

Sports Facility Reports



Sports Facility Reports, Volume 11, 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): \$919

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 facing a \$3 million budget deficit for the upcoming fiscal year. The budget deficit should not affect the \$16 million in bond obligations that are due this year for University of Phoenix Stadium. Additionally, state lawmakers have requested a special audit of AZSTA. The audit was requested in part because of a new concession contract that was awarded to Rojo Hospitality. Rojo Hospitality is a subsidiary of the Arizona Cardinals and is the Cardinals first venture into stadium concessions. The new concessions contract guarantees AZSTA an additional \$750,000 in additional revenue next year, and as part of the contract the Arizona Cardinals have agreed to loan AZSTA \$1 million.

AZSTA has filed a lawsuit against the Fiesta Bowl alleging that the game owes AZSTA more than \$400,000. The suit is for the recovery of money paid by AZSTA for game day operations that the AZSTA believes it has not been reimbursed for. The game day operations include the cost to operate and manage game day parking and the assembly of additional seating for the game.

Finally, the city of Glendale has asked the AZSTA to return more than \$600,000 that was part of a tax overpayment by a non-profit organization. It is assumed that this amount is for a supposed over payment on ticket price taxes by the Fiesta Bowl.

NAMING RIGHTS: In September 2006, the University of Phoenix purchased the naming rights to the stadium for \$154 Mil paid over 20 years.

Team: Atlanta Falcons

Principal Owner: Arthur Blank

Year Established: 1965

[Team Website](#)

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

Current Value (\$/Mil): \$831

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 Mil for the stadium. The remaining \$200 Mil 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: In October of 2009, Georgia World Congress Center Authority (GWCC), owner of the Georgia Dome, paid \$145,000 to Populous, a Kansas City based architecture firm, to develop a master plan for the Georgia Dome. With the Falcons interest in getting a new open-air stadium within the next decade, the GWCC is trying to determine how to improve the facility for future use. The GWCC has expressed a desire to keep the Falcons in downtown Atlanta. In April 2010, the Georgia Senate approved an extension of the hotel/motel tax from 2020 to 2050. The tax extension is contingent on the Atlanta Falcons building a new stadium on the GWCC campus. The Falcons' current lease with the Georgia Dome ends when the stadium bonds are paid off. The bonds should be paid off in 2018 or 2019. Additionally, GWCC believe that a new stadium would also help Atlanta possibly get an expansion Major League Soccer team.

GWCC renewed their security contract for the Georgia dome for an additional five years with Contemporary Services Corp (CSC).

NAMING RIGHTS: There is no current 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 million, including \$86 million in tax-exempt revenue bonds. The Ravens contributed \$5 million from PSL's. The Ravens will contribute an additional \$24 million over the 30-year lease.

[Facility Website](#)

UPDATE: The Maryland Stadium Authority (MSA) announced that it will borrow \$24 million to make improvements at Oriole park and M&T Stadium. Of the \$24 million, \$4 million will go to upgrading video boards and the video room at M&T Stadium. The loan will be paid off over the next 30 years from the revenue generated by a partnership between MSA and the Maryland lottery.

Following the success of last summer's World Football Challenge, the Ravens and MSA are looking to increase the number of international soccer matches played at M&T Stadium. In July 2010, Inter-Milan will play Manchester City at M&T Stadium. The long-term goal of increased international soccer at M&T Stadium is to potentially host World Cup soccer matches should the United States win a bid to host either the 2018 or 2022 World Cup.

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 (\$/Thou): \$25 (1959)

Current Value (\$/Mil): \$799

Percent Change From Last Year: -12%

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 million renovation completed for the 1999 season. Renovation financing included \$11 million a year for 5 years from additional luxury and club seat fees. The Bills received \$18 million over 6 years from the state as working capital and a \$2.9 million break in rent payments.

[Facility Website](#)

UPDATE: This off season, Ralph Wilson Stadium had \$1.5 million worth of repairs and improvements made to keep the stadium in operating condition. The project's total cost was slightly lower than the anticipated \$1.5 million. The project was awarded to five separate contractors to complete five separate tasks and the final cost was \$1.49 million.

In 2010, the Bills will play their third regular season game in as many years at the Rogers Centre in Toronto. The continued relationship between the Bills and the Rogers Centre generates an additional \$6 million in game day revenue for the Bills.

