

Sports Facility Reports



[Sports Facility Reports, Volume 6, Appendix 3](#)

National Football League

Team: Arizona Cardinals

Principal Owner: William Bidwell

Year Established: 1898

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.050 (1930)

Current Value (\$/Mil): \$552

Percent Change From Last Year: +9%

Stadium: Sun Devil Stadium

Date Built: 1958

Facility Cost (millions): \$1

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Stadium for Arizona State University football became host to the Cardinals in 1988 when the franchise moved from St. Louis to Arizona. The stadium has been renovated 4 times since 1976. In 1989, \$11 M was spent to modernize the stadium and add luxury skyboxes. Bonds were issued and paid off with skybox revenue.

[Facility Website](#)

UPDATE: The Arizona Cardinals' new \$370.6 million, 73,000 seat stadium is currently under construction with an expected completion date of August 2006. The stadium includes a retractable roof and 88 luxury suites, and will be the first U.S. stadium to incorporate rollout natural grass playing field that will roll to a location outside of the stadium, allowing the field to get maximum sunshine and will prevent damage to it while the stadium is used for other functions, such as music concerts. The stadium is being built within a 160-acre site that includes parking for general and premium seating, buses, team, and operations personnel. The Hunt Construction Group is using a new technique in building the stadium, instead of building by

layers, they are building by sections, from the floor to the ceiling. This technique will cut time and allow them to assemble the roof on the stadium floor rather than build it in the air. Funding for the new stadium includes \$266.6 M provided by the Tourism & Sports Authority, most of which will come from a new 1% hotel/motel room tax, a 3.25% car rental tax, and a stadium related sales tax as approved by Maricopa County in November 2000. The team is paying 25% of the construction costs along with \$18.5 million for the land. All of the hard work has already paid off; in October of 2003 the NFL awarded the new stadium the 2008 Super Bowl.

NAMING RIGHTS: The Cardinals have not yet inked a deal for the naming rights to their new stadium, which is currently known as Cardinals Stadium.

Team: Atlanta Falcons

Principal Owner: Arthur Blank

Year Established: 1965

[Team Website](#)

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

Current Value (\$/Mil): \$603

Percent Change From Last Year: +13%

Stadium: Georgia Dome

Date Built: 1992

Facility Cost (millions): \$214

Percentage of Stadium Publicly Financed: 100%

Facility Financing: The state legislature authorized donation of the land valued at \$14 M for the stadium. The remaining \$200 M was raised with industrial revenue bonds authorized by the authority. Construction debt is covered by money generated by the stadium and from 39% of a 7-cent/dollar, hotel/motel tax imposed in Fulton County. The Georgia Dome is used for other events throughout the year.

[Facility Website](#)

UPDATE: On March 21, 2005, the Falcons outlined a number of planned improvements to the Georgia Dome to representatives from the NFL as part of the team's bid package for Super Bowl XLIII in 2009. The enhancements include the construction of an atrium at the Georgia Dome, which would include retail stores, restaurants and themed entertainment. Additionally, the team plans to update club seating, add additional luxury boxes, and create or upgrade the dining facilities and entertainment venues at the dome. The first of such improvements will be the Owner's Club set to open for the 2005 season. The Owner's Club is an exclusive club for a select group of season ticket holders.

NAMING RIGHTS: There is currently no naming rights deal for the Georgia Dome.

Team: Baltimore Ravens

Principal Owner: Stephen Bisciotti

Year Established: 1996

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$275 (49%; 2000)

Current Value (\$/Mil): \$776

Percent Change From Last Year: +20%

Stadium: M&T Stadium at Camden Yards

Date Built: 1998

Facility Cost (millions): \$229

Percentage of Stadium Publicly Financed: 87%

Facility Financing: State of Maryland paid \$200 M, including \$86 M in tax-exempt revenue bonds. The Ravens contributed \$5 M from PSL's and \$24 M over the 30-year lease.

[Facility Website](#)

NAMING RIGHTS: In May 2003, M&T Bank reached an agreement with the Ravens that will pay an average of \$5 million a year for the next 15 years. M&T Bank is the 18th largest bank in the U.S. The deal includes two 28 by 130 foot M&T signs that were built on the north and south ends of the stadium, and two smaller signs facing east and west.

Team: Buffalo Bills

Principal Owner: Ralph Wilson Jr.

