

Sports Facility Reports



[Sports Facility Reports, Volume 10, Appendix 3](#)

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): \$935

Percent Change From Last Year: +2%

Stadium: University of Phoenix Stadium

Date Built: 2006

Facility Cost (millions): \$455

Percentage of Stadium Publicly Financed: 76%

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

[Facility Website](#)

UPDATE: The Arizona Sports & Tourism Authority (AZSTA), which serves as the landlord of the University of Phoenix Stadium, is in serious financial trouble. The AZSTA has a number of financial responsibilities including paying back the bonds that were issued to build the stadium and general operating expenses. It is possible that the AZSTA will not be able to operate the stadium by October 2009. The AZSTA is a public agency funded through a 1% hotel tax and 3.25% rental car tax. Tax revenue has been lower than the projections that were made when the authority was created.

There is a scheduling conflict between a regular season Cardinals game and the Fiesta Bowl. The Cardinals are scheduled to play the Green Bay Packers on January 3, a day before the Fiesta Bowl is to be played. The Fiesta Bowl has a contract with the AZSTA that states the Cardinals cannot play a regular season game within two days of the bowl game. The Cardinals have taken responsibility for failing to notify the NFL of the potential scheduling conflict. It is not known whether or not the Fiesta Bowl will take legal action. Finally, a Superior Court in Maricopa County ruled that the Cardinals could restrict ads on a street next to University of Phoenix Stadium. The Cardinals did not want a Pepsi ad outside of the stadium because the team has a sponsorship agreement with Coca-Cola. The city of Glendale brought the suit in attempt to have their less restrictive ad ordinances govern the road.

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): \$856

Percent Change From Last Year: -2%

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 7% hotel/motel tax imposed in Fulton County.

[Facility Website](#)

UPDATE: Falcons owner Arthur Blank has expressed interest in a new stadium when the bonds used to build the Georgia Dome are paid off. The bonds could be paid off as early as 2016 and as late as 2020. The teams lease at the Georgia Dome expires when the bonds are paid off. The team has expressed interest in five sites for a possible stadium. A new facility would offer the team better lease terms and more managerial control. The Georgia World Congress Center, which owns and operates the Georgia Dome included a new or renovated facility in their master plan report. The Georgia Dome is getting two new high-definition scoreboards for a total cost of \$8.6 million. Finally, Delta Airlines ended its sponsorship agreement with the Falcons. Delta has made the decision to align their sponsorship agreements with Major League Baseball franchises.

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): \$1,079

Percent Change From Last Year: +2%

Stadium: M&T Stadium at Camden Yards

Date Built: 1998

Facility Cost (millions): \$229

Percentage of Stadium Publicly Financed: 87%

Facility Financing: The 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: NFL owners unanimously voted to allow state and local lottery tickets to feature NFL franchise logos. The Ravens are one of a number of NFL teams to take advantage of the new rules and the Maryland Lottery has unveiled a Ravens themed scratch ticket that will be available before the start of the season. The scratch ticket is seen by the franchise as a way expand the Ravens brand across the state of Maryland and grow their fan base. In addition to the traditional monetary prizes fans can win season tickets for life, game used jerseys, and game-day suites.

M&T Bank Stadium will play host to a World Football Challenge match between Chelsea FC and AC Milan. Temporary sod will be placed on top of the field turf for the soccer match.

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): \$909

Percent Change From Last Year: +3%

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: Last season the Buffalo Bills played the first of five regular season games in Toronto, Canada which will continue the next four years. This upcoming season the Bills will play the New York Jets on December 3, 2009. Rodgers Communications pays the Bills \$78 million to play the five regular season games and three pre-season games. The \$9.75 million a game is roughly twice the gross from a game played at Ralph Wilson Stadium. Rodgers Communications has expressed interest in bringing the Bills into Rodgers Centre for additional regular season games and there have been a number of media reports stating that a second regular season Bills game will be played in Buffalo as soon as 2010. Bills owner Ralph Wilson has stated that he would wait two or three years and determine if the Toronto games were a success before he reworked the contract to allow for additional games.

The Bills retained a sponsorship agreement with Northtown Automotive and Perry's Ice Cream. Northtown Automotive will be the official automotive dealer, title sponsor of Bills television programming, and a game day sponsor of a game at Ralph Wilson Stadium.

A New England Patriots fan is suing the Buffalo Bills and two stadium security and crowd control firms after the individual was beaten by two fans after a Bills game in the parking lot of Ralph Wilson Stadium.

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): \$1,049

Percent Change From Last Year: +1%

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: The Carolina Panthers revoked personal seat licenses (PSL's) from fans who did not buy playoff tickets this past season. A contractual requirement of the PSL is the purchase of playoff tickets. If playoff tickets are not purchased the Panthers have the right to revoke the PSL from the fan preventing them from buying season tickets. The Panthers offered affected fans the opportunity to reinstate the PSL for a fee. PSLs give fans the right to purchase a certain seat forever as long as the fan buys season and playoff tickets. Currently 63,00 of Bank of America's 73,504 seats are aligned with a PSL. The cost of a PSL ranges from \$3,000 to \$20,000 per seat.

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): \$.0001 (1920)

Current Value (\$/Mil): \$1,082

Percent Change From Last Year: +2%

Stadium: Soldier Field II

Date Built: 1924

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

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

Facility Financing: The 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: The city of Chicago has agreed to wait to collect a 9% amusement tax from Bears season ticket holders who obtained their personal seat licenses (PSLs) from the previous owner. A judge in a class-action lawsuit asked the city of Chicago to suspend the collection of the taxes. The class-action lawsuit was filed by five fans who own permanent seat licenses and want to block the city of Chicago from collecting the amusement tax on the licenses that they secured through a purchase or transfer from another fan. PSLs were initially sold by the Bears for \$900 to \$10,000 per seat and can be transferred to another fan giving them the right to purchase season tickets. The reselling of PSLs has become a lucrative enterprise. There are currently 2,700 PSL holders who obtained the license from the original owner, but did not pay the amusement tax. The plaintiffs are arguing that the city cannot collect the tax on the PSLs because they only give the fan the right to purchase season tickets and the PSLs alone without a ticket is not enough to gain admittance to a Bear game at Soldier Field. Further, the plaintiffs consider the demand to be double taxation, because the season tickets holders already pay the tax on game tickets. The lawsuit is also seeking more than \$10 million in taxes that were previously paid to the city when the PSLs were first sold. The city of Chicago has taken the position that the initial tax on the PSL was legal and they have the right to retroactively apply the 9% tax to PSL holders who obtained the license from the original owner.