The Bills' efforts to increase sponsorship revenue are going well. Team sponsorship is expected to add an additional 115 to 125 new business partners for the 2010 season. The Bills and Pepsi Bottling Group (PBG) have renewed their agreement for Pepsi to be the official game day beverage at Ralph Wilson Stadium. The new agreement between PBG runs through the end of the 2012 season. Additionally, the Bills have signed a few new sponsorship agreements with Aspen Dental, Renewal by Anderson Windows, Power Trip energy drink, and Quick Lane Tire and Auto Centers.

Ticket prices at Ralph Wilson Stadium have increased for the 2010 season. Prices have increased for all seats, and the increases range from \$2 to \$10 per ticket. The new average seat price at Ralph Wilson Stadium has increased from \$51.24 to \$59.19.

Finally, Niagara Falls Transit Authority (NFTA) is discussing possibilities of discontinuing game day bus services to Ralph Wilson Stadium. NFTA loses about \$25,000 a season operating the bus services to Bills home games.

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 million. The city also made over \$10 million in public infrastructure improvements.

[Facility Website](#)

UPDATE: The Carolina Panthers have agreed to a 10-year contract with Sportservices to run the concessions at Bank of America Stadium. The Carolina Panthers had previously handled the concessions at Bank of America Stadium through a wholly owned subsidiary. The Agreement with Sportservices began in February 2010.

Also, the Carolina Panthers signed a three-year sponsorship agreement with the North Carolina based Krispy Kreme. The sponsorship agreement will include the right to sell Krispy Kreme products at Bank of America Stadium.

Bank of America Stadium hosted an exhibition soccer match between the Mexican and Iceland national soccer teams. The event drew over 63,000 fans to the stadium. The fans, primarily dressed in green, were mostly rooting for the Mexican National team. Carolina Panthers officials considered the exhibition a great success.

During the 2009 season, a recycling initiative that was aimed at the Carolina Panthers' tailgaters beat its planned goal for total amount of recycled material by more than 50%. The effort produced over 30 tons of recycling materials. In 2009, Bank of America Stadium recycled 31% of the waste it produced.

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 million 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 Chicago Bears and the Chicago Park District (CPD) have been discussing the conversion of the playing surface at Soldier Field from natural grass to an artificial infill surface. Currently, the playing surface for the 2010 season will remain natural grass. Chicago Bears' officials are waiting on a report by the NFL about infill playing surfaces and player injuries. Early reports indicated that artificial infill playing surfaces could be causing lower leg injuries. The discussion about changing the playing surface come after the CPD had to re-sod the natural grass playing surface at Soldier Field twice during the 2009 NFL season.

Additionally, Soldier Field will have an alcohol-free parking lot for the 2010 season. The alcohol-free lot is in response to fan requests for a more family-friendly tailgating environment at Bears games. The alcohol-free lot will have 100 parking spaces, and patrons found with alcohol in the lot could potentially lose parking privileges and game tickets.

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 million 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): \$905

Percent Change From Last Year: -5%

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

[Facility Website](#)

UPDATE: The Hamilton County Stadium Fund is in serious financial trouble. The Fund is facing deficits of up to \$14 million over the next two years. The Fund's main source of revenue is derived from a half-cent tax increase that was passed in 1996 to help fund Paul Brown Stadium for the Cincinnati Bengals and The Great American Ball Park for the Cincinnati Reds. The deficit is projected to increase to \$55 million by 2032 if nothing is changed.

The Cincinnati Bengals have come up with a plan to help the Fund reduce the current deficit problems. As part of the plan, the Bengals would agree to pay \$1 million over each of the next 5 years for rent on Paul Brown Stadium. Also, the Bengals would agree to pay for the \$2 million of improvements that are scheduled to take place after the 2011 season. Finally, the Bengals would release the fund from the Fund's obligation to pay the Bengals \$2.5 million per year for the final 9 years of the current lease (2018-2027). The Bengals plan would save the Hamilton County Stadium Fund about \$40 million over the life of the stadium lease.

The Bengals plan does come with some stipulation for the County though. The Bengals have requested that the County not increase taxes on game tickets and request that the county give up its use of a luxury box that is currently available to County employees. Additionally, the Bengals would ask the County to surrender all rights to future stadium naming rights revenue. Finally, the Bengals are asking for the County's help to persuade the City of Cincinnati to pay for a new indoor practice facility with proceeds from a city billboard tax.