Year Established: 1959

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.025 (1959)

Current Value (\$/Mil): \$637

Percent Change From Last Year: +13%

Stadium: Ralph Wilson Stadium

Date Built: 1973

Facility Cost (millions): \$22

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Publicly financed. More seats added for 1995. \$63 M renovation completed

for the 1999 season. Renovation financing required fans to commit to \$11 M a year for 5 years for luxury and club seats. The Bills received \$18 M over 6 years from the state as working capitol and a \$2.9 M break in rent payments.

[Facility Website](#)

NAMING RIGHTS: The stadium, originally called Rich Stadium, was renamed in 1998 for former owner Ralph Wilson, Sr., at the request of New York governor George Pataki.

Team: Carolina Panthers

Principal Owner: Jerry Richardson

Year Established: 1993

[Team Website](#)

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

Current Value (\$/Mil): \$760

Percent Change From Last Year: +18%

Stadium: Bank of America Stadium

Date Built: 1996

Facility Cost (millions): \$247.7

Percentage of Stadium Publicly Financed: 0%

Facility Financing: The stadium was financed by private investors and the sale of permanent seat licenses that qualify buyers to obtain season tickets. The city of Charlotte donated the land for the stadium which is valued at close to \$50 M and made over \$10 M in public infrastructure improvements.

[Facility Website](#)

NAMING RIGHTS: In 2004, Bank of America purchased the naming rights to the stadium, now known as Bank of America Stadium. The agreement is for 20-year and \$140 M through the 2024 season.

Team: Chicago Bears

Principal Owner: McCaskey Family

Year Established: 1920

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.10
Current Value (\$/Mil): \$785
Percent Change From Last Year: +26%

Stadium: Soldier Field

Date Built: 1924

Facility Cost (millions): \$10

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Stadium opened with 45,000 seats. It was expanded to 100,000 seats and dedicated to soldiers in WWI in 1926. It was reconstructed in 1979 by the Chicago Park District to add various amenities and boxes. A \$621 M renovation was completed in 2002. The financing for the renovation came mostly from taxpayers, with the Bears and the NFL kicking in a combined \$250 M.

[Facility Website](#)

NAMING RIGHTS: In response to the city's lack of enthusiasm for selling naming rights to Soldier Field, team officials sold sponsorship rights to the Bears name. Bank One is the presenting partner of the Bears franchise in the first NFL sponsorship of its kind. The 12-year, partnership has an annual value of approximately \$4 M and will result in Bank One's presence on signs and concessions at Soldier Field.

Team: Cincinnati Bengals

Principal Owner: Michael Brown

Year Established: 1968

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$8 (1966)

Current Value (\$/Mil): \$675

Percent Change From Last Year: +20%

Stadium: Paul Brown Stadium

Date Built: 2000

Facility Cost (millions): \$453

Percentage of Stadium Publicly Financed: 95%

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

[Facility Website](#)

NAMING RIGHTS: There are currently no plans to sell the naming rights to Paul Brown Stadium.

Team: Cleveland Browns

Principal Owner: Randy Lerner

Year Established: 1946

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$530 (1998)

Current Value (\$/Mil): \$798

Percent Change From Last Year: +15%

Stadium: Cleveland Browns Stadium

Date Built: 1999

Facility Cost (millions): \$315

Percentage of Stadium Publicly Financed: 70%

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

[Facility Website](#)

NAMING RIGHTS: When millionaire banker Al Lerner bought the expansion franchise after the original franchise relocated in 1995, he obtained, through the terms of his lease, the right to sell the stadium's name. Responding to the heated objections of fans, Lerner's son, the current owner, has not, as of December 2004, sold the naming rights to Browns Stadium. The team has sold the rights to the stadium's four tower-like gates. The gates are named the Cleveland Clinic Sports Health Gate, The National City Gate, Steris Gate and The First Energy Gate.

Team: Dallas Cowboys

Principal Owner: Jerry Jones

Year Established: 1960

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$150 (1990)

Current Value (\$/Mil): \$923

Percent Change From Last Year: +8%

Stadium: Texas Stadium

Date Built: 1971

Facility Cost (millions): \$30

Percentage of Stadium Publicly Financed: 83%

Facility Financing: Financed by bonds issued from the City of Irving. Luxury suites added by the Cowboys in 1985 and 1993.

[Facility Website](#)

UPDATE: The Cowboys' now have a plan for a new, \$650 million stadium to be built in Arlington, Texas. The City of Arlington would own the stadium and be able to host other events in the facility, while the Cowboys would finance any maintenance or repair and pay \$2 million in annual rent to the City of Arlington. The plan calls for a retractable roof, climate controlled stadium that will accommodate up to 90,000. The Arlington City Council approved a half-cent sales tax increase to finance one-half of the stadium costs. The Cowboys will provide the remaining \$325 million, with any cost overruns to be paid for by the team. Construction will likely not begin until 2006 and the team hopes to occupy a new stadium by 2009.

