



National Football League

Team: Arizona Cardinals

Principal Owner: William Bidwell

Year Established: 1898

[Team Website](#)

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

Current Value (\$/Mil): \$789

Percent Change From Last Year: +17%

Stadium: Cardinals Stadium

Date Built: 2006

Facility Cost (millions): \$455

Percentage of Stadium Publicly Financed: 76%

Facility Financing: The Arizona Sports & Tourism Authority is contributing \$346 M, 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 approved by Maricopa County in November 2000. The Arizona Cardinals are contributing \$109 M. The Cardinals also purchased the land for the stadium at \$18.5 M.

[Facility Website](#)

UPDATE: The Arizona Cardinals opened the 2006 season in their new \$455 M, 73,000 seat stadium. The stadium includes a retractable roof, 88 luxury suites and is the first U.S. stadium to incorporate a rollout natural grass playing field. The field rolls to a location outside of the stadium, allowing the field to get maximum sunshine and prevents damage to the field while the stadium is used for other functions, such as music concerts. The stadium was built within a 160-acre site that includes parking for general and premium seating, buses, team, and operations personnel. The Hunt Construction Group used a new technique in building the stadium. Instead of building the stadium in layers, they built it by sections, from the floor to the ceiling. This technique cut time and allowed Hunt to assemble the roof on the stadium floor rather than build it in the air. The Cardinals will host the 2008 Super Bowl.

NAMING RIGHTS: In September 2006, the University of Phoenix purchased the naming rights to the stadium for 20 years.

Team: Atlanta Falcons

Principal Owner: Arthur Blank

Year Established: 1965

[Team Website](#)

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

Current Value (\$/Mil): \$730

Percent Change From Last Year: +6%

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 stadium authority. Construction debt is covered by money generated by the stadium and from 39% of a \$.07, hotel/motel tax imposed in Fulton County.

[Facility Website](#)

UPDATE: Premium seating at the Georgia Dome is undergoing a major renovation for the 2007-2008 season. Improvements will be made to suites and club areas. The stadium will also offer more affordable super suites, which feature contemporary furnishings, plush seating, additional refrigerator space, flat-screen televisions, a bar, and private bathrooms. The new suites will range in price from \$75,000 to \$175,000.

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): \$600 (2000)

Current Value (\$/Mil): \$946

Percent Change From Last Year: +9%

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. The Ravens will contribute an additional \$24 M over the 30-year lease.

[Facility Website](#)

UPDATE: The Baltimore Ravens are formulating a bid for a 2008 college football bowl game. The NCAA says that if Baltimore was chosen for a bowl game, it would not be a newly created bowl but a bowl that would be relocated from a previous host city that may be lacking the support to hold onto the event. Local leaders would like to attract more high-profile events such as bowl games to Baltimore since it would boost Baltimore's tourism, possibly having a \$15 million impact on the region. The Ravens have until April 1, 2008 to submit a formal proposal.

NAMING RIGHTS: In May 2003, M&T Bank reached an agreement with the Ravens that will pay an average of \$5 M a year for the next 15 years. M&T Bank is the 18th largest bank in the U.S. The deal includes two 28×130 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): \$756

Percent Change From Last Year: +7%

Stadium: Ralph Wilson Stadium

Date Built: 1973

Facility Cost (millions): \$22

Percentage of Stadium Publicly Financed: 100%

Facility Financing: Publicly financed. More seats were added for 1995. \$63 M renovation completed for the 1999 season. Renovation financing included \$11 M a year for 5 years from additional luxury and club seat fees. 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](#)

UPDATE: Owner Ralph Wilson lobbied the NFL for the past year to enact revenue sharing. In March 2007, the NFL accepted Wilson's recommendation of revenue sharing in a 30-2 vote. The agreement is retroactive, meaning it will be applied to the 2006 season and will expire in 2009.

NAMING RIGHTS: The stadium, originally called Rich Stadium, was renamed in 1998 for former Bill's 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): \$936

Percent Change From Last Year: +7%

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. The city also made over \$10 M in public

infrastructure improvements.

[Facility Website](#)

UPDATE: Charlotte has placed a bid for the Atlantic Coast Conference (ACC) football championship. Carolina Panthers President Mark Richardson hopes to host one or more of the championships in the next coming years. The ACC will choose which cities will host the 2008, 2009, and 2010 championship games by mid-December 2007.

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

Team: Chicago Bears

Principal Owner: McCaskey Family; right now Virginia Halas McCaskey

Year Established: 1920

[Team Website](#)

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

Current Value (\$/Mil): \$945

Percent Change From Last Year: +9%

Stadium: Soldier Field II

Date Built: 1924

Facility Cost (millions): \$10; \$660 (2003 renovation)

Percentage of Stadium Publicly Financed: 62% (2003 renovation)

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 \$660 M renovation was completed in 2003. The financing for the renovation came mostly from taxpayers, with the Bears and the NFL kicking in a combined \$250 M.

[Facility Website](#)

UPDATE: In April 2006, Soldier Field was stripped of its national historic landmark designation. The National Park Service determined that the 2003 renovations destroyed the stadium's historic character.

Soldier Field is in contention for hosting the Olympic soccer matches if Chicago is awarded the 2016 Olympic bid. Other possible sites include Husky Stadium at Northern Illinois University and TCF Bank Stadium at the University of Minnesota.

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): \$825

Percent Change From Last Year: +15%

Stadium: Paul Brown Stadium

Date Built: 2000

Facility Cost (millions): \$453

Percentage of Stadium Publicly Financed: 89%

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 M in a private contribution that included revenues from personal seat licenses, a ticket surcharge, and nine years of rent payments.

[Facility Website](#)

UPDATE: In February 2006, a federal judge dismissed Hamilton County's antitrust lawsuit against the Bengals. The county accused the Bengals and NFL of using their monopoly power to get a new stadium. The county taxpayers approved a half-cent sales tax increase to fund the stadium. The judge dismissed the case because it was not filed within the four year statute of limitations. The judge determined that the statute of limitations began in 1997 when the Bengals and the county signed the lease. The county did not file the lawsuit until May 16, 2003.

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): \$970

Percent Change From Last Year: +9%

Stadium: Cleveland Browns Stadium

Date Built: 1999

Facility Cost (millions): \$315

Percentage of Stadium Publicly Financed: 76.5%

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

[Facility Website](#)

UPDATE: The Cleveland City Council has discussed constructing a sliding roof on Cleveland Browns Stadium. The roof would cost approximately \$90 M. It would allow the stadium to be used year-round. In addition, city leaders hope that a retractable roof would make the stadium suitable for a Super Bowl since it is unlikely one would be awarded to a city with cold weather like Cleveland.

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 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): \$1,173

Percent Change From Last Year: +10%

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 were added by the Cowboys in 1985 and 1993.

[Facility Website](#)

UPDATE: In May 2006, construction began on the Cowboys' new \$650 M stadium in Arlington, Texas. The new stadium will feature a retractable roof that when opened, a hole will be created in the center of the roof that is very similar to Texas Stadium now. The field will be built fifty feet below street level to give fans a panoramic view as they enter the stadium. The stadium will seat 80,000 but will be expandable to seat 100,000 fans.

The stadium is being financed by a voter approved measure that has raised the Arlington city sales tax by a half-cent, the hotel tax by 2%, and the car rental tax by 5%. The Cowboys will provide the remaining \$325 M and any cost overruns will be paid for by the team. The City of Arlington will own the stadium and be able to host other events in the facility, while the Cowboys will finance any maintenance or repairs and pay \$2 million in annual rent to the City of Arlington. The stadium is expected to be completed by 2009.

NAMING RIGHTS: Although the Cowboys are certain to sell their naming rights to their new stadium, Texas Stadium is likely to retain its name. George Hays, vice president of marketing for the Cowboys, stated that, Texas Stadium has such a history that it does not lend itself to renaming. 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): \$975

Percent Change From Last Year: +7%

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 taxpayers share was capped at \$266 M.

[Facility Website](#)

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 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): \$839

Percent Change From Last Year: +8%

Stadium: Ford Field

Date Built: 2002

Facility Cost (millions): \$430

Percentage of Stadium Publicly Financed: 36%

Facility Financing: Ford Field was financed through tourism excise taxes (2% rental car tax and 1% hotel room tax) that were used to pay off Wayne County revenue bonds, which provided \$219 M towards construction costs. The team paid for the other 49% of the costs: \$45 M came from the Downtown Development Authority, \$70 M contribution came from the Lions, and \$50 M came from corporate contributions.

[Facility Website](#)

NAMING RIGHTS: Ford Motor Company is paying \$40 M for a 20-year naming rights deal that expires in 2022.

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): \$911

Percent Change From Last Year: +7%

Stadium: Lambeau Field

Date Built: 1957 (renovated in 2003)

Facility Cost (millions): \$.960 (\$295 M for renovation)

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

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. Private funding totaled \$126 M and came from seat licenses (\$92.5 M), public stock offering (\$20.5 M) and a loan from the NFL (\$13 M).

[Facility Website](#)

UPDATE: John Jones is replacing long-time president Bob Harlan of the Green Bay Packers. Jones says that he will focus on the Packers remaining successful as the smallest NFL city in the country by pursuing goals that will keep it competitive with larger cities that are building new stadiums like Dallas and New York.

NAMING RIGHTS: On June 3, 2003, the Green Bay City Council gave its approval for the Green Bay/Brown County Professional Football Stadium District and the Green Bay Packers to assist the city in pursuing a naming rights agreement for the stadium. However, as of August 2007, the naming rights had not yet been sold.

The Packers have been able to secure corporate sponsors for all 5 of the newly 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

Current Value (\$/Mil): \$1,043

Percent Change From Last Year: +10%

Stadium: Reliant Stadium

Date Built: 2002

Facility Cost (millions): \$352

Percentage of Stadium Publicly Financed: 73%

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

[Facility Website](#)

UPDATE: The Texans will now allow their fans to purchase portable television sets during Houston Texan games so that football fans can access other NFL games and stats.

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): \$837

Percent Change From Last Year: +17%

Stadium: RCA Dome

Date Built: 1984

Facility Cost (millions): \$82

Percentage of Stadium Publicly Financed: 57%

Facility Financing: \$47 M of the stadium cost came from a public bond issue backed by a county sales tax on motels, restaurant meals, cigarettes and admissions. The remainder came

from private sources.

[Facility Website](#)

UPDATE: In September 2005, construction began on the Colts' new \$500 M stadium. The stadium is expected to be completed in time for the 2008 season. The stadium will seat 63,000 for football games and will be expandable to 70,000 for other events. It will also include 120 luxury seats, 7,500 club seats, and 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 \$400 M will come mostly from a sales tax on food and beverage, hotel, and auto-rentals in Marion County. Six of the seven counties bordering Marion County will also contribute with a 1% restaurant tax. Only Morgan County rejected the restaurant tax. The stadium is part of a city project, which is expected to cost a total of \$900 M. Prior to the development of the new stadium, there were talks of moving the team to Los Angeles, but now the team is expected to stay in Indianapolis for many years.

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 \$10 M 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, which owns and operates the stadium.

In March 2006, Lucas Oil signed a 20-year, \$121.5 M naming rights deal for the Colt's new stadium. The stadium will be named Lucas Oil Stadium.

Team: Jacksonville Jaguars

Principal Owner: J. Wayne Weaver

Year Established: 1993

[Team Website](#)

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

Current Value (\$/Mil): \$744

Percent Change From Last Year: +8%

Stadium: Alltel Stadium

Date Built: 1946 (renovated in 1995)

Facility Cost (millions): \$130 (1995 renovation)

Percentage of Stadium Publicly Financed: 90%

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

[Facility Website](#)

UPDATE: The naming rights for Alltel Corporation have expired and the Jaguars are close to an agreement that would secure between \$5 million to \$6 million a year for the team. As of August 2007, the name of the partner and the details of the deal had not been finalized or disclosed to the public.

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 expired 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): \$894

Percent Change From Last Year: +17%

Stadium: Arrowhead Stadium

Date Built: 1972

Facility Cost (millions): \$21.5

Percentage of Stadium Publicly Financed: 100%

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

[Facility Website](#)

UPDATE: Arrowhead Stadium and Kauffman Stadiums will receive \$575 M worth of renovations starting in 2007. In late June 2006, the Missouri Development Finance Board approved \$50 M worth of tax credits to help fund the renovations; \$37.5 M of the tax credits will go to the Chiefs. In May 2006, the Chiefs opted to temporarily put aside their plans to include a \$202 M rolling roof in the renovations. The roof would have been on a track where it could roll back and forth between Arrowhead and Kauffman. Support for public financing for the rolling roof had been declining in recent months. The Chiefs have not ruled out the possibility of adding the roof in the future. If a new roof is constructed, Arrowhead could likely host a Super Bowl and a Final Four within the next ten years.

NAMING RIGHTS: The Chiefs are currently working on a naming rights deal for Arrowhead Stadium. There has been public outcry against changing the stadium's name, though, so the team has discussed combining the Arrowhead name along with the new stadium name. Other teams have integrated a corporate title with the traditional name, for example, the Denver Bronco's home, Invesco Field at Mile High Stadium.

Team: Miami Dolphins

Principal Owner: H. Wayne Huizenga

Year Established: 1966

[Team Website](#)

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

Current Value (\$/Mil): \$912

Percent Change From Last Year: +7%

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: Dolphins Stadium is currently undergoing a \$300 million renovation in three phases. The upgrade includes remodeling the club level and luxury suites, installing new scoreboards, constructing additional parking, and finally building a dome or retractable roof. Team owner Wayne Huizenga is paying for the renovations, which are expected to be completed by 2009.

NAMING RIGHTS: As of August 2007, the Dolphins were still looking for a naming rights partner.

Team: Minnesota Vikings

Principal Owner: Zygmunt "Zygi" Wilf

Year Established: 1961

[Team Website](#)

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

Current Value (\$/Mil): \$720

Percent Change From Last Year: +9%

Stadium: Hubert H. Humphrey Metrodome

Date Built: 1982

Facility Cost (millions): \$68

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: Vikings owner Zygi Wilf is lobbying Minnesota's State Legislature to approve the financing for a new Vikings stadium in 2008. Wilf has been working hard for the past few years to get approval for a \$954 million construction project, which he has promised to pay \$250 million. The Vikings want to tear down the Metrodome and build on the same site. Wilf would like the plan approved by 2008 so that the stadium could be built by 2012.

NAMING RIGHTS: The Vikings currently play in the Hubert H. Humphrey Metrodome. 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): \$1,176

Percent Change From Last Year: +13%

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.

[Facility Website](#)

UPDATE: Team owner Robert Kraft installed new FieldTurf before the 2007 season. The cost of the field was between \$720,000 and \$750,000 and it should last 10-12 years. Since the installment, Robert Kraft has been looking for new ways to capitalize on his teams' new FieldTurf. One possibility is that The Razor will not only host football and soccer events but also motocross racing in the future.

NAMING RIGHTS: In 2002, after CMGI defaulted on its 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 M that CMGI agreed to in 2000, with estimates at \$120 M over 15 years.

Team: New Orleans Saints

Principal Owner: Thomas Benson, Jr.

Year Established: 1967

[Team Website](#)

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

Current Value (\$/Mil): \$738

Percent Change From Last Year: +3%

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 issue, backed by a 4% hotel tax imposed in two parishes (counties).

[Facility Website](#)

UPDATE: The Superdome received a \$185.4 M renovation after the damage from Hurricane Katrina and was ready for the Saints 2006 home opener against the Atlanta Falcons on Monday Night Football. The renovation project includes \$140 M worth of repairs from hurricane damage and several improvements to the Superdome. The repairs are being paid for by FEMA and insurance. The NFL also contributed \$20 million, while the rest of the money for the improvements is coming from Congressionally approved federal money pledged by the state legislature.

NAMING RIGHTS: As of August 2007, the Saints have not been able to secure a naming rights agreement for the Superdome.

Team: New York Giants

Principal Owner: John Mara and Preston Tisch

Year Established: 1925

[Team Website](#)

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

Current Value (\$/Mil): \$890

Percent Change From Last Year: +10%

Stadium: Giants Stadium

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 including a horse-race track that generates revenues that go toward paying off the bond debt.

[Facility Website](#)

UPDATE: In 2005, the Giants and Jets reached an agreement to build a new stadium in the Meadowlands together. The new stadium will be located adjacent to Giants Stadium. The agreement means that both New York teams will continue to play home games in New Jersey. Construction will break ground in 2007 and is expected to be complete in time for the opening of the 2010 season. The stadium will cost over \$1 B and will seat 81,000 fans.

In July 2007, the Giants and the Jets refused to pay for a retractable roof that would be built on the new stadium after its inaugural season in 2010. This means that for the new retractable roof to be constructed, state tax payers would have to pay \$421 million. Furthermore, the roof would protect fans from inclement weather only since there would be no air conditioning or heat provided for temperature control.

NAMING RIGHTS: There is no deal in place for the current Giants stadium, but that might change when the new stadium is built. It is rumored that the Giants and Jets will seek a naming rights deal for the new stadium worth as much as \$25 M per year.

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): \$876

Percent Change From Last Year: +18%

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 including a horse-race track that generates revenues that go toward paying off the bond debt.

[Facility Website](#)

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In addition, the Jets moved their corporate headquarters from Long Island, NY to Florham Park, NJ. The Jets will also build their new training facility in Florham Park to be closer to their new stadium at the Meadowlands.

NAMING RIGHTS: The Jets currently do not have a corporate naming rights partner. It is rumored that the Giants and Jets will seek a naming rights deal for the new stadium worth as much as \$25 M per year.

Team: Oakland Raiders

Principal Owner: Al Davis

Year Established: 1960

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.180 (1966)

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

Percent Change From Last Year: +9%

Stadium: McAfee Coliseum

Date Built: 1966

Facility Cost (millions): \$25.5; \$197 (renovation in 1996)

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 for McAfee Coliseum.

[Facility Website](#)

UPDATE: In July 2007, the Oakland Raiders failed to meet their burden of proof and lost a motion for a new trial claiming jury misconduct. Earlier in the 1990s, the team sued the NFL for its failed plans to build a new stadium when they had relocated to Los Angeles. The Raiders claimed that the NFL sabotaged their plans for a new stadium, which forced them to leave L.A. and move back to Oakland in 1995. The team was seeking \$1 billion in damages. In 2001, the court ruled for the NFL, and this was a motion for a new trial based on jury misconduct in the 2001 trial.

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 is now known as McAfee, and therefore, the coliseum's name was changed to 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 the 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): \$1,024

Percent Change From Last Year: +8%

Stadium: Lincoln Financial Field

Date Built: 2003

Facility Cost (millions): \$512

Percentage of Stadium Publicly Financed: 39%

Facility Financing: The Phillies' and the Eagles' new stadiums 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 M over 20 years for the naming rights to the new Philadelphia Eagles football stadium. The agreement expires in 2022 and has an average annual payout of \$6.7 M. 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): \$880

Percent Change From Last Year: +7%

Stadium: Heinz Field

Date Built: 2001

Facility Cost (millions): \$281

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 payout of \$2.9 M.

Team: San Diego Chargers

Principal Owner: Alex Spanos

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$731

Percent Change From Last Year: +8%

Stadium: Qualcomm Stadium

Date Built: 1967

Facility Cost (millions): \$27

Percentage of Stadium Publicly Financed: 100%

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

[Facility Website](#)

UPDATE: The Chargers have asked for a new stadium, but the city has said it is unable to help the team finance a new one, especially since estimated costs have almost doubled from 2002 when the team first started discussing stadium plans. The estimated cost of a new stadium is now \$800 million. The city has released the Chargers from their lease so that the team can discuss options with other communities in San Diego County. The team has hired a group to study

whether a stadium would be viable in neighboring Chula Vista. If the team cannot build a new stadium in San Diego, it will consider relocating.

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): \$734

Percent Change From Last Year: +5%

Stadium: Monster Park

Date Built: 1960

Facility Cost (millions): \$24.6

Percentage of Stadium Publicly Financed: 100%

Facility Financing: The City of San Francisco paid the entire cost of the stadium.

[Facility Website](#)

UPDATE: In July 2006, the 49ers announced plans for a new privately financed stadium. The 68,000 seat stadium will cost approximately \$854 million. The 49ers would like to begin construction in 2010 and expect the stadium to be completed in time for the 2012 season. The stadium would also be used for the Olympics if San Francisco is successful in its bid for the 2016 games. In 2007, the 49ers began pushing the city of Santa Clara to make a commitment to building the new stadium.

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 goes 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 (1997)

Current Value (\$/Mil): \$888

Percent Change From Last Year: +8%

Stadium: Qwest Field

Date Built: 2002

Facility Cost (millions): \$360 (Field); \$70 (Event Center)

Percentage of Stadium Publicly Financed: 83%

Facility Financing: \$130 M from team owner Paul Allen. \$127 M from new sports related lottery games. \$101 M in sales taxes from events held at the stadium. \$56 M in admissions and parking taxes. \$15 M from existing hotel-motel taxes.

[Facility Website](#)

UPDATE: Construction on the Seahawks' new headquarters and training facility in Renton, Washington broke ground in October 2006. The Seahawks hope the facility will attract new players as well as give the existing players an incentive to stick around during the off-season. The 200,000 square foot training facility is scheduled to open in time for the 2008 training camp.

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 the Qwest Center.

Team: St. Louis Rams

Principal Owner: Georgia Frontiere

Year Established: 1937

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$200 (1995)

Current Value (\$/Mil): \$841

Percent Change From Last Year: +11%

Stadium: Edward Jones Dome

Date Built: 1995

Facility Cost (millions): \$280

Percentage of Stadium Publicly Financed: 100%

Facility Financing: The stadium was 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. The remaining 25% is backed by the city through convention center activities.

[Facility Website](#)

NAMING RIGHTS: Edward Jones, a financial investment company, entered into a 23-year naming rights deal. The deal is set to expire in 2025, with a total payout of \$73.6 M.

Team: Tampa Bay Buccaneers

Principal Owner: Malcolm Glazer

Year Established: 1976

[Team Website](#)

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

Current Value (\$/Mil): \$955

Percent Change From Last Year: +9%

Stadium: Raymond James Stadium

Date Built: 1998

Facility Cost (millions): \$168.5

Percentage of Stadium Publicly Financed: 100%

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

[Facility Website](#)

UPDATE: In late 2006, the Buccaneers moved into their new training facility in Tampa. The \$30 M facility includes a 117,000 square foot office building and a 19,360 square foot training facility with new fields, locker rooms, weight room, and dining room to keep the facility feeling like home. In addition, Raymond James Stadium was voted the National Football League's best grass field in a player survey conducted by the NFL Players Association. RJ Stadium will host the 2009 Super Bowl.

NAMING RIGHTS: Raymond James Financial bought the naming rights to Raymond James Stadium in 1998. The initial deal paid \$32.5 M over a 13 year period and expired in 2011. In May 2006, the parties extended the deal through 2015.

Team: Tennessee Titans

Principal Owner: Kenneth Stanley (Bud) Adams, Jr.

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$886

Percent Change From Last Year: +6%

Stadium: LP Field

Date Built: 1999

Facility Cost (millions): \$292

Percentage of Stadium Publicly Financed: 100%

Facility Financing: The City of Nashville financed \$150 M for LP Field from excess hotel/motel taxes and surplus funds. The state provided \$70 M in bonds that are repaid through sales taxes generated by the facility.

[Facility Website](#)

NAMING RIGHTS: Louisiana-Pacific Corporation purchased the naming rights to the Titans stadium in June 2006. The stadium, which was formerly known as The Coliseum, will be named LP Field. Louisiana-Pacific entered a 10-year agreement worth \$30 M for the naming rights.

Team: Washington Redskins

Principal Owner: Daniel Snyder

Year Established: 1932

[Team Website](#)

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

Current Value (\$/Mil): \$1,423

Percent Change From Last Year: +13%

Stadium: FedEx 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](#)

UPDATE: Redskins owner Dan Snyder has met with city officials regarding plans for a new Redskins stadium to be built at the RFK Stadium site. The Redskins now play in suburban Landover, MD but many long for the days when the Redskins played in the District. With the

Washington Nationals (MLB) and D.C. United (MLS) moving to new stadiums, the RFK site is left open. The city is unwilling to finance the new stadiums though, leaving the team owners with the stadium costs.

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