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 couple of years 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 million. The private share was \$74 million, with the Browns contributing \$25 million from seat licensing. The NFL loaned \$50 million to the Browns from its stadium development fund.

[Facility Website](#)

UPDATE: The City of Cleveland is in the process of refinancing \$132 million in Cleveland Browns Stadium debt. The city is trying to take advantage of lower fixed interest rates to save money on the Stadium debt. The city is selling \$63.2 million of the debt to Bank of America Merrill Lynch at interest rates of 1.7% to 4.1%. The remainder of the \$132 million will be sold through private placement with the help of Wells Fargo. The Stadium debt is scheduled to mature in 2027.

Cleveland Browns Stadium has been the host of multiple sporting events in the early months of 2010. On April 17, Cleveland Browns Stadium hosted Cleveland's Golden Glove boxing tournament. Also, on May 22, the United States Women's National Soccer Team hosted a match against the German national team at the Stadium.

The Cleveland Browns have settled a negligence lawsuit filed by former player Joe Jurevicius. The financial terms were not disclosed and the Browns attorney said they would remain confidential.

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): \$1,800

Percent Change From Last Year: +2%

Stadium: Cowboys Stadium

Date Built: 2009

Facility Cost (\$/Mil): \$1,150

Percentage of Stadium Publicly Financed: 30%

Facility Financing: The Cowboys contributed around \$800 million. The Cowboys share came from: \$113 million in private bonds that will be repaid with a 10% ticket tax and \$3 parking fee; \$76 million loan from the NFL, \$348 million in a private bond offering led by Banc of America Securities; and a \$261 million contribution from owner Jerry Jones. The city of Arlington contributed \$325 million, 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 million.

[Facility Website](#)

UPDATE: The Dallas Cowboys have filed a lawsuit against ten luxury suite leaseholders for breach of contract. The leaseholders have put deposits of \$15,000 to \$210,000 for the lease rights to the suites and have refused to make further payments. As part of the lease agreement between the Cowboys and the leaseholders, if any payment is missed the entire cost of the twenty-year lease becomes due. The Cowboys are claiming that the ten leaseholders owe them \$83 million in fees for the twenty-year leases plus damages for lost game day revenue. The Cowboys are also seeking to recover attorneys' fees as part of the lawsuit. The Cowboys can rent the suites in question and the revenue from the rental of the suites will be used to offset the amount damages the leaseholders owe the Cowboys.

Architel Holdings, one of the leaseholders who the Cowboys are suing, has filed a counter claim in state court. The counterclaim alleges that the cowboys re-leased the luxury suite in question for the 2009 season. Additionally, the suit alleges that the Cowboys luxury suite sales representative made false representations to Architel in order to get a lease agreement signed. Architel claims that the sales representative made allegations that the suite was the last luxury suite available and that she would assist them in finding additional investors to try and off set the costs of the suite.

Dallas Cowboys Owner, Jerry Jones, has said that he eventually wants to hold up to 200 events per year at Cowboy Stadium. This year the facility has hosted the NBA All-Star Game, multiple concerts, a Boxing title fight between Manny Pacquiao and Joshua Clottey, and a Professional Bull Riders Association event. This summer, Cowboys Stadium will host the Cowboys Tennis Classic.

Finally, UFC President Dana White has said that the UFC will definitely come to Cowboys Stadium. White has said that he wants to sell the Stadium out for the event and needs to determine the best fight line-up to try and accomplish his goal.

NAMING RIGHTS: The Cowboys have been unable to find a naming rights partner for the new stadium, but Jerry Jones and the Cowboys will continue to look. 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 million, while a 0.1% sales tax on retail sales financed the remainder of the stadium. The new stadium's cost was capped at \$364 million, while the taxpayers share was capped at \$266 million.

[Facility Website](#)

UPDATE: The Broncos reduced prices of club level seats at Invesco Field during the middle of the 2009 season. The move turned a few heads around the NFL because at the time the Broncos were 5-0. The move was made as a sign of goodwill by the team to help season ticket holders during the current economic downturn. Tickets in the club level were reduced by 15 to 24%.