NAMING RIGHTS: Although selling the naming rights for a new stadium for the Cowboys is almost a certainty, Texas Stadium is likely to retain its name. George Hays, vice president of marketing for the Cowboys, stated, Texas Stadium has such a history that it does not lend itself to renaming. However, under the current agreement, any name that includes a geographic term must include "Arlington," which may hamper plans to retain the current name. Cowboys owner Jerry Jones has proposed selling exclusive rights to four sections of the stadium. Billboards, concourse and portal signs, gates, tickets and parking passes would all be fair game for corporate sponsors.

Team: Denver Broncos

Principal Owner: Pat Bowlen

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$815

Percent Change From Last Year: +19%

Stadium: Invesco Field at Mile High

Date Built: 2001

Facility Cost (millions): \$364.2

Percentage of Stadium Publicly Financed: 73%

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

payers share was capped at \$266 M.

[Facility Website](#)

UPDATE: In their ongoing efforts to provide their team with the best facilities, the Broncos have completely renovated and updated the team's locker room at Invesco Field with state of the art amenities, including larger lockers, better lighting and televisions.

NAMING RIGHTS: Invesco paid \$60 M for the name Invesco Field at Mile High with an additional \$60 M provided for other in-stadium promotional rights. The current deal was inked in 2001 and pays an average of \$6 M annually, expiring in 2021. The team and the public will split the proceeds from the \$120 M deal.

Team: Detroit Lions

Principal Owner: William Clay Ford, Jr.

Year Established: 1934

[Team Website](#)

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

Current Value (\$/Mil): \$747

Percent Change From Last Year: +18%

Stadium: Ford Field

Date Built: 2002

Facility Cost (millions): \$225

Percentage of Stadium Publicly Financed: 36%

Facility Financing: Ford Field was financed through a tourism excise taxes (2% rental car tax and 1% hotel room tax) that was used to pay off Wayne County revenue bonds, which provided \$80 M towards construction costs. \$45 M came from the Downtown Development Authority. A \$70 M contribution came from the Lions, while \$50 M came from corporation contributions.

[Facility Website](#)

NAMING RIGHTS: Ford Motor Company paid \$50 M for a 25-year naming rights deal that extends until 2042.

Team: Green Bay Packers

Principal Owner: Community owned since 1921
Year Established: 1919
[Team Website](#)

Most Recent Purchase Price (\$/Mil): N/A
Current Value (\$/Mil): \$756
Percent Change From Last Year: +24%

Stadium: Lambeau Field
Date Built: 1957

Facility Cost (millions): \$.960
Percentage of Stadium Publicly Financed: 100%

Facility Financing: Original construction cost shared by the city and the team. The stadium has been expanded seven times between 1961 and 2001, all paid for by the team. In 2001, a \$295 M renovation began and was completed in time for the 2003 season, making Lambeau Field one of the premier facilities in the NFL. Public funding for the renovation totaled \$169 M through a .50% sales tax. While private funding totaled \$126 M through seat licenses (\$92.5 M), public stock offering (\$20.5 M), and a loan from the NFL (\$13 M).

[Facility Website](#)

NAMING RIGHTS: On June 3, 2003, the Green Bay City Council gave their approval for the Green Bay/Brown County Professional Football Stadium District and the Green Bay Packers to assist the city in pursuing a naming rights agreement for the stadium. Naming rights revenue will be split 50/50 with 95% of the city's share going to retire its stadium debt and the other 5% going to fund future alterations and the improving of property adjacent to the stadium. A request for proposals was sent out to Fortune 500 companies, marketing firms and other interested parties in 2003. However, as of June 2005 no progress has been made on securing naming rights for Lambeau Field.

The Packers have been able to secure corporate sponsors for all 5 newly of the remodeled gates. The sponsors include Miller Brewing Co., the Oneida Indian Nation, Associated Bank Corporation, Verizon Wireless, and Mills Fleet Farm.

Team: Houston Texans

Principal Owner: Bob McNair
Year Established: 2002
[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$700 M
Current Value (\$/Mil): \$905 M
Percent Change From Last Year: +14%

Stadium: Reliant Stadium

Date Built: 2002

Facility Cost (millions): \$424 M

Percentage of Stadium Publicly Financed: 71%

Facility Financing: Bob McNair contributed \$115 M toward construction of Reliant Stadium. This portion was made up of \$50 M in PSLs, \$10 M from parking and ticket taxes for other events, and \$50 M from team ownership. Public financing amounted to \$309 M through a hotel and rental car tax.

[Facility Website](#)

NAMING RIGHTS: In 2002, Reliant Energy bought the naming rights to the stadium for more than \$300 M. The deal is the highest paying naming rights agreement in the NFL. The deal expires in 2032 and averages an annual \$10 M payout.

Team: Indianapolis Colts

Principal Owner: James Irsay

Year Established: 1946

[Team Website](#)

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

Current Value (\$/Mil): \$609

Percent Change From Last Year: +11%

Stadium: RCA Dome

Date Built: 1984

Facility Cost (millions): \$95

Percentage of Stadium Publicly Financed: 50%

Facility Financing: \$47 M came from a public bond issue backed by county sales tax on motels, restaurant meals, cigarettes and admissions. The rest came from private sources.

[Facility Website](#)

UPDATE: On Friday April 29, 2005, the Colt's plans for a new stadium to a big step forward as the Indiana General Assembly approved a financing plan for a new downtown stadium and convention center. The vote means work on the new \$600 M stadium could begin as early as this summer, with a projected opening in time for the 2008 season. The stadium will seat 63,000 (expandable up to 70,000), including 120 luxury and 7,500 club seats, and will include a retractable roof. The Colts will contribute \$100 M, with \$33.3 M coming from a G-3 stadium loan from the NFL. The remaining \$500 M will come mostly from a sales tax on food and beverage, hotel, and auto-rentals in Marion County. The seven counties touching Marion County are also being asked to contribute with a 1% restaurant tax. It isn't certain if the county governments will agree to the tax.

NAMING RIGHTS: Formerly called the Hoosier Dome, the stadium was renamed the RCA Dome in 1994 when RCA parent company, Thomson, bought the naming rights for \$10M over 10 years. The deal expired at the end of the 2004 season but the team renewed the contract with RCA through 2009. The new deal has an annual payout of \$1.3 M. Naming rights revenues go to the city, that owns and operates the stadium. There has been no indication whether RCA would sign a naming rights deal for the new stadium.

Team: Jacksonville Jaguars

Principal Owner: J. Wayne Weaver

Year Established: 1993

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$208 (1993)

Current Value (\$/Mil): \$688

Percent Change From Last Year: +21%

Stadium: Alltel Stadium

Date Built: 1995

Facility Cost (millions): \$130

Percentage of Stadium Publicly Financed: 90%

Facility Financing: The new stadium was completed by August 1995 at a cost of \$130 M. The stadium was financed through city bonds, state rebates, lodging taxes, and ticket surcharges. The team contributed \$13 M.

[Facility Website](#)

NAMING RIGHTS: On May 27, 1997, Alltel Corporation paid \$6.2 M for the 10-year naming rights to the Jaguars' home field. The deal has an average annual payout of \$620,000 and expires in 2007. Even though the city owns the stadium, it splits the naming rights revenue with the Jaguars.

Team: Kansas City Chiefs

Principal Owner: Lamar Hunt Family

Year Established: 1960

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.025 (1960)
Current Value (\$/Mil): \$709
Percent Change From Last Year: (+18%)

Stadium: Arrowhead Stadium

Date Built: 1972

Facility Cost (millions): \$43

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Stadium financed through a \$43 M county bond issue that also funded neighboring baseball stadium. Many public improvements have been made. Team paid for addition of luxury boxes.

[Facility Website](#)

UPDATE: Arrowhead Stadium is in desperate need of improvements. The stadium needs at least \$36 M in improvements in the short term, with an additional \$44 M in improvements by 2014. Major improvements are needed to plumbing, electrical and mechanical systems, the concourses need to be expanded, new and updated concessions stands, and new and updated restrooms. If the stadium does not receive the improvements, Kansas City could face the prospect of losing the Chiefs franchise.

NAMING RIGHTS: There is currently no naming rights deal in place at Arrowhead Stadium.

Team: Los Angeles

Principal Owner: N/A

Year Established: N/A

[Team Website](#)

Most Recent Purchase Price (\$/Mil): N/A

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

Percent Change From Last Year: N/A

Stadium: N/A

Date Built: N/A

Facility Cost (millions): \$450 M

Percentage of Stadium Publicly Financed:

Facility Financing: Stadium financing options discussed include \$100 M in public-sector bonds and a \$150 M loan from the NFL.