The Bears reached a three year agreement with NorthShore University Health System to place their corporate logo on the Bears practice jerseys. The NFL loosened its rules for corporate sponsorship, allowing for logos on practice jerseys.

If Chicago is awarded the 2016 Olympic Games, Soldier Field will host the Olympic soccer matches. Soldier Field hosted the semifinal of the Gold Cup soccer tournament on July, 23 2009, as well as a World Cup qualifying game between the United States and Honduras.

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. United Airlines announced a seven-year sponsorship extension with the Bears in which the airline will take over naming rights of the former Cadillac Club premier lounge in Soldier Field. Cadillac, meanwhile, will remain a Bears sponsor in a more traditional role.

Team: Cincinnati Bengals

Principal Owner: Michael Brown

Year Established: 1968

[Team Website](#)

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

Current Value (\$/Mil): \$953

Percent Change From Last Year: +1%

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

[Facility Website](#)

UPDATE: The Bengals made their final lease payment on Paul Brown Stadium in the beginning of 2009. The lease payments were part of the Bengals contribution to the construction of Paul Brown Stadium. From 2018 to 2027, Hamilton County will make payments to the Bengals for all stadium costs including maintenance, cleanup, utilities and repairs. The first payment is capped at \$2.67 million, then payments will increase 5% each year.

The Ohio Supreme Court upheld a Hamilton County Probate Court's decision that allowed a stock deal to go through giving Bengals Owner Mike Brown total control over the franchise. The case involved the estate of late Bengals investor Austin Knowlton. Brown and Knowlton made a deal in 1994, where Knowlton sold 60 of his 236 shares in the Bengals franchise for \$6 million giving Brown two-thirds control of the team. Brown also agreed to pay shareholders of the Browns \$80 million, of which \$48 million went to the Brown family. The case provided a rare glimpse of the internal financial structure of an NFL franchise.

The Cincinnati Bengals will be the featured team on the HBO reality show Hard Knocks. The show offers an all-access look at an NFL team during training camp. Past seasons have featured the Dallas Cowboys, Kansas City Chiefs, and Baltimore Ravens. The Bengals are one of many NFL teams whose logo will be featured on a Bengals themed scratch ticket.

NAMING RIGHTS: In April 2008, Hamilton County Commissioner Todd Portune suggested selling the naming rights for Paul Brown Stadium as a way to decrease the county's construction debt on the venue. It is one of many suggestions Portune has made in the past year to increase stadium related revenue.

Team: Cleveland Browns

Principal Owner: Randy Lerner

Year Established: 1946

[Team Website](#)

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

Current Value (\$/Mil): \$1,032

Percent Change From Last Year: +0%

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 Browns and Cleveland Indians formed a marketing partnership to sell luxury suites. The teams are offering two separate packages that give the buyer a suite for two Indian games and a Brown game. The packages costing \$10,000 and \$15,000, include 14 tickets, parking passes, and food service for the three games. The Browns and the Indians also have a broadcasting partnerships with SportsTime Ohio and the Clear Channel radio network.

Former wide receiver Joe Jurevicius is suing the Cleveland Browns, the Cleveland Clinic and former Browns team doctors in Cuyahoga County Court. Jurevicius is claiming that he contracted a staph infection in his right knee because the Browns failed to sterilize their training facility properly and the Browns medical personnel failed to warn him that proper precautions were not taken. Jurevicius sat out this past season and the future of his career is in doubt. Six players and two team employees have contracted staph infections since 2003. Jurevicius is the first to bring a lawsuit against the team.

Finally, there will be an Ohio lottery instant ticket game with the Browns logo. The Browns had a previous sponsorship agreement with the state lottery.

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): \$1,650

Percent Change From Last Year: +2%

Stadium: Cowboys Stadium

Date Built: 2009

Facility Cost (millions): \$1,150

Percentage of Stadium Publicly Financed: 30%

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

[Facility Website](#)

UPDATE: The Dallas Cowboys are opening their new \$1.15 billion stadium located in Arlington, Texas. Cowboys Stadium is one of the most expensive stadiums ever built. The stadium will seat 80,000 people, but will be expandable to seat 100,000 fans for major events such as the Super Bowl. The defining features of the stadium are two 292-foot-tall arches, 800-foot exterior glass walls, moveable glass doors at each end zone, and a retractable roof that resembles the famous hole in the roof at Texas Stadium. The facility has 300 luxury suites and 15,000 club seats. The Field level is 50 feet below street level affording fans a panoramic view of the stadium as they enter.

Cowboys stadium features the largest high-definition screen in the world. The four-sided center-hung LED display is 60 yards long and 72 feet high. It would take 4,920 52 flat panel TVs to equal the size. The displays were made by Mitsubishi Electronic Diamond Vision and cost \$25 million. The Cowboys and Cisco have a number of high-end technological features in the stadium including StadiumVision for the 3,000 high-definition TV monitors, luxury suite video customization, and concession ordering via IP telephones.

Cowboys Stadium will host the 2010 NBA All-star game, the 2011 Super Bowl, the 2014 Final Four, and the annual Cotton Bowl. Capacity can be expanded during these major events. The seats are not individually bolted to the concrete grandstands like most stadiums and instead fasted onto long rails that connect to the grandstand. This design allows for the addition of one or two seats per row, expanding the capacity to 100,000.

The concessions and food service at Cowboys Stadium is being run by Legends Hospitality Management. The concession company is a joint venture between the New York Yankees,

Dallas Cowboys, Goldman Sachs and CIC Partners. Legends Hospitality manages the regular concessions, suite catering, and team stores at Cowboys Stadium as well as the New Yankee Stadium. It is expected that Legends Hospitality will bid for concession contracts at other professional stadiums and college arenas. A rights fee will be paid to the Cowboys by Legends Hospitality to operate in the stadium. This fee will be subject to revenue sharing, but any revenue that comes from business with other stadiums or teams would not be subject to revenue sharing.