The University of Colorado and Colorado State University have agreed to extend their agreement with Invesco Field to host the annual rivalry game between the two schools. The new agreement means the game will be played at Invesco Field through the 2019 season.

NAMING RIGHTS: Invesco paid \$60 million for the name Invesco Field at Mile High with an additional \$60 million provided for other in-stadium promotional rights. The current deal was inked in 2001 and pays an average of \$6 million annually, expiring in 2021. The team and the state split the proceeds from the \$120 million 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): \$817

Percent Change From Last Year: -6%

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 million towards construction costs. The team paid for the other 49% of the costs: \$45 million came from the Downtown Development Authority, \$70 million came from the Lions, and \$50 million came from corporate contributions.

[Facility Website](#)

UPDATE: For the second straight season, the Detroit Lions will reduce ticket prices for season ticket holders. The Lions failed to sell out half of their games in the 2009 season. Total attendance at Ford field ranked 31st out of 32 NFL franchises.

Ford Field hosted the 2010 Frozen Four NCAA Men's Hockey championships. The national title game between Boston College and the University of Wisconsin set a record for largest indoor crowd to watch a hockey game. The attendance was 37,592 for the championship game that Boston College won.

NAMING RIGHTS: Ford Motor Company is paying \$40 million 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 (\$/MIL): \$.960 (\$295 M for renovation)

Percentage of Stadium Publicly Financed: 100% (57% of 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 million 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 million through a 0.5% sales tax. Private funding totaled \$126 million and came from seat licenses (\$92.5 million), public stock offering (\$20.5 million) and a loan from the NFL (\$13 million).

[Facility Website](#)

UPDATE: Sales tax revenue from the 0.5% sales tax increase to help pay for Lambeau Field Stadium debt has been lower than projected for the first few months of 2010. The Green Bay/Brown County Professional Football Stadium District still predicts that the \$297 million of debt used to finance the 2003 stadium renovations will be retired by the end of 2011.

Next season, Lambeau Field will be smoke-free to comply with the State of Wisconsin non-smoking laws. Additionally, the Green Bay packers have increased season ticket prices for the first time since the start of the 2007 season. Season ticket prices will increase \$8 to \$11 per seat.

The Green Bay Packers are discussing different options for additional Lambeau Field expansion. The Packers have reached out to the community and have held focus groups to come up with new ideas for potential expansion at Lambeau. One of the ideas is to add standing room only sections at Lambeau Field.

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 2010, the naming rights have not 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 million toward construction of Reliant Stadium. This portion was made up of \$50 M in personal seat licenses, \$10 million from parking and ticket taxes for other events, and \$50 million from team ownership. Public financing amounted to \$237 million through a hotel and rental car tax.

[Facility Website](#)

UPDATE: The Harris County-Houston Sports Authority is in major financial trouble. The Authority, which operates Reliant Stadium, must pay \$117 million over the next five years after JP Morgan Chase demanded an accelerated payment on variable interest rate stadium bonds. The Authority also owes US Bank AG \$20 million. These financial problems will increase the Authority's operating expenses by \$20 million in each of the next two years. Furthermore, the Authority will need an additional \$7 million from taxpayers to bridge the deficit in an attempt to secure refinancing for the outstanding stadium debt. The financial troubles are related to \$1 billion in taxpayer approved stadium bonds that were used to pay for Reliant Stadium, the Toyota Center, and Minute Maid Park.

Reliant Stadium hosted the 2010 MLS All-Star game this summer. Also, Reliant Stadium is the Host for the 2011 NCAA Men's Final Four.

NAMING RIGHTS: In 2002, Reliant Energy bought the naming rights to the stadium for more than \$300 million. The deal is the highest paying naming rights agreement in the NFL. The deal expires in 2032 and averages an annual \$10 million 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 ten counties that surround Indianapolis is being used. Marion County will add an additional 1% tax to the original 1% it already paid for the RCA Dome.

[Facility Website](#)

UPDATE: The Capital Improvement Board (CIB), which operates Lucas Oil Stadium, has overcome last years financial troubles. CIB cut roughly \$34 million from its operating budget and secured new streams of revenue from the city and the state. With the cuts and additional revenue CIB has been able to erase an operating deficit that caused the financial trouble. The City of Indianapolis and the CIB are poised to take control of operations for Conseco Field house from the Indiana Pacers. With the CIB now financially stable, CIB will likely take on nearly \$15 million in operating expenses for Conseco Field house.