[Facility Website](#)

UPDATE: The Rose Bowl in Pasadena, California, dropped out of the running to be the home for the proposed NFL franchise in Los Angeles after the Pasadena City Council voted against

continuing its bid on June 6, 2005. This news comes a few weeks after the Carson, California City Council voted against continuing its bid for the franchise in May 2005. With Pasadena and Carson gone, it leaves two potential sites, the Los Angeles Memorial Coliseum and Anaheim, California.

In May 2005, Anaheim's city council unveiled a proposed 70,500 seat, state-of-the-art stadium to be built adjacent to Angel Stadium in Anaheim. The vision of the city council is to link the stadiums with Walt Disney Land and the Arrowhead Pond of Anaheim in order to take advantage of the tourists and create the Platinum Triangle.

The Los Angeles Coliseum's proposal includes a \$400 M renovation to the Coliseum that would reduce capacity from 92,000 down to 78,000, while adding 200 luxury boxes. There is no timeline for the NFL to either move a franchise or put an expansion franchise in the Los Angeles area.

Team: Miami Dolphins

Principal Owner: H. Wayne Huizenga

Year Established: 1966

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$138 (1993)

Current Value (\$/Mil): \$765

Percent Change From Last Year: +20%

Stadium: Dolphins Stadium

Date Built: 1987

Facility Cost (millions): \$115

Percentage of Stadium Publicly Financed: 10%

Facility Financing: 90% funded privately with money generated by leasing luxury boxes and clubhouse seats. The remainder came from the State of Florida.

[Facility Website](#)

UPDATE: In May 2005, the Dolphins made a pitch to NFL owners to make Dolphins Stadium a permanent Super Bowl facility. The plan is to create a festival site on 269 acres near the stadium that would house corporate hospitality venues for every team and an area where fans without tickets can enjoy the Super Bowl atmosphere. If approved by the league, the Dolphins would receive the Super Bowl about every three years.

NAMING RIGHTS: In 1996, Fruit of the Loom inked a 10-year, \$20 million deal for the naming rights to Pro Player Stadium. Pro Player was the name of Fruit of the Looms' athletic wear division. In 1999, the company filed for chapter 11 protection and discontinued its Pro

Player line. In January 2005 Huizenga announced that the stadium name was being changed to Dolphins Stadium, which will continue to house both the Dolphins and baseball's Florida Marlins.

Team: Minnesota Vikings

Principal Owner: Zygmunt "Zygi" Wilf

Year Established: 1961

[Team Website](#)

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

Current Value (\$/Mil): \$604

Percent Change From Last Year: +12%

Stadium: Hubert H. Humphrey Dome

Date Built: 1982

Facility Cost (millions): \$102.8

Percentage of Stadium Publicly Financed: 81%

Facility Financing: Financed through the sale of \$55 M in revenue bonds, a hotel and liquor tax that raised \$15.8 M, and a Metro liquor tax that raised \$8 M. The City of Minneapolis spent \$4 M on the infrastructure costs. The remaining costs were financed with \$13 M in interest earned on the bonds and \$7 M from the Vikings and Twins for auxiliary facilities.

[Facility Website](#)

UPDATE: The group led by Zygmunt "Zygi" Wilf purchased the Minnesota Vikings for \$600 M. Wilf's group of investors includes Wilf's brother Mark, his cousin Leonard, East Coast real estate businessmen Alan Landis, David Mandelbauma, and Arizona businessman Reggie Fowler, whose own bid to purchase the Vikings fell through. Wilf, a real estate developer from New Jersey, declared that moving the team is not an option despite the difficulties the Vikings have encountered over the past few years with getting public financing to help fund their new stadium.

NAMING RIGHTS: The Vikings currently play in the Hubert H. Humphrey Dome. The stadium is named after former Vice President and University of Minnesota graduate Hubert H. Humphrey. There are no current plans to change the name of the stadium.

Team: New England Patriots

Principal Owner: Robert Kraft
Year Established: 1960
[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$158 (1994)
Current Value (\$/Mil): \$861
Percent Change From Last Year: 0%

Stadium: Gillette Stadium
Date Built: 2002
Facility Cost (millions): \$325
Percentage of Stadium Publicly Financed: 0%
Facility Financing: The team paid for the \$325 M stadium itself. The state contributed \$72 M for infrastructure, \$40 M of which is to be paid back by the team over 25 years.
[Facility Website](#)

NAMING RIGHTS: In 2002, after CMGI defaulted on its \$114 million, 15-year deal before the stadium even opened, Gillette Corporation stepped in and signed a naming rights deal that extends to 2017. Although terms were not disclosed, insiders say the deal is worth more than the \$114 million that CMGI agreed to in 2000, with estimates at \$120 million. Beginning in 2003, CMGI retains limited marketing rights with the Patriots for \$1.6 million annually.

Team: New Orleans Saints

Principal Owner: Thomas Benson, Jr.
Year Established: 1967
[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$70 (1985)
Current Value (\$/Mil): \$627
Percent Change From Last Year: +7%

Stadium: Louisiana Superdome
Date Built: 1975
Facility Cost (millions): \$134
Percentage of Stadium Publicly Financed: 100%
Facility Financing: The stadium was publicly financed through a \$134 M bond issued, backed by a 4% hotel tax imposed in two parishes (counties). Improvements to the stadium were recently made at a cost of \$20 M.
[Facility Website](#)

UPDATE: In May 2005, the Saints broke off lease negotiations with the state and will have a 90-day window after the 2005 season to opt-out of their current lease with the Superdome at a cost of \$81 M to the team. The Saints and the state had been trying to work on a deal that would keep the Saints in New Orleans and in a \$300 M renovated Superdome until 2020 when a new stadium would be ready. If the Saints decide to opt-out of their lease, cities such as Los Angeles, San Antonio, and even Albuquerque may become home to the Saints for the 2006 season.

NAMING RIGHTS: As of January 2005, the Saints have not been able to secure a naming rights agreement for the Superdome.

Team: New York Giants

Principal Owner: Wellington Mara, Bob Tisch

Year Established: 1925

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$75 (1991)

Current Value (\$/Mil): \$692

Percent Change From Last Year: +21%

Stadium: New York Giants

Date Built: 1976

Facility Cost (millions): \$75

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Financed through a \$78 M bond issue handled by the sports authority. Created in 1971, the stadium is part of a larger sports complex that includes a horse-race track that generates revenues that go toward paying off the bond debt.

[Facility Website](#)

UPDATE: In early 2005, the Giants proposed a \$750 M stadium to be located in the Meadowlands of New Jersey, close to where the current Giants Stadium resides. The stadium will be completely funded by the Giants. With the New York state board rejecting the Jets plan to build a new stadium on the west side of Manhattan, the Giants welcome the idea of becoming partners with the Jets on the new stadium. The Giants hope to open the 80,000-seat stadium for the 2009 season.

NAMING RIGHTS: The Mara family, who has owned the Giants for generations, has opposed the idea of selling the naming rights to the stadium. Co-owner Bob Tisch has been more receptive to the possibility. At present there is no deal in place. Just who would control access to the naming rights revenue appears to be a gray area with both the team ownership and the city claiming they would be the major beneficiary.

A new deal inked in September 2003 between the Giants and the NJSEA sets out guidelines for future naming rights agreements. If the Giants sell naming rights to the stadium the NJSEA will receive 33% of annual revenues, or 25% if the amount is greater than \$5 million. No agreements have been reached for naming rights at this time.

Team: New York Jets

Principal Owner: Robert Wood Johnson IV

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$685

Percent Change From Last Year: +21%

Stadium: Giants Stadium

Date Built: 1976

Facility Cost (millions): \$78

Percentage of Stadium Publicly Financed: 100%

Facility Financing: In 1984, the Jets started playing in Giants Stadium, which was publicly financed through a \$78 M bond issue handled by the New Jersey Sports Authority. The stadium is part of the larger sports complex that includes a horse-race track that generates revenues that go to paying off the bond debt.

[Facility Website](#)

UPDATE: The Jets' plan to build a 75,000-seat stadium on New York City's West Side are in serious jeopardy after the state board rejected the plan. Additionally, New York's Mayor Michael Bloomberg, recently announced that the Mets new stadium would serve as the Olympics' main stadium if New York receives the bid for the 2012 Olympics. The Jets may become partners with the Giants in their new \$750 M, 80,000-seat stadium in the Meadowlands of New Jersey if they cannot get the public financing for their proposed West Side stadium.

NAMING RIGHTS: Currently the Jets do not have a corporate naming rights partner.

Team: Oakland Raiders

Principal Owner: Al Davis
Year Established: 1960
[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.180 (1966)
Current Value (\$/Mil): \$624
Percent Change From Last Year: +8%

Stadium: McAfee Coliseum
Date Built: 1996

Facility Cost (millions): \$25.5

Percentage of Stadium Publicly Financed: 100%

Facility Financing: The city and county issued \$197 M in bonds in order to cover the cost of relocating the Raiders from Los Angeles to Oakland and to cover the renovation costs (about \$100 M) for the coliseum.

[Facility Website](#)

NAMING RIGHTS: In 1998, the Oakland Coliseum was renamed Network Associates Coliseum after a 10 year, \$13 M naming rights deal was announced with Network Associates. Network Associates decided in September 2003 not to invoke the clause in their deal which would allow them to opt out after five years. Network Associates is now known as McAfee and the coliseum is now known as McAfee Coliseum. The deal calls for the fee to increase 5% each year from the base payment of \$1.05 million. The deal extends through 2008 unless the Raiders or baseball's Oakland Athletics move.

Team: Philadelphia Eagles

Principal Owner: Jeffrey Lurie
Year Established: 1933
[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$185 (1994)
Current Value (\$/Mil): \$833
Percent Change From Last Year: +35%

Stadium: Lincoln Financial Field
Date Built: 2003

Facility Cost (millions): \$395

Percentage of Stadium Publicly Financed: 21%

Facility Financing: Both stadiums for the Phillies and the Eagles were funded by a combined \$304 M from the city, \$482 M from the two teams and \$170 M from the state. The Eagles

contributed \$310 M for Lincoln Financial Field.

[Facility Website](#)

NAMING RIGHTS: Lincoln Financial Group agreed to pay \$139.6 million over 20 years for the naming rights to the new Philadelphia Eagles football stadium. The agreement expires in 2022 and has an average annual pay out of \$6.7 million. The deal also includes signs in the stadium, suites at home and road games, tickets for the Pro Bowl, commercial time on the Eagles' preseason game broadcasts and television shows, and information kiosks in the stadium.

Team: Pittsburgh Steelers

Principal Owner: Daniel Rooney

Year Established: 1933

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.0025 (1933)

Current Value (\$/Mil): \$717 M

Percent Change From Last Year: +18%

Stadium: Heinz Field

Date Built: 2001

Facility Cost (millions): \$244

Percentage of Stadium Publicly Financed: 69%

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

[Facility Website](#)

NAMING RIGHTS: H.J. Heinz bought the exclusive naming rights for the Steelers' home field for \$57 million. The deal expires in 2021 and has an average annual pay out of \$2.9 million.

Team: St. Louis Rams

Principal Owner: Georgia Frontiere

Year Established: 1937

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$60 (1995)
Current Value (\$/Mil): \$708
Percent Change From Last Year: +18%

Stadium: Edward Jones Dome

Date Built: 1995

Facility Cost (millions): \$300

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Stadium funded through \$259 M in bonds issued by the sports authority. 50% of the debt is backed by the state through an annual general fund appropriation. The county backs 25% of the debt with proceeds from a 3.5% hotel/motel tax. 25% is backed by the city through convention center activities.

[Facility Website](#)

UPDATE: The Rams announced in May 2005, the team would be replacing the Astro turf in the Edward Jones Dome and replacing it with Field Turf in time for the 2005 season.

NAMING RIGHTS: Edward Jones entered into a 23-year naming rights deal. The deal is set to expire in 2013, with a total payout of \$73.6 M.

Team: San Diego Chargers

Principal Owner: Alex Spanos

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$622

Percent Change From Last Year: +11%

Stadium: Qualcomm Stadium

Date Built: 1967

Facility Cost (millions): \$27

Percentage of Stadium Publicly Financed: 100%

Facility Financing:

[Facility Website](#)

UPDATE: In March 2005, the Chargers simplified their new stadium plan in order to take all the financial risk off the city of San Diego. The team and its development partner will pay for the stadium, infrastructure, and the surrounding mixed development of housing, hotels, offices, and retail stores. In exchange, the team wants the city to contribute 60-acres of the proposed 166-acre

site. The Chargers hope the city will vote on this issue in 2006 and hope to move into their new \$500 M stadium in time for the 2011 season.

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

Team: San Francisco 49ers

Principal Owner: Marie Denise DeBartolo York

Year Established: 1946

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$13 (1977)

Current Value (\$/Mil): \$636

Percent Change From Last Year: +12%

Stadium: Monster Park (Candlestick Park)

Date Built: 1960

Facility Cost (millions): \$24.6

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Expanded in 1968.

[Facility Website](#)

UPDATE: The 49ers appear to have decided to build their new stadium right next to their current stadium, Monster Park, in Candlestick Park. The 49ers and the city want to get the plans in place and construction to being on a new stadium before the teams lease at Monster Park expires in 2007. The city originally contributed \$100 M in bonds eight years ago to help fund the stadium but after costs soared to over \$500 M and with former team president Edward DeBartolo's federal corruption probe in Louisiana, the stadium issue got put on the backburner. In addition to the city's \$100 M, it appears the NFL is willing to lend the 49ers \$150 M to help them replace one of the oldest fields in the NFL.

NAMING RIGHTS: The 49ers and Monster Cable Products agreed to a naming rights deal for Candlestick Park, which is now called Monster Park. The deal began in 2004 and runs for four years. The deal is valued at \$6 M. Under the terms of the lease agreement, half the money going to the 49ers, while the other half goes to the San Francisco Parks and Recreation Department, which runs the city-owned stadium.

Team: Seattle Seahawks

Principal Owner: Paul Allen

Year Established: 1976

[Team Website](#)

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

Current Value (\$/Mil): \$712

Percent Change From Last Year: +17%

Stadium: Qwest Stadium

Date Built: 2002

Facility Cost (millions): \$430

Percentage of Stadium Publicly Financed: 77%

Facility Financing: \$100M from team owner Paul Allen. \$127 M from new sports related lottery games. \$101M in sales taxes in King County attributed to events in the stadium. \$56 M in admissions and parking taxes. \$15 M from existing hotel-motel taxes. Allen will also pay for overruns.

[Facility Website](#)

NAMING RIGHTS: The Seahawks entered into a 15-year, \$75 M naming rights deal with Qwest Communications in June 2002. The deal includes the naming rights to both the stadium and the entire complex, including the exhibition center. The stadium is known as Qwest Field and the entire complex is known as Qwest Center.

Team: Tampa Bay Buccaneers

Principal Owner: Malcolm Glazer

Year Established: 1976

[Team Website](#)

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

Current Value (\$/Mil): \$779

Percent Change From Last Year: +16%

Stadium: Raymond James Stadium

Date Built: 1998

Facility Cost (millions): \$190

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Publicly financed through a .05% sales tax.

[Facility Website](#)

UPDATE: Malcom Glazer, owner of the Tampa Bay Buccaneers, is now in control of the English soccer club, Manchester United. His stake in the club is over 90%, soon he will purchase the remaining shares and own 100% of the famous soccer club. Three of Martin's sons now sit on the board of directors. Despite threats of game boycotts from a group of Manchester United shareholders called shareholders united, season ticket sales hit an all-time record high of over 40,000. Glazer financed his takeover by bank loans and will reportedly pay-off those loans by selling 49% of the team. Glazer's purchase of the club could cause problems for him with the NFL. Manchester United has interests in two casinos (one in Vegas and one near Old Trafford, England). The NFL prohibits any ties with gambling interests. Thus, the club may have to eliminate its ties with the casinos in order to keep Glazer compliant with NFL rules.

NAMING RIGHTS: Raymond James Financial bought the naming rights to Raymond James Stadium in 1998. The deal pays \$55 million over 18 years and expires in 2026. The average annual pay out is \$3.1 million.

Team: Tennessee Titans

Principal Owner: Kenneth Stanley Adams, Jr.

Year Established: 1960

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.025 (1959)

Current Value (\$/Mil): \$736

Percent Change From Last Year: +19%

Stadium: The Coliseum

Date Built: 1999

Facility Cost (millions): \$292

Percentage of Stadium Publicly Financed: 100%

Facility Financing: The city of Nashville financed \$150 M for the Coliseum from excess hotel/motel taxes and surplus funds. The State provided \$70 M in bonds that is repaid through sales tax generated by the facility. An additional \$12 M came from infrastructure improvements and \$2 M in the form of land donations.

[Facility Website](#)

NAMING RIGHTS: After Adelphia Business Solutions, Inc. found itself in bankruptcy and unable to make a \$500,000 payment to the Titans, they agreed to relinquish their naming rights to Tennessee Stadium, joining the ranks of other bankrupt sponsors like Enron Corp., TWA, PSINet and CMGI. As of June 2005, Tennessee has been unable to find a new sponsor.

Team: Washington Redskins

Principal Owner: Daniel Snyder

Year Established: 1932

[Team Website](#)

Most Recent Purchase Price (\$/Mil) : \$800 (1999)

Current Value (\$/Mil): \$1,104

Percent Change From Last Year: +16%

Stadium: Fed Ex Field

Date Built: 1997

Facility Cost (millions): \$250.5

Percentage of Stadium Publicly Financed: 28%

Facility Financing: The team privately financed construction costs of \$180 M, while the state of Maryland contributed \$70.5 M for infrastructure improvements.

[Facility Website](#)

NAMING RIGHTS: Federal Express bought the naming rights to the Redskins' home field in 1999. The deal, which runs until 2025, is worth \$205 M. With an average payout of \$7.6 M, the deal is among the highest in the NFL.