The Cowboys contributed \$800 million to the construction of the stadium. As of June 2009, the Cowboys had paid \$376 million of the stadium's cost and held a debt of \$424 million. Of the debt that remains on the stadium, \$76 million is owed to the NFL, and \$148 and \$200 million is owed from two separate private bond offerings.

The Dallas Cowboys practice facility in Irving, Texas collapsed during a storm in May. The 85-foot-tall practice facility collapsed with around 70 players, coaches and team personnel inside. Scouting assistant Rich Behm was permanently paralyzed and 11 other were injured.

NAMING RIGHTS: The Cowboys were unable to find a naming rights partner for the new stadium. Jerry Jones and the Cowboys will continue to look for a naming rights partner. Jones is confident that a naming rights agreement will be reached and has stated that this is not a good time period for an agreement in light of the current economic downturn. When plans for the new stadium were unveiled analysts predicted that the deal would approach or surpass the record for naming rights sponsorships for stadiums.

Team: Denver Broncos

Principal Owner: Pat Bowlen

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$1,081

Percent Change From Last Year: +2%

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](#)

UPDATE: The Broncos are one of a number of NFL teams that are planning on placing a corporate logo patch on their practice jerseys. The NFL loosened its rules for corporate

sponsorship, allowing for logos on practice jerseys. Invesco Field at Mile High Stadium was the site of Barack Obama's speech accepting the Democratic nomination for President.

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 state 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): \$872

Percent Change From Last Year: -5%

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 came from the Lions, and \$50 M came from corporate contributions.

[Facility Website](#)

UPDATE: The Lions unveiled a new logo and uniform for the 2009 season in an effort to rebrand the franchise. Last season the Lions were the first team in NFL history to go 0-16, and the last team to go winless since the Tampa Bay Buccaneer went 0-14 in 1976.

The Lions are offering new season ticket packages and all you can eat seats. The new ticket packages include a half-season plan and a plan that allows fans to pick any three games except for Pittsburgh and Green Bay. In Ford Field 5,500 seats will be allocated as all you can eat sections. The team has expressed interest in taking advantage of the NFL's less stringent rules regarding corporate sponsorship and is considering placing a corporate logo on its practice jerseys.

Ford Field hosted the 2009 Final Four featuring North Carolina, Michigan State, Connecticut, and Villanova. This event is notable because it marks the first time the NCAA placed the court in the center of the dome allowing for all of the seats to be used. Because of the new seating setup

the Final Four and National Championship games were the highest attended in the events history. Ford Field will host the 2010 Frozen Four NCAA Hockey Championships.

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: Shareholder owned since 1919

Year Established: 1919

[Team Website](#)

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

Current Value (\$/Mil): \$1,019

Percent Change From Last Year: +0%

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 0.5% 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: In September, 2009, Green Bay/Brown County (WI) Professional Stadium District officials estimated that the 0.5% county sales tax paying off the Lambeau Field mortgage could be over by 2015, or about 8 to 9 years earlier than expected. Green Bay/Brown County Professional Football Stadium District Executive Director Pat Webb said that the debt from the \$297M stadium renovation should be paid off by 2011, with a few additional years of sales tax needed to bankroll long-term stadium maintenance.

The Packers relocated their training camp practice field, named after Ray Nitschke to a former parking lot across the street from the Resch Center near Lambeau Field. Ray Nitschke Field includes five rows of bleacher seats that can sit 1,500 people, a sound system, natural grass field, and an underground heating system to use during cold weather. The exterior of the practice field includes the same bricks that were used for the renovation of Lambeau Field. The Packers signed a 15-year lease with Brown County which allowed the team to move Ray Nitschke Field. The Packers will pay the county \$200,000 the first year, \$6,500 annually, and build a parking lot on the site of the old field. The Packers wanted to make the move so their practice field would be close to their training center. Additionally, the new Ray Nitschke Field affords fans a much

better view of training camp practices. The training camp tradition of Packer players riding young fans bikes to practice will continue.

A planed expansion of the Lambeau Field Atrium has been put on hold because of current economic conditions. The \$25 million expansion would add a plaza around the Atrium from the Oneida Nation Gate to the Miller Brewing Company Gate. The project would also add underground parking and more office space for football and business operations. Finally, the sales tax receipts for the renovation of Lambeau field are 6% less then last year, but the Green Bay/Brown County Professional Football Stadium District still believes the current funds will be enough to pay off the bonds in 2011. The hope is that the tax can be eliminated in 2014. Finally, the Green Bay Packers are one of a number of NFL teams that have expressed interest in entering into a sponsorship agreement for their practice jerseys.

NAMING RIGHTS: On June 3, 2003, the Green Bay City Council gave its approval for the Green Bay/Brown County Professional Football Stadium District and the Green Bay Packers to assist the city in pursuing a naming rights agreement for the stadium. However, as of June 2008, the naming rights had not yet been sold.

Team: Houston Texans

Principal Owner: Bob McNair

Year Established: 2002

[Team Website](#)

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

Current Value (\$/Mil): \$1,150

Percent Change From Last Year: +2%

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: Reliant Stadium was damaged by Hurricane Ike on September 13, 2008. The fiberglass fabric on five large panels of the stadium's retractable roof were severely damaged by the storm. Additionally, a large piece of debris fell into the stadium. The Texans were forced to play their first three games on the road, with their first home game October 5 against the Indianapolis Colts. The panels on the roof were not repaired for the 2008 NFL season, so the Texans played all their home games with the roof open. The roof was completely repaired by

March 2009, for the Houston Livestock Show and Rodeo. Total repair costs were \$10 million. The Federal Emergency Management Agency (FEMA) awarded \$2.7 million to replace the fiberglass fabric on the roof panels. FEMA's contribution covered 75% of the cost to repair the roof. The remaining costs for the repairs came from Harris County's insurance policy on the stadium.

The Texans are one of a number of NFL teams that have expressed an interest in selling advertising on its practice jersey. Published reports indicate that adult video maker Zero Tolerance Entertainment has approached the team about placing their logo on the practice jerseys.