Centerplate, the company that operates the concessions at Lucas Oil Stadium, had 42 health violations last season and was fined \$3,900. Centerplate management has assured the Colts and CIB that the problems have been taken care of and will not occur again.

Lucas Oil Stadium will be the host of the 2012 Super Bowl and is already campaigning to host the first ever Big Ten football championship game in 2011.

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

The Colts secured 14 founding partners for the \$750 million 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 million annually. The combined value of those agreements exceeds Lucas Oil's \$121.5 million naming-rights deal for the building.

Team: Jacksonville Jaguars

Principal Owner: J. Wayne Weaver

Year Established: 1993

[Team Website](#)

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

Current Value (\$/Mil): \$725

Percent Change From Last Year: -16%

Stadium: Jacksonville Municipal Stadium

Date Built: 1946 (renovated in 1995)

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

Percentage of Stadium Publicly Financed: 90%

Facility Financing: 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 are making extensive efforts to save football in Jacksonville. The Jaguars have begun a major campaign to increase season ticket sales. Season ticket packages have been reduced in price and new financing options are available for Jaguar fans. Wayne Weaver, owner of the Jaguars, said that people need to fill the seats at Jacksonville Municipal Stadium or moving the team might be the only option.

NAMING RIGHTS: As of June 2010, the City of Jacksonville and the Jaguars have not found a naming rights partner for Jacksonville Municipal 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): \$965

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 million county bond issue that also funded the neighboring Kauffman Stadium. Many public improvements have been made, while

the team paid for the addition of luxury boxes. Jackson County is paying \$250 million for the renovation of Arrowhead Stadium and the Chiefs are contributing \$125 million.

[Facility Website](#)

UPDATE: The \$375 million in renovations are complete and the newly improved Arrowhead Stadium opened prior to the start of the 2010 season. The Chiefs are still attempting to sell the naming rights to Arrowhead Stadium and have not yet found a sponsor.

The Missouri legislature is trying to pass legislation that would punish the St. Louis Rams and Kansas City Chiefs if their home games are blacked out. The legislation would limit state funding for the teams when their games are blacked out in local markets. The purpose of the legislation is to try and get the NFL to change its blackout policy, which the Missouri legislature believes is not fair to fans or local businesses.

The Kansas City Chiefs have settled a lawsuit with a fan who was assaulted in Arrowhead Stadium's parking lot following a 2005 home game against the Raiders. Financial terms were not disclosed.

NAMING RIGHTS: The Chiefs are still pursuing a naming rights agreement for Arrowhead 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: Sun Life 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, owner of the Miami Dolphins and Sun Life Stadium, has reached a new deal for naming rights with Sun Life Financial. The deal was in place for the Super Bowl and Pro Bowl that were hosted this year by Sun Life Stadium.

The NFL has made it clear that in order to keep receiving Super Bowl bids, Sun Life Stadium must make multiple improvements to the stadium. This spring, the Dolphins dropped a campaign to get more public financing for improvements to Sun Life Stadium. The Dolphins still made a bid for the 2014 game that was won by New York/New Jersey, in the new Meadowlands Stadium.

The Dolphins and Sun Life Stadium have hired Republica, a Miami based advertising agency, as their marketing agency. Republica will be in charge of branding, marketing, and advertising for the Dolphins and Sun Life Stadium.

Stephen Ross has announced that he will be adding an additional 20,000 Kangaroo TVs for use at Sun Life Stadium next season. Kangaroo TV is a hand-held portable device that allows fans to watch multiple angles of instant replays during games. Stephen Ross purchased Kangaroo TV in December of 2009.

Finally, The Miami Dolphins have refinanced \$235 million of stadium debt. It is believed that the move was made as a precaution in case of an NFL lockout in 2011.

NAMING RIGHTS: In January 2010, the Dolphins signed a five year contract with Sun Life Financial for the naming rights to the stadium. The contract will pay \$7.5million per year to have the stadium be known as Sun Life Stadium.

Team: Minnesota Vikings

Principal Owner: Zygmunt "Zygi" Wilf

Year Established: 1961

[Team Website](#)

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

Current Value (\$/Mil): \$8774

Percent Change From Last Year: -7%

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

[Facility Website](#)

UPDATE: In November 2009, the Vikings rejected a proposal to extend the current lease agreement with the Metrodome. The Vikings current lease on the Metrodome ends after the 2011 season.

The Vikings have been disappointed in the progress lawmakers have made in attempts to get a new publicly funded stadium approved. The state legislature voted against a proposal for a new \$750 million stadium that would have been built on the current site of the Metrodome. The Vikings made it clear that a proposal for a new stadium must be approved during the 2011 legislative session.

The Vikings are trying to increase revenue from the Metrodome. The Team has renewed agreements with Minnesota's Army National Guard and Caribou Coffee as official gate sponsors at the Metrodome. In addition, the Vikings are placing a 2,000 square foot Mall of America Field sign on the roof of the Metrodome. Also, the Vikings have announced they will be opening a new Gridiron Club on the top floor of the administrative building that is adjacent to the Metrodome.

The Metrodome is replacing the 6-year-old artificial field and remodeling the old Twins ticket office. The old Twins ticket office will be turned into the Vikings ticket office and a hospitality suite. Both projects were completed prior to the start of the 2010 NFL season.

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 million stadium itself.

[Facility Website](#)

UPDATE: Patriots Owner, Robert Kraft, announced new improvements to Gillette Stadium's video systems for the 2010 season. The Patriots will be adding High-Definition video boards in

each end zone. Patriots' officials believe that aside from the scoreboard in Dallas the new screens will be the biggest in the NFL. Additionally, Daktronics will be installing a new scoreboard system for Gillette Stadium.

Along with the video improvements, the newest product from FieldTruf was installed as the playing surface for Patriots and New England Revolution games. The new surface, Duraspine PRO, is supposed to have the most realistic characteristics of any artificial surface available.

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 million that CMGI agreed to in 2000, with estimates at \$120 million 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): \$955

Percent Change From Last Year: +1%

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 million bond issue, backed by a 4% hotel tax imposed in two parishes (counties). The state of Louisiana financed an \$85 million renovation of the Superdome.

[Facility Website](#)

UPDATE: The Louisiana legislature passed a bill that will authorize the Louisiana Department of Motor Vehicles to issue a Super Bowl Champion commemorative license plate. The \$25-a-year prestige license fee will directly fund the repayment of stadium debt and be used to offset operating expenses at the Superdome. The bill went into effect on July 1, 2010.

Work has begun on an \$87 million Superdome improvement project. The project will add 3,100 club level seats, 16 luxury suits, premium club lounges, and 43 new food and beverage stands at the Superdome. Work will be suspended during the 2010 football season and the entire project will be completed before the start of the 2011 NFL season. The project was approved to make New Orleans more attractive for Super Bowl bids. The Superdome will host the Super Bowl in 2013.

Finally, the Saints will be increasing ticket prices for the 2010 season. Ticket prices will increase \$7 to \$58 per seat.

NAMING RIGHTS: As of June 2010, 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: 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 opened on time 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 original 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. The new Meadowlands Rail Line will operate on event days and run from the brand new train station at the Meadowlands to the Hoboken terminal.

Both the Jets and Giants wanted to open the 2010 season with the first game played at New Meadowlands Stadium. The NFL scheduling committee decided the issue with a coin toss. After the coin toss, it was determined that the Giants will play the first regular season NFL game at new Meadowlands Stadium on the afternoon of September 12 and the Jets will play their season opener the following night on Monday Night Football.

The New Meadowlands Stadium was awarded the 2014 Super Bowl. The NFL owners voted to waive their previous rule requiring cities with outdoor stadiums to have at least an average temperature of 50 degrees in order to host the Super Bowl. The 2014 Super Bowl is projected to bring in over \$550 million in revenue to the New York/New Jersey area.

The New Meadowlands Stadium Company has signed an agreement with the Environmental Protection Agency (EPA) to make New Meadowlands Stadium one of the greenest sports facilities in the nation. The agreement includes plans that will reduce water use, air pollution, use of sustainable resources, improved recycling methods and waste management techniques. As part of the agreement, the New Meadowlands Stadium Company must submit reports to the EPA every six months.

The Giants have sold all but 1,500 seats in the new 82,500 seat stadium. For Giants games 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 Giants are confident that all the remaining seats and PSLs will be sold by the start of the 2010 season.

NAMING RIGHTS: Currently there is no naming rights partner for the New Meadowlands Stadium. On May 25, 2010, New York Jets Owner Woody Johnson said that the Jets and Giants were in negotiations with 2 or 3 international corporations to purchase the naming rights for New Meadowlands Stadium.

Pepsi has joined Verizon, 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: 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: 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 will open prior to 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 original 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. The new Meadowlands Rail Line will operate on event days and run from the brand new train station at the meadowlands to the Hoboken terminal.

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New Meadowlands Stadium Company, owner of the New Meadowlands Stadium, has reached an agreement with New Jersey Sports and Exposition Authority (NJSEA) to manage game day operations at the new stadium. NJSEA has been at the center of controversy surrounding spending of over \$1 million on seats for Jets and Giants games. The spending was announced after the NJSEA requested \$33 million in additional funding to cover its 2010 operating budget.

The Jets lowered 18,000 Personal Seat licenses (PSLs) by more than 50%. Of these seats 9,000 were still unsold when the announcement was made. This is the second time the Jets have lowered prices on particular sections of the PSLs for New Meadowlands stadium. Currently only 4,500 PSLs remain unsold. Unlike the Giants, the Jets are not requiring fans with season tickets in the upper deck to buy a PSL. As a result, the entire upper deck has been sold out for Jets games. The Jets Management and New Meadowlands Stadium Company are confident that all of the 4,500 remaining seats will be sold before the 2010 season begins.

NAMING RIGHTS: Currently there is no naming rights partner for the new Meadowlands Stadium. On May 25, 2010 New York Jets Owner, Woody Johnson said that the Jets and Giants were in negotiations with 2 or 3 international corporations to purchase the naming rights for New Meadowlands Stadium.

Pepsi has joined Verizon, 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): \$758

Percent Change From Last Year: -5%

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 Oakland-Alameda Coliseum.

[Facility Website](#)

UPDATE: The Oakland-Alameda County Coliseum Commission (OACCC) announced that it has come to an agreement to extend the Oakland Raiders lease with the facility through the 2013 season. The agreement shows the Raiders desire to stay in the Oakland area. OACCC has signed off on a feasibility study that will cost \$125,000. The study will investigate potential sites for a new stadium for the Raiders, cost estimates for a new stadium, financing options for a new stadium, and a timeline for the completion of a new stadium. In addition to the investigation for a new stadium, the study will investigate the potential economic impact of the Raiders leaving Oakland.

The Raiders have agreed to a multi-year renewal of their sponsorship agreement with Bud Light. Bud Light is the presenting sponsor of Raiderville at Oakland-Alameda County Coliseum.

NAMING RIGHTS: The Oakland-Alameda County Coliseum Commission is still trying to identify potential naming rights partners for the Coliseum.

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 million from the city, \$482 million from the two teams, and \$170 million from the state. The Eagles contributed \$310 million for Lincoln Financial Field.

[Facility Website](#)

UPDATE: Lincoln Financial Field hosted numerous sporting events during the 2010 NFL offseason. The Philadelphia Union soccer team (MLS) used Lincoln Financial Field before their new Stadium, PPL Park, in Chester was completed. In May 2010, Lincoln Financial Field hosted the Philadelphia All-City football game and an exhibition soccer match between the U.S. national team and the Turkish national team. In June 2010, Lincoln Financial Field hosted Monster Jam, a monster truck rally.

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

Team: Pittsburgh Steelers

Principal Owner: Daniel Rooney

Year Established: 1933

[Team Website](#)

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

Current Value (\$/Mil): \$996

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 million for the stadium, the State provided \$75 million, and the rest came from the Allegheny Regional Asset District, which administered a 1% county sales tax.

[Facility Website](#)

UPDATE: The Steelers and developer Continental Real Estate started construction of a \$12 million entertainment complex located between Heinz Field and PNC park. The complex will feature both indoor and outdoor concert venues. The indoor venue will have a capacity of 2,500 people and the outdoor facility will have a capacity of 5,000 people. The project was supposed to be completed before May of 2010, but economic conditions and a reduction in government funding slowed the project schedule. The outdoor facility opened before the 2010 NFL regular season and the indoor facility should open in October. The Steelers and Continental Real Estate will be co-owners of the entertainment complex. The Steelers and Continental hope to host as many as 100 events a year at the new complex.

Heinz field will host the 2011 edition of the NHL Winter Classic. The game between the Pittsburgh Penguins and Washington Capitals will take place on January 1, 2011.

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 million.

Team: San Diego Chargers

Principal Owner: Alex Spanos

Year Established: 1960

[Team Website](#)

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

Current Value (\$/Mil): \$907

Percent Change From Last Year: -7%

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 million bond to finance construction.

[Facility Website](#)

UPDATE: The Chargers, in their continuing efforts to build a new stadium, have released the first architectural renderings of a proposed \$800 million downtown stadium. City Centre Development Corp., San Diego's downtown development arm, is considering a \$500,000 feasibility study to investigate the possibility of a new stadium in downtown San Diego. On June

24, 2010, San Diego approved the \$500,000 study. The Chargers are looking for public financing to help cover construction costs, but the stadium will be a privately owned facility. The Chargers are seeking as much as \$600 million in public financing.

The Chargers have agreed to add an additional year to their current lease with Qualcomm Stadium. The new lease will run through the 2020 season. The team has an option to vacate the lease every year from February 1 to May 1. If the team decides to vacate the lease they will be forced to pay a termination fee. The termination fee decreases in cost every year; the termination fee for 2010 is \$54.6 million and in 2011 the fee is \$25.8 million.

Qualcomm Stadium needs additional safety upgrades before the upcoming season. OSHA is mandating these safety improvements after a Qualcomm Stadium employee died during the 2009 season. The employee fell from one of the coaching boxes to the seats below.

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): \$925

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 are continuing to work towards an agreement on a new \$937 million stadium. Santa Clara voters approved public funding of \$114 million towards the new stadium. The proposed stadium would be constructed on a parking lot next to a Great America theme park. The 68,500-seat outdoor stadium would feature three levels, have 150 luxury suite, and have 9,000 club level seats. The 49ers still have to come up with \$500 million in financing before the project can move forward. The 49ers hope to break ground in 2012 with a completion date set for the beginning of the 2014 season.

The NFL has expressed that they would like the 49ers and the Oakland Raiders to share the proposed Santa Clara stadium. No negotiations have taken place between the 49ers and the

Raiders. The NFL 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 proposed for the stadium and runs the Great America theme park, has filed a lawsuit against the city of Santa Clara in reaction to the proposed stadium. 49ers officials have refrained from commenting on the lawsuit.

The City of San Francisco is not giving up hope of keeping the 49ers in the city. Mayor Gavin Newsom made it clear that the city is still developing a plan for a new stadium in the Hunters Point Shipyard redevelopment. Former 49ers president, Carmen Policy, has been hired by the city as a consultant for the potential stadium project. According to Policy, there are numerous hurdles that the 49ers must get over before the Santa Clara project is finalized, and when the project falls apart San Francisco will be waiting.

The 49ers lease with Candlestick Park expires at the end of the 2013 season.

NAMING RIGHTS: The search for a corporate naming sponsor for Candlestick Park has been very slow. If a naming sponsor is found, 50% of the money would go to a youth recreational fund. Naming rights are a concern for the proposed Santa Clara stadium as well. The market has been slow for naming rights partners with other new stadiums, most notably new Cowboy Stadium and new Meadowlands Stadium. Both facilities have yet to secure a name sponsor for their stadiums.

Team: Seattle Seahawks

Principal Owner: Paul Allen

Year Established: 1976

[Team Website](#)

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

Current Value (\$/Mil): \$989

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

[Facility Website](#)

UPDATE: Qwest Field hosted the 2009 MLS Cup in November 2009. After a successful first season, the MLS Seattle Sounders, who share Qwest Field with the Seattle Seahawks, have

capped ticket sales for the 2010 season at 32,000 seats. The full stadium capacity of 67,000 seats was used in three international soccer matches held at Qwest field in the 2010 NFL off-season.

The Seattle Seahawks and Sounders announced a three-year sponsorship agreement with Top-Pot doughnuts. As part of the agreement Top-Pot, a local business, will be the official doughnut and coffee provider for Qwest Field and Qwest event center.

NAMING RIGHTS: Qwest field could soon become CenturyTel Stadium. CenturyTel Inