (\$/Mil):** N/A

[Team website](#)

[@PRFootballClub](#)

**Stadium:** Juan Ramón Loubriel Stadium

**Date Built:** 1974, renovated 2015

**Facility Cost (\$/Mil):** \$7 for renovations

**Facility Financing:** The municipality of Bayamon publicly financed the stadium.

**Facility Website:** N/A

**UPDATE:** After the Puerto Rico Islanders' 2012 season, the owners suspended team operations due to inadequate funding. However, a new Puerto Rico team, the Puerto Rico FC, will play its first season in 2016 with new team owner Carmello Anthony.

**NAMING RIGHTS:** N/A

## **Team: San Antonio Scorpions FC**

**Principal Owner:** Gordon Hartman

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@SAScorpions](#)

**Stadium:** Toyota Field

**Date Built:** 2013

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** The stadium was privately funded primarily by Scorpions founder, Gordon Hartman.

**Facility Website:** N/A

[Facility website](#)

**UPDATE:** In 2015, the San Antonio Scorpions formed a proposal for expansion of Toyota Field. The purpose of expansion is to bring MLS to the city. The project will cost between \$32-45 million, which will add 10,000 seats, a roof canopy, 18 suites, and new clubs

**NAMING RIGHTS:** On August 28, 2012, Toyota announced its sponsorship of the stadium. In addition to signing on as sponsor for the stadium, the automaker also signed on to sponsor the nearby Morgan's Wonderland theme park. The deal was a multi-year, multi-million dollar agreement, which was the largest corporate sponsorship deal signed by a San Antonio professional sports franchise outside of the San Antonio Spurs.

## **Team: Tampa Bay Rowdies**

**Principal Owner:** Bill Edwards

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@TampaBayRowdies](#)

**Stadium:** Al Lang Stadium

**Date Built:** 1977 changed to a soccer stadium

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility website](#)

**UPDATE:** Rowdies owner Bill Edwards began running Al Lang Stadium through his entertainment company in 2015. By 2016, Edwards will spend \$1.5 million to improve Al Lang Stadium. The stadium was home to both soccer and baseball, but under the new agreement with Big 3 Entertainment, only soccer will be played in the stadium.

**NAMING RIGHTS:** An amendment in the Big 3 Entertainment contract ensures Al Lang Stadium will remain part of the venue name even if naming rights are sold.

# UNITED SOCCER LEAGUES (USL PRO)

## **Team: Arizona United**

**Principal Owner:** Kyle Eng  
**Current Value (\$/Mil):** N/A

[Team Website](#)  
[@AZUnitedSC](#)

**Stadium:** Scottsdale Stadium  
**Date Built:** 1992  
**Facility Cost (\$/Mil):** N/A  
**Facility Financing:** N/A  
[Facility Website](#)

**UPDATE:** The Arizona United, previously known as the Phoenix FC Wolves, began playing at Scottsdale Stadium during the 2015 season.

**NAMING RIGHTS:** N/A

## **Team: Austin Aztex**

**Principal Owner:** ATX SOCCER LLC  
**Current Value:** N/A

[Team Website](#)  
[@AustinAztex](#)

**Stadium:** Kelly Reeves Athletic Complex  
**Date Built:** 2003  
**Facility Cost (\$/Mil):** \$18.9  
**Facility Financing:** N/A  
[Facility Website](#)

**UPDATE:** The Aztex began playing in USL Pro in 2015 after moving up from USL PDL.

**NAMING RIGHTS:** The stadium was named for late coach Kelly Reeves, a former teacher, coach, and athletic director who died of cancer.



## Team: Charleston Battery

**Principal Owner:** Charleston Battery, LLC (headed by Anthony Bakker)

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@Chas Battery](#)

**Stadium:** Blackbaud Stadium

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$5.7

**Facility Financing:** Privately funded

[Facility website](#)

**UPDATE:** In 2015, locally based XrCEL™ Athlete Fuel finalized a sponsorship deal with the Charleston Battery. The drink is an extended-release carbohydrate supplement to help athletes train, compete, and recover. It is NCAA and WADA compliant. The terms of the deal were not disclosed.

**NAMING RIGHTS:** Although the financial details were undisclosed, Blackbaud agreed to a two-year deal for 2010 and 2011. While the stadium still bears the Blackbaud name, no details on an updated naming rights agreement have been publicly disclosed. It should be noted that team owner Tony Bakker is the founder of Blackbaud Software Company.

## Team: Charlotte Independence

**Principal Owner:** Queen City Soccer Club, LLC

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@CLTIndependence](#)

**Stadium:** Ramblewood Soccer Complex

**Date Built:** 2015

**Facility Cost (\$/Mil):** \$2

**Facility Financing:** Ramblewood Soccer Inc. fundraised privately

[Facility Website](#)

**UPDATE:** The Independence replaced the Charlotte Eagles in 2014, and its first season began in 2015 at the brand new Ramblewood Soccer Complex, which opened in June 2015. The complex is looking for more individual and corporate sponsors and donors to fund projects.

**NAMING RIGHTS:** The team is currently looking for naming rights sponsorships.

## **Team: Colorado Springs Switchbacks**

**Principal Owner:** Ed Ragain

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@SwitchbacksFC](#)

**Stadium:** Sand Creek Stadium

**Date Built:** 2015

**Facility Cost:** \$2

**Facility Financing:** N/A

**Facility Website:** N/A

**UPDATE:** The year 2015 was the Switchbacks' first season. The team is currently looking for partners seeking high-quality marketing opportunities. The city of Colorado Springs has plans to build a downtown stadium along with three other sports related projects in the city. The City has already received \$120 million in tax rebates to complete four sports and tourism-related projects.

The Switchbacks currently have a ten-year lease on the Sand Creek Stadium site.

**NAMING RIGHTS:** N/A.

## **Team: Harrisburg City Islanders**

**Principal Owner:** Eric Pettis, Chris Barker, Bryan Gobin, Chuck Fox, and Jay Chadwick

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@city islanders](#)

**Stadium:** Skyline Sports Complex

**Date Built:** 1987 (renovation in 2008)

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The parent company of the Islanders (Harrisburg Capital Soccer Inc.) applied for grants to fund a new \$5 million stadium, but the total cost is projected to be \$13.9 million. Construction is to start May 2016 and completed by May 2017.

**NAMING RIGHTS:** N/A

## Team: LA Galaxy II

**Principal Owner:** Created by Chris Klein, LA Galaxy

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@LAGalaxyII](#)

**Stadium:** StubHub Center (Shared with Chivas USA)

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$150 (for the entire sports complex)

**Facility Financing:** Philip Anschutz's AEG

[Facility Website](#)

**UPDATE:** The Galaxy II does not play in the same large stadium as the LA Galaxy, but it plays in the smaller Track Stadium with a capacity of 2,000 seats starting in 2015.

**NAMING RIGHTS:** On March 4, 2013, it was announced that StubHub entered into an agreement with AEG as the new naming rights partner of the 125-acre multi-sport facility on the campus of California State University, Dominguez Hills, formerly known as the Home Depot Center. The financial terms of the agreement were not released, but it is supposedly a six-year deal.

## Team: Louisville City FC

**Principal Owner:** Wayne Estopinal, minority ownership by Orlando City FC

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@loucityfc](#)

**Stadium:** Louisville Slugger Field

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$40

**Facility Financing:** Financed by the Bats, Hillerich & Bradsby, the Brown Foundation, Humana Inc., and the Humana Foundation.

[Facility Website](#)

**UPDATE:** For the team's 2015 inaugural season, Humana, the team's primary sponsor, was the jersey sponsor. Its logo is on the front of the jersey, Your Community Bank signage is on the back, Brown-Forman's el Jimador tequila is on the sleeve, and ISCO Industries is on the shorts.

**NAMING RIGHTS:** Hillerich & Bradsby, who are makers of the Louisville Slugger baseball bat, purchased the naming rights. The deal was for \$2 million for lifetime naming rights

## **Team: FC Montreal**

**Principal Owner:** The Saputo Family, Joey Saputo

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@fcmontrealusl](#)

**Stadium:** Stade Saputo

**Date Built:** 2008

**Facility Cost (\$/Mil):** \$17

**Facility Financing:** \$7.5 donated by Saputo family, \$9.5 financed over a twenty-five-year term.

[Facility Website](#)

**UPDATE:** In 2015, the club's home field will go under renovation, and the name will be changed to Complexe sportif Claude-Robillard. The games will be free for spectators to attend.

**NAMING RIGHTS:** The Saputo Family Currently holds sole naming rights.

## **Team: New York Red Bulls II**

**Principal Owner:** Red Bull GmbH

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@NYRBII](#)

**Stadium:** Red Bull Arena

**Date Built:** 2010

**Facility Cost (\$/Mil):** \$200+

**Facility Financing:** N/A

[Facility website](#)

**UPDATE:** The 2015 season will be the inaugural season for the Red Bulls II in the USL.

**NAMING RIGHTS:** Red Bull holds the naming rights for an indefinite number of years at the cost of \$30 million.

## **Team: Orange County Blues**

**Principal Owner:** Ali & Maryam Mansouri

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@OCBluesFC](#)

**Stadium:** Anteater Stadium

**Date Built:** 2002

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

## [Facility Website](#)

**UPDATE:** There is a buzz that OCB is looking for a contract with the City of Irvine to play in a smaller stadium that is already scheduled to be built. The stadium will be in Orange County Great Park with a 5,000-person capacity. However, the timeline for the construction project is not set and constantly changing.

**NAMING RIGHTS:** Anteater Stadium is the home of the UC Irvine men's and women's soccer teams as well as the Orange County Blues and owned by the University of California – Irvine.

## **Team: Oklahoma City Energy FC**

**Principal Owner:** Prodigal LLC (headed by Bob Funk, Jr.)

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@EnergyFC](#)

**Stadium:** Taft Stadium

**Date Built:** 1934, renovated 2013-14

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A [Facility Website](#)

**UPDATE:** The Energy played a few home games early on in the 2014-15 season at the Pribil Stadium before it moved to Taft Stadium in April, 2015 after major renovations. However, it was released the team's ownership decided to fold the team due to inability to run the team, so the 2015 season was the team's last season of play.

**NAMING RIGHTS:** The Energy struck a deal with the Oklahoma City Public Schools valued around \$600,000. This gives the Energy the ability to sell the naming rights over the next 3 years for Taft Stadium, as well as exclusive rights to sell advertising for the stadium.

## **Team: Pittsburgh Riverhounds**

**Principal Owner:** Tuffy Shallenberger

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@PghRiverhounds](#)

**Stadium:** Highmark Stadium

**Date Built:** 2012

**Facility Cost (\$/Mil):** \$10.2

**Facility Financing:** The facility was entirely privately financed.

[Facility Website](#)

**UPDATE:.** The team is bouncing back from filing bankruptcy after the 2013 season, and in December 2014, the team hired a new president and head coach. Richard Nightingale was named President and has a background in commercial leadership in the sports industry. The team also hired

Mark Steffens as the new head coach. He has eighteen years of experience and won two USL championships with the Charlotte Eagles. Lastly, the team formed a new partnership with Allegheny Health Network, the new medical provider for the Riverhounds.

**NAMING RIGHTS:** Highmark Stadium is named for local health insurance company, Highmark. Terms of the deal were not released.

## **Team: Portland Timbers 2**

**Principal Owner:** Portland Timbers (Peregrine Sports)

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@TimbersFC2](#)

**Stadium:** Merlo Field

**Date Built:** 1990

**Facility Cost (\$/Mil):** \$1.2

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** This team was founded in 2014 by the MLS team Portland Timbers. The 2015 season was the team's inaugural season. The team hired two-time NSCAA National Coach of the Year Jay Vidovich, former head coach of Wake Forest University.

**NAMING RIGHTS:** N/A

## **Team: Real Monarchs**

**Principal Owner:** Mr. Hanson

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@RealMonarchs](#)

**Stadium:** Rio Tinto Stadium

**Date Built:** 2008

**Facility Cost (\$/Mil):** \$110

**Facility Financing:** The stadium received \$35 million of Salt Lake County's hotel-room tax revenue for infrastructure at the site through a legislature-approved funding package. Sandy City, Utah, committed \$10 million of its own redevelopment agency dollars that include the hotel and broadcast center. Real Salt Lake invested more than \$72.5 million of private funds in the overall project, including the contribution of \$7.5 million to the creation of youth soccer fields in Salt Lake County.

[Facility Website](#)

**UPDATE:** The Monarchs played the 2015 season at Rio Tinto Stadium but have a potential future home at the Utah State Fairpark in 2016. The club is working on a lease with the attorney general's office, but nothing is set in stone.

**NAMING RIGHTS:** Rio Tinto Group, a business-to-business mining company, agreed to a fifteen-year naming rights deal in 2008 for \$22.5–30 million, expiring in 2023.

## **Team: Richmond Kickers**

**Principal Owner:** Bob Ukrop (President of the Richmond Kickers Youth Soccer Club)

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@RichmondKickers](#)

**Stadium:** Ukrop Park

**Date Built:** 2009

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** To kick off the 2015 season, the Kickers partnered with Woodfin, a locally owned company, as the new front-of-jersey sponsor. It is a multi-year partnership and the company's logo will also be featured on the front of the jerseys for the youth traveling team. This deal ends the previous jersey sponsorship with Health Diagnostic Laboratory, Inc.

**NAMING RIGHTS:** N/A

## **Team: Rochester Rhinos**

**Principal Owner:** Rob Clark; Adirondack Sports Club LLC

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@RochesterRhinos](#)

**Stadium:** Sahlen's Stadium

**Date Built:** 2006

**Facility Cost (\$/Mil):** 35

**Facility Financing:** Jointly financed among the State of New York, the City of Rochester, and the Rochester Rhinos.

[Facility Website](#)

**UPDATE:** As an advertising promotion, the Rhinos started the Business Person's Special in July, 2015, an event that allows business colleagues to meet up after work at the stadium for an evening of soccer with discounted food and drinks.

**NAMING RIGHTS:** Sahlen's Packing Co. Inc., a Buffalo-based maker of hot dogs and other meat products, reached an agreement for the naming rights for the downtown stadium. The contract includes an initial five-year agreement with Rochester Rhinos holding company Adirondack Sports Club, LLC, and a five-year renewal beginning in 2016.

## **Team: Sacramento Republic FC**

**Principal Owner:** Warren Smith, Kevin Nagle, and Joe Wagoner

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@SacRepublicFC](#)

**Stadium:** Bonney Field

**Date Built:** 2014

**Facility Cost (\$/Mil):** \$3

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The owner of the team was pushing for a larger, soccer-specific stadium in the downtown area in order to push an MLS expansion for 2016. Then in 2015, Bonney field expanded to seat 11,442 people by adding 2,000-3,000 seats.

**NAMING RIGHTS:** In 2014, Bonney Plumbing, Heating, and Air received the five-year naming rights for the club's stadium. The cost of the agreement was not disclosed

## **Team: Saint Louis FC**

**Principal Owner:** St. Louis Scott Gallagher Soccer Club, LLC

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@SaintLouisFC](#)

**Stadium:** World Wide Technology Soccer Park

**Date Built:** 1982, renovated 2015

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The team's first season was in 2015. The Soccer Park underwent many renovations prior to the Saint Louis FC home opener. The team is still looking to further renovate the park in order to be considered to join MLS.

**NAMING RIGHTS:** World Wide Technologies currently holds the naming rights to the soccer park, but they are still looking for other sponsors to fund further stadium renovations.



## **Team: Seattle Sounders 2**

**Principal Owner:** Seattle Sounders (80%), and Sounders Community Trust (20%)

**Current Value (\$/Mil):** N/A

[Team Website](#)  
[@SoundersFC2](#)

**Stadium:** Starfire Sports

**Date Built:** 2005

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The inaugural season of the Seattle Sounders FC 2 was in 2015, and Starfire Sports has future plans to improve projects at the stadium, along with constructing additional facilities and multifunctional spaces to benefit the soccer community.

**NAMING RIGHTS:** The complex and stadium naming rights are available, and they offer a unique opportunity for the business community to connect with the soccer population.

## **Team: Toronto FC II**

**Principal Owner:** Maple Leaf Sports and Entertainment, headed by Lawrence M. Tanenbaum

**Current Value (\$/Mil):** N/A

[Team Website](#)  
[@TorontoFCII](#)

**Stadium:** Ontario Soccer Centre

**Date Built:** 2003, renovation 2015

**Facility Cost:** \$5 for 2015 renovation

**Facility Financing:** Ontario Soccer Association with the City of Vaughan as the guarantor financed the renovation.

[Facility Website](#)

**UPDATE:** The team officially finalized its roster at the end of April 2015. The renovation of the Ontario Soccer Centre started July 2015. It will expand seating from 2,000 to 3,500 seats in 2015 and 5,000 each subsequent year.

**NAMING RIGHTS:** N/A

## **Team: Tulsa Roughnecks**

**Principal Owner:** Tulsa Drillers

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@RoughnecksFC](#)

**Stadium:** ONEOK Field

**Date Built:** 2010

**Facility Cost (\$/Mil):** \$60

**Facility Financing:** Financed by public trust, with financing overseen by Tulsa Stadium Trust.

[Facility Website](#)

**UPDATE:** The club announced a partnership in 2015 with Anheuser-Busch Sales of Oklahoma to make Modelo Especial the first-ever jersey sponsor for the club. The Modelo logo will appear on the front of all the jerseys.

**NAMING RIGHTS:** In 2009, ONEOK, Inc. and Oneok Foundation announced a twenty-year naming rights agreement for \$5 million.

## **Team: Whitecaps FC 2**

**Principal Owner:** Vancouver Whitecaps FC

**Current Value (\$/Mil):** N/A

[Team Website](#)

**Twitter:** N/A

**Stadium:** Thunderbird Stadium

**Date Built:** 1967

**Facility Cost (\$/Mil):** \$1.2

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** The 2015 season was the inaugural season for the club.

**NAMING RIGHTS:** On August 21, 2009, the Thunderbird Sports Centre was renamed Doug Mitchell Thunderbird Sports Centre in honor of Doug Mitchell, who was an amateur and professional sports leader.

## **Team: Wilmington Hammerheads**

**Principal Owner:** George Altirs

**Current Value (\$/Mil):** N/A

[Team Website](#)

[@WilmHammerheads](#)

**Stadium:** Legion Stadium

**Date Built:** 1930's

**Facility Cost (\$/Mil):** N/A

**Facility Financing:** N/A

[Facility Website](#)

**UPDATE:** George Altirs, CEO and owner of Capelli Sports, was named owner of the Hammerheads in 2015. Accordingly, the team announced a long-term partnership with Capelli Sport to produce player jerseys, training gear, and merchandise. The team will keep the New Hanover Regional Medial Center as the official jersey sponsor.

**NAMING RIGHTS:** N/A