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): \$1,025

Percent Change From Last Year: -5%

Stadium: Lucas Oil Stadium

Date Built: 2008

Facility Cost (millions): \$750

Percentage of Stadium Publicly Financed: 50%

Facility Financing: A 1% tax on prepared food in nine of the 10 counties that surround Indianapolis is being used. Marion County will add an additional 1% tax to the original 1% it already pays for the RCA Dome.

[Facility Website](#)

UPDATE: The Capital Improvement Board (CIB), which operates Lucas Oil Stadium and Conseco Fieldhouse, has projected a \$47 million deficit for next year. The Indiana State Legislature passed a plan that will provide the CIB with an additional \$25 million. The plan requires an additional \$12 million in spending cuts on top of \$10 million in cuts that have already occurred. There has been an immediate increase in the hotel tax, but the legislature delayed an increase in the admission and auto taxes. The Legislature made it clear that the CIB will not be able to get any more financial assistance from the state of Indiana. Colts Owner Jim Irsay has refused to renegotiate the teams lease at Lucas Oil Stadium to lessen the financial burden of the CIB.

The Indianapolis Colts and the Indiana High School Athletic Association agreed to a three year deal that makes the Colts the presenting sponsor of the high school football state tournament and keeps the finals at Lucas Oil Stadium. This is the first time a professional team has partnered with a state athletic association to sponsor a high school state tournament.

Lucas Oil Stadium has expanded the idea of in stadium sponsorship with specific sponsors and product placement in different areas of the facility. One section of the stadium has a hallway filled with dishwashers, refrigerators and washing machines sponsored by local retailer Hhgregg. There is also an area sponsored by Lucas Oil that features gasoline pumps. The AirTran Airways food court has airplane seats and the corner of the stadium sponsored by Chevrolet has cars.

Lucas Oil Stadium will host the 2010 Final Four and 2012 Super Bowl.

NAMING RIGHTS: In March 2006, Lucas Oil signed a 20-year, \$121.5 M naming rights deal for the Colt's stadium.

The Colts secured 14 founding partners for the \$750 M stadium. The five-to-eight year contracts the companies signed to put their names on gates, corners, suite levels, club lounges and other real estate are worth in total between \$10-12 M annually. The combined value of those agreements exceeds Lucas Oil's \$121.5 M naming-rights deal for the building.

Appendix 3b

Team: Jacksonville Jaguars

Principal Owner: J. Wayne Weaver

Year Established: 1993

[Team Website](#)

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

Current Value (\$/Mil): \$866

Percent Change From Last Year: -1%

Stadium: Jacksonville Municipal 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 Jaguars want the city of Jacksonville to spend \$148 million to renovate Jacksonville Municipal Stadium. The stadium cost \$140 million to build 15 years ago and underwent a \$63 million renovation to add amenities needed to host Super Bowl XXXIX. The renovation plan comes from sports architect HOK Sport, now known as Populus, which designed the stadium. The city council of Jacksonville approved an amendment to the lease between the team and city. The agreement gives the team 75% of the revenue generated through a stadium naming rights agreement and sponsorships. The city of Jacksonville will get 25%. The previous lease agreement gave the team 100% of advertising revenue while the team and city split the naming rights revenue.

The Jaguars will not having a naming rights partner for the start of the NFL season. The Jaguars are looking for a sponsor willing to pay \$4 million a year or more for naming rights at Jacksonville Municipal Stadium. Additionally, the team is looking for sponsors for its practice facility and practice jerseys.

NAMING RIGHTS: The naming rights for Alltel Corporation have expired and Alltel Stadium is once again known as Jacksonville Municipal Stadium. The team is currently seeking a naming rights partner for the stadium.

Team: Kansas City Chiefs

Principal Owner: Lamar Hunt Family

Year Established: 1960

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$.025 (1960)

Current Value (\$/Mil): \$1,027

Percent Change From Last Year: +1%

Stadium: Arrowhead Stadium

Date Built: 1972

Facility Cost (millions): \$53

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. Jackson County is paying for \$250 M for the renovation of Arrowhead Stadium. The Chiefs are contributing \$125 M.

[Facility Website](#)

UPDATE: Arrowhead Stadium is undergoing a \$375 million renovation that is on pace to be completed by the start of the 2010 season. Jackson County is paying \$250 million for the renovation, with the Chiefs Owners, the Hunt Family, covering the remaining costs. The public portion of the funding is coming from a voter approved 3/8 cent increase in the sales tax, which was also used in the funding of the Kaufman Stadium renovation. The renovation includes an

expansion of the upper deck, increasing the number of elevators from 4 to 18, expansion of the Chiefs Hall of Honor, updating the suite level to allow patrons to sit outside while watching the game, and new facilities for players and coaches.

The Chiefs hired IMG to sell the naming rights to Arrowhead Stadium. The team had a similar agreement with Premier Partnerships, but no naming rights partner was found. The Chiefs are looking for a corporate partner to pay them \$5.5 million a year over 20 years. The team is looking for a naming rights agreement for their practice facility, premium club seating, hall of fame, and other parts of the renovated stadium.

Finally, long time Chiefs GM and CEO Carl Peterson stepped down at the end of the 2008 season. Peterson had been with the team since 1989.

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, 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: Stephen Ross

Year Established: 1966

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$1,100 (2009)

Current Value (\$/Mil): \$1,015

Percent Change From Last Year: -3%

Stadium: Landshark Stadium

Date Built: 1987

Facility Cost (millions): \$125

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: Stephen Ross purchased 95% of the Miami Dolphins from Wayne Huizenga. The \$1.1 billion sale was completed in January of 2009. Huizenga retained a 5% share of the team and he and Ross each own a 50% stake in the developable land around Landshark Stadium. Since taking ownership of the team Ross has brought in celebrities as minority owners including, Gloria and Emilio Estefan and Marc Anthony. The Estefans are the first Cuban Americans to hold an ownership stake in an NFL team.

Additionally, Ross brought in Jimmy Buffett as a minority owner. Buffet has a significant role with the team including purchasing the naming rights to Dolphin Stadium, which is now named Landshark Stadium. Landshark is a beer brewed by Anheuser Busch in conjunction with Buffet. Compensation for the naming rights agreement is not a mutually agreed upon monetary sum, instead the team will be compensated by Jimmy Buffett through appearances, marketing opportunities, and potential concert performances. The naming rights deal is eight-months in length and will run the length of the Dolphins season. The facility will revert back to Dolphin Stadium for the Super Bowl and Pro Bowl to comply with NFL rules regarding short term naming rights agreements. The Jimmy Buffett and Margaritaville theme will include tailgates, areas of the stadium and possible restaurant. Buffett rewrote one of his signature songs, Fins, to become the new theme song of the Dolphins.

The Dolphins completed renovations of Landshark Stadium. The \$300 million renovation was paid for by former owner Wayne Huizenga and includes upgraded club levels and air-condition promenades. The goal of the renovation was to increase fan comfort and insure that big events like the Super Bowl will continue to be held at the stadium.

The Dolphins are planning on providing 5,000 wireless handheld devices to premium ticket holders. The wireless handheld devices will allow fans to watch replays, alternate camera angles and view statistics. The devices and service is being provided by Kangaroo Media.

The facility will host the 2010 Super Bowl and the 2010 Pro Bowl, which is relocating from its traditional home at Aloha Stadium in Honolulu, Hawaii. The Dolphins were unsuccessful in their bid for the 2013 Super Bowl.

NAMING RIGHTS: The facility now known as Landshark stadium was formally named Joe Robbie Stadium, Pro Player Stadium, Dolphins Stadium and Dolphin Stadium. The Dolphins reached a naming rights agreement with Jimmy Buffet to call the stadium Landshark Stadium. Landshark is a beer brewed by Anheuser Busch in association with Jimmy Buffett. The naming rights agreement is an eight-month deal that will run through the Dolphins season. The facilities name will revert back to Dolphin Stadium for the 2010 Pro Bowl and Super Bowl. The Dolphins are looking for a naming rights partner for the Super Bowl and Pro Bowl.

Team: Minnesota Vikings

Principal Owner: Zygmunt "Zygi" Wilf

Year Established: 1961

[Team Website](#)

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

Current Value (\$/Mil): \$835

Percent Change From Last Year: +0%

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: The Vikings have been unable to get plans for a new stadium off the ground. For the last ten years, under three different ownership groups the team has tried to get a new facility built. The Vikings want a \$954 million stadium on the current site of the Metrodome. The team ranks last in the NFL in revenue from their stadium. The Governor and State Legislature have not been receptive to the idea of publicly financing a new stadium. In the upcoming year two new publicly financed stadiums will open for the Minnesota Twins and Minnesota Gophers football team. State Representative Tom Hackbarth has proposed using revenue from a new Twin Cities casino to build the stadium. The plan would require a state constitutional amendment and voter approval. The Vikings current lease with the Metrodome expires in 2011.

Minnesota Vikings players Kevin Williams and Pat Williams have been involved with litigation involving an NFL suspension for the use of the banned StarCaps supplement. The StarCaps case has involved both federal and Hennepin County (MN) courts. The county court has ruled that the players can play while the case continues to proceed through federal court.

NAMING RIGHTS: 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): \$172 (1994)

Current Value (\$/Mil): \$1,361

Percent Change From Last Year: +3%

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: After an eventful 2007 season that featured the spygate incident, a 16-0 regular season, and a Super Bowl loss to the Giants, the Patriots had a much less eventful 2008 season. The Renaissance Boston Hotel and Spa opened at Patriot Place, the 1.3-million-square foot entertainment and shopping center across from Gillette Stadium. The hotel is five stories and features 150 rooms. Additionally, the Brigham & Women's/Massachusetts General Health Care Center opened at Patriot Place in February 2009. Patriot place is owned by the Kraft Group, which also owns the Patriots. The Patriots will play the Tampa Bay Buccaneers in London, England. The game will be considered a road game for the Patriots. Gillette Stadium hosted the NCAA Division 1 men's lacrosse championships.

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): \$942

Percent Change From Last Year: +0%

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). The state of Louisiana financed an \$85 M renovation of the Superdome.

[Facility Website](#)

UPDATE: On September 16, 2009, the family of Saints Owner Tom Benson completed a purchase of a trio of commercial properties adjacent to the Superdome, the first milestone in the agreement to keep the football team in the state Louisiana. The family plans to redevelop the area around the Superdome into a sports entertainment district in order to generate more revenue for the Saints and improve the experience of the fans.

The Louisiana State Legislature unanimously approved the state's budget, which included \$85 million for Superdome renovations. The Superdome underwent a three phase \$210 million renovation after Hurricane Katrina. The additional renovations will expand the number of suites, increase seating capacity, and widen concourses to allow for more concessions. The Legislature also approved a bill that authorized the state to lease 320,000 square feet of office space from Saints owner Tom Benson. The team and the state reached a lease agreement that will keep the team in New Orleans through 2025. The annual subsidy to the team will decrease from \$23.5 million to \$6 million annually in exchange for state funds for the renovation of the Superdome.

NFL owners selected New Orleans to host the 2013 Super Bowl. The city was viewed as the favorite after the State Legislature approved \$85 million in state funds for renovations to the Superdome. The last Super Bowl in New Orleans was in 2002 when the Patriots defeated the St. Louis Rams. The Louisiana Lottery will offer a \$5 dollar Saints themed scratch ticket. The scratch ticket is part of a joint marketing venture between the Louisiana Lottery and the Saints.

NAMING RIGHTS: As of June 2008, the Saints have not been able to secure a naming rights agreement for the Superdome.

Team: New York Giants

Principal Owner: John Mara and Steve Tisch

Year Established: 1925

[Team Website](#)

Most Recent Purchase Price (\$/Mil): \$150 (1991)

Current Value (\$/Mil): \$1,183

Percent Change From Last Year: +0%

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](#)

New Stadium: New Meadowlands Stadium

Date Built: 2010

Facility Cost (millions): \$1,600

Percentage of Stadium Publicly Financed:

Facility Financing: Financed jointly by the New York Giants and New York Jets.

[Facility Website](#)

UPDATE: The new Meadowlands Stadium is on pace to be completed before the start of the 2010 season. The New York Giants and New York Jets will each play in the stadium and the two teams are sharing the \$1.6 billion cost of construction. The 82,500 seat stadium will feature 200 suites, 9,200 club seats, an interior structure twice the size of Giants Stadium, an outer skin of aluminum louvers, and interior lighting that will switch colors depending on which team is playing. The stadium will be surrounded by a security perimeter 100 feet to 150 feet wide, with an exterior wall that will be blast-resistant. The lease term for each team is 25 years, with options that can extend it to 97 years. If one team leaves, the other is forced to remain for the remainder of the lease. A brand new rail facility is planned for the Meadowlands that will provide fans an additional transit option to attend events at the Meadowlands.

The Giants have sold all but 4,000 seats in the new 82,500 seat stadium. Every seat in the stadium requires a personal seat license (PSL) that carries a one-time fee ranging from \$1,000 to \$20,000. The team is hoping to raise \$300 to \$400 million from the PSLs. The Giants cut the price on a number of the unsold tickets by as much as 37%. The cost of the PSLs are remaining the same, but the per game ticket cost is being cut. If the Giants are unable to sell any of the remaining seats it would be the first time in 33 years that all season tickets were not sold. The Giants have justified the use of PSLs because there is no public financing for the new stadium.

Timex and the New York Giants agreed to a 15-year sponsorship agreement that includes the naming rights to the teams new training facility and headquarters in East Rutherford, New Jersey adjacent to the new Meadowlands Stadium. Other facets of the sponsorship agreement include advertising on the teams radio broadcast and in stadium signage at the new stadium. The Timex logo will also be placed on the Giants practice jerseys. The deal is believed to be worth \$35 million over the length of the partnership.

NAMING RIGHTS: Currently there is no naming rights partner for the new Meadowlands Stadium. The Giants and Jets had naming rights negotiations with the German financial services firm Allianz. The negotiations caused a large controversy in the New York area over the firms Nazi ties, which included insuring concentration camps and refusing to pay claims owed to Jewish clients. The two sides were in talks for Allianz to pay between \$25 million to \$30 million a year for naming rights to the new stadium. The negotiations ended after widespread public outcry. It is believed that an eventual naming rights agreement would break the current record of \$20 million.

Verizon has joined MetLife Inc. and Anheuser-Busch as one of four cornerstone sponsor of the new Meadowland Stadium. As a cornerstone sponsor each of the companies will have exclusive naming rights to one of the four main entrances of the stadium and one of the four main scoreboards.

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): \$1,170

Percent Change From Last Year: +0%

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](#)

New Stadium: New Meadowlands Stadium

Date Built: 2010

Facility Cost (millions): \$1,600

Percentage of Stadium Publicly Financed: 0%

Facility Financing: Financed jointly by the New York Giants and New York Jets.

[Facility Website](#)

UPDATE: The new Meadowlands Stadium is on pace to be completed before the start of the 2010 season. The New York Giants and New York Jets will each play in the stadium and the two teams are sharing the \$1.6 billion cost of construction. The 82,500 seat stadium will feature 200 suites, 9,200 club seats, an interior structure twice the size of Giants Stadium, an outer skin of aluminum louvers, and interior lighting that will switch colors depending on which team is playing. This is a welcomed feature for Jets fans after years of playing in Giants Stadium. The stadium will be surrounded by a security perimeter 100 feet to 150 feet wide, with an exterior wall that will be blast-resistant. The lease term for each team is 25 years, with options that can extend it to 97 years. If one team leaves, the other is forced to remain for the remainder of the lease. This clause is designed for the Jets in the event that they decide to move into their own stadium. Based on the high cost of the new facility and the neutral nature of the stadium compared to Giants Stadium this appears unlikely. A brand new rail facility is planned for the Meadowlands that will provide fans an additional transit option to attend events at the Meadowlands.

The Jets announced that they would be charging between \$4,000 to \$25,000 for personal seat licenses, (PSL) giving fans the right to buy season tickets on the lower level and club level of the new Meadowlands Stadium. PSLs will be required for 55,500 out of the 82,500 seats. The Jets are the first NFL team to hold an auction for 2,000 of the most desirable seats in the Coach's

Club section. Only 620 PSLs were sold for an average of \$26,000 per PSL, with a pair of PSLs going for \$200,000 a piece. A ticket in the Coach's Club section will cost \$700 a game, but give fans on-field access behind the Jets bench, a VIP entrance, food and drink, and a live view of the postgame news conference. The team is not requiring a PSL for upper level seats. The move was seen as a fan friendly decision by Jets fans. The team is requiring a \$500 a seat deposit on season tickets for the new stadium.

Finally, the Jets moved into a new practice facility in Florham Park, New Jersey. The \$75 million Atlantic Health Jets Training Center opened in September 2008 and is substantially larger than their old facility. The Jets had previously held training camp at Hofstra University for the last 40 years, but will be moving training camp locations to SUNY Cortland.

NAMING RIGHTS: Currently there is no naming rights partner for the new Meadowlands Stadium. The Giants and Jets had naming rights negotiations with the German financial services firm Allianz. The negotiations caused a large controversy in the New York area over the firm's Nazi ties, which included insuring concentration camps and refusing to pay claims owed to Jewish clients. The two sides were in talks for Allianz to pay between \$25 million to \$30 million a year for naming rights to the new stadium. The negotiations ended after widespread public outcry. It is believed that an eventual naming rights agreement would break the current record of \$20 million.

Verizon has joined MetLife Inc. and Anheuser-Busch as one of four cornerstone sponsors of the new Meadowland Stadium. As a cornerstone sponsor each of the companies will have exclusive naming rights to one of the four main entrances of the stadium and one of the four main scoreboards.

Team: Oakland Raiders

Principal Owner: Al Davis

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$797

Percent Change From Last Year: -7%

Stadium: Oakland-Alameda 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: The Oakland Raiders have expressed their desire to remain in Oakland after pressure from the NFL to explore the possibility of sharing a stadium with the 49ers. The teams current lease at the Oakland-Alameda Coliseum expires in 2010. There are currently no plans for a new or remodeled stadium. The team's future at the Oakland-Alameda Coliseum after 2010 is unknown.

The Raiders entered into an agreement with Asian budget airline Air Asia to paint one of the their planes silver and black with the Raiders logo on the tailfin. It is an unusual sponsorship agreement given the fact that Air Asia does not serve the United States. The Raiders claim that the agreement will be a chance to enhance their brand globally. The agreement did not alter the teams long standing partnership with Hawaiian Airlines.

NAMING RIGHTS: In September 2009, McAfee elected to not renew its sponsorship agreement to the naming rights of Oakland-Alameda Coliseum, which reverted back to its original name. Network Associates brought the naming rights to the facility in 1998, transferring the rights to McAfee when the company changed its name in 2004. McAfee was paying \$1.3 million to the city/county Coliseum Commission for naming rights to the facility and an additional \$600,000 to \$7000 for sponsorships with the Raiders and A's. Premier Partnerships was retained to identify potential corporations who might enter into a naming rights agreement for the stadium.

Team: Philadelphia Eagles

Principal Owner: Jeffrey Lurie

Year Established: 1933

[Team Website](#)

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

Current Value (\$/Mil): \$1,123

Percent Change From Last Year: +1%

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](#)

UPDATE: The lengthy legal dispute between the Eagles and the city of Philadelphia came to an end. The eight year legal battle was over a 2001 Eagles preseason game at Veterans Stadium that was canceled because of poor field conditions with the stadium's notorious artificial turf. Each side claimed the other owed \$8 million. The Eagles were forced to pay the city \$3 million. The

Eagles gained national attention after firing a game-day employee after he made comments on Facebook regarding the loss of free agent safety Brian Dawkins to the Denver Broncos.

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): \$1,020

Percent Change From Last Year: +1%

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](#)

UPDATE: The Pittsburgh Steelers ownership has been restructured to comply with NFL rules. The NFL requires that the principle owner control 30% of the team. The five sons of Steelers founder Art Rooney Sr. had each owned a 16% stake in the franchise. Dan Rooney and Art Rooney II formed an investment group that is purchasing additional shares of the team to comply with NFL rules. The two are taking on \$250 million in debt financing to complete the purchase. The two brought in a number of investment partners including Legendary Pictures Chair Thomas Tull, Pilot Travel Centers President James Haslam III, and Ampco-Pittsburgh owners the Paul Family. To complete the sale Tim and Pat Rooney each sold their entire 16% stake and Art Rooney Jr. and John Rooney sold half of their 16% stake in the team. The NFL was actively seeking an ownership scenario that would insure Dan Rooney remained principal owner of the Steelers.

Dan Rooney, one of the NFL's most well respected and successful owners, was named the United States Ambassador to Ireland by President Barack Obama. With his new position as Ambassador, Rooney's son Art Rooney II is running the team. Art Rooney II has been the President of the Steelers for the past six years.

The Steelers and developer Continental Real Estate are seeking a three year extension to finish a brick courtyard at the North Shore entertainment complex next to Heinz Field. The Steelers are required to have the entertainment venue running by May 1, 2010 in compliance with an agreement with the Pittsburgh Stadium Authority. The Steelers want the delay because the state funding for the project was cut from \$4 million to \$2.5 million.

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): \$917

Percent Change From Last Year: +3%

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 are continuing their efforts to build a new stadium with a number of different locations being considered. A proposed plan to build a stadium in Chula Vista, south of San Diego, has been scrapped because of problems with the site. The Chargers are looking into the possibility of constructing a new stadium in Oceanside, California on the site of a drive-in movie theater. Two years ago the team dismissed a plan to construct a new stadium in the northern San Diego suburb. The location is attractive to the Charges because of its close proximity to Orange County and the large number of season ticket holders in the area. A proposed plan by a local developer to construct a new stadium next to Qualcomm Stadium was dismissed by both the Chargers and the city of San Diego because of the density of the location and high upfront costs of the plan. A proposal to build a stadium in downtown San Diego next to Petco Park has been discussed. The Chargers are interested in the site, because the existing infrastructure and amenities at the location would cut about \$300 million off construction costs. The problem with the plan is finding 30 acres that can be acquired without displacing people. The Chargers currently have a lease at Qualcomm Stadium through 2019.

The city of San Diego filed a breach of contract suit against the Chargers in January 2009, claiming the team owes the city more the \$170,000 for the use of Qualcomm Stadium in 2004. The lawsuit came as a surprise to the Chargers who cited a provision in the stadium lease

agreement that states that all disagreements between the two sides be decided through arbitration. The San Diego City Attorney reached a \$1.6 million settlement with the city's insurance company over revenue losses from a 2003 Chargers game that had to be relocated to Arizona because of wildfires in the area. The insurance company, Lexington Insurance, denied some of the claims associated with the loss of revenue, prompting the city of San Diego to file the breach of contract lawsuit.

The Chargers reached a two-year contract extension with Clear Channel Communications for radio broadcast rights for all preseason, regular season and playoff games. The team accepted lower broadcast rights fees in exchange for more advertising time to sell. It is believed that the Chargers were receiving between \$1 million and \$3 million annually for broadcast rights. That figure has now dropped into the low six figures, with the team hoping it can make up the difference by selling more advertising. The team has been in negotiations with the California Lottery about creating a Chargers themed scratch ticket. The team has also been in discussions with sponsors about placing a corporate logo on their practice jersey.

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): \$875

Percent Change From Last Year: +1%

Stadium: Candlestick 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: The San Francisco 49ers and the city of Santa Clara reached an agreement on a new \$937 million stadium. A public vote on the plan will be held in the spring of 2010, with a desired opening date of 2013. Santa Clara will contribute \$114 million towards the new stadium, far less than the 49ers had initially sought. The proposed stadium would be constructed on a parking lot next to the Great America theme park. The 68,500-seat outdoor stadium would feature 170 luxury suites, 8,000-9,000 club seats, and a green roof that would feature vegetation and solar panels. The 49ers have agreed to pay rent for the use of the land. Rent payments would start at \$180,000 in the first year and eventually escalate to \$1.5 million by the end of the 40-year lease

period. The NFL has stated that it would only contribute to the new stadium if the 49ers and the Raiders agreed to share the facility, which appears unlikely.

Cedar Fair, which owns the land prosed for the stadium and runs the Great America theme park could bring legal action if it cannot workout a deal with the city of Santa Clara and the 49ers. The theme park has concerns over losing the overflow parking lot. Additional hurdles for the proposal include an environmental impact study, public vote, and opposition from the city of San Francisco.

The 49ers are going to have new uniforms for the 2009 season. The uniforms are very similar to the ones worn by the team in the 1980's.

NAMING RIGHTS: Monster Park will once again be known as Candlestick Park. The team's naming-rights deal with Monster expired in June 2008. The Monster deal brought the team only \$700,000 a year, which is a relatively insignificant number for an NFL franchise. The 49ers also announced that the team will not seek a new naming-rights sponsor for the 48-year old stadium. Selling the naming rights to a new 49ers stadium is expected to net at least \$100 M and is a keystone to the financing of the new building.

Team: Seattle Seahawks

Principal Owner: Paul Allen

Year Established: 1976

[Team Website](#)

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

Current Value (\$/Mil): \$997

Percent Change From Last Year: -2%

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 and \$15 M from existing hotel-motel taxes.

[Facility Website](#)

UPDATE: The Seahawks opened the Virginia Mason Athletic Center, which serves as the teams headquarters and practice facility. The \$60 million facility located in Renton is the second largest in the NFL and features an indoor practice space, three outdoor fields, and state of the art facilities for players, coaches and front office personal. The Seahawks and Virginia Mason Medical Center reached a naming rights agreement for the practice facility, terms of the agreement were not disclosed.

In 2009, Quest Field became home to the MLS expansion Seattle Sounders. The team is utilizing the lower bowl of the stadium and placing a tarp on the upper deck. The team was forced to expand capacity from 28,000 to 32,000 during the season to meet the strong demand for tickets. Seahawks owner Paul Allen is one of the minority owners of the team.

NAMING RIGHTS: The Seahawks entered into a 15-year, \$75 M naming rights deal with Qwest Communications in June 2004. The deal includes the naming rights to both the stadium and the attached exhibition center.

Team: St. Louis Rams

Principal Owner: Chip Rosenbloom and Lucia Rodriguez

Year Established: 1937

[Team Website](#)

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

Current Value (\$/Mil): \$913

Percent Change From Last Year: -2%

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 St. Louis Regional Sports Authority. 50% of the debt is backed by the state through an annual general fund appropriation. The county backs 25% of the debt with proceeds from a 3.5% hotel/motel tax. The remaining 25% is backed by the city through convention center activities.

[Facility Website](#)

UPDATE: St. Louis Rams owners Chip Rosenbloom and Lucia Rodriguez have put the franchise up for sale. The owners retained Goldman Sach to help facilitate the sale of the team. Minority owner Stan Kroenke who has a 40% share of the team is prohibited from being the majority owner of the Rams unless he sells the Denver Nuggets and Colorado Avalanche. Potential buyers of the team include FedEx CEO and President Fred Smith and St. Louis Blues owner Dave Checketts. The NFL requires that any potential owner control a minimum 30% share of the team and allows only a portion of the money used to purchase the franchise to be borrowed.

A \$30 million renovation of the Edward Jones Done began in February 2009. The project includes new score and video boards, renovations to the Rams Club, and the creation of a premium club in the south end zone. Four luxury suites are being combined to create a super suite that will allow fans to purchase an individual game ticket but get the luxury suite experience. The renovations will be completed for the start of the 2009 season. The renovations are needed because the Ram's lease with the St. Louis Convention & Visitors Commission has a

provision that requires the Edwards Jones Dome be a top-tier facility by 2015. If this provision is not met the team will be able to opt out of the lease.

The Rams and American Airlines agreed to a three-year sponsorship deal that includes a practice jersey patch that will feature the airline's logo. The agreement also includes all of the Ram's charter airline travel, along with traditional in stadium signage.

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): \$1,085

Percent Change From Last Year: +3%

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: The Tampa Bay Buccaneers will play the New England Patriots at Wembley Stadium in London, England. This will be the third straight year a regular season NFL game has been played in London. The NFL has indicated that all 32 teams will play an overseas game. The game will replace a home game for the Buccaneers, who will be considered the home team. Buccaneers owner Malcolm Glazer, has ties to the United Kingdom. He is the owner of Manchester United Football Club.

A three year legal battle regarding security pat downs at Raymond James Stadium has come to an end. A high school civics teacher filed a lawsuit against the Buccaneers over the required pat downs administered before entering the stadium. The Plaintiff had won rulings in a Florida circuit court and U.S district court. The 11th Circuit Court of Appeals ruled in favor of the pat downs and the Supreme Court declined to hear the case. Since 2005, the NFL has required pat downs to take place at all games.

Raymond James Stadium was host of Super Bowl XLIII between the Pittsburgh Steelers and Arizona Cardinals.

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 April 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): \$1000

Percent Change From Last Year: +1%

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](#)

UPDATE: A \$3 per ticket tax is being purposed to help pay for improvements to LP Field. The tax would have to be approved by the state legislature and then by the Nashville Metro Council. The tax would generate between \$2.7 and \$3 million annually. The city of Nashville owns the stadium.

NAMING RIGHTS: The Louisiana-Pacific Corporation purchased the naming rights to the Titans stadium in June 2006. The stadium, which was formerly known as The Coliseum, is 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) : \$750 (1999)

Current Value (\$/Mil): \$1,550

Percent Change From Last Year: +1%

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: The Washington Redskins and the Virginia Lottery formed a partnership to offer a Redskins themed \$20 scratch ticket. In addition to monetary prizes, there will be a chance to win season tickets for 20 years, VIP game and travel experiences, and a luxury suite for 19 fans. The Redskins and Loudoun County agreed to a marketing partnership that will make the county the corporate home of the Washington Redskins. The county will pay the Redskins \$250,000 over two years in exchange for the county being able to use the Redskins to promote business and tourism. Additionally, the county will use the teams logo on promotional materials and on its website. The Redskins headquarters and practice facility are located in Loudoun County and the team is exploring the possibility of building its Hall of Fame in the county.

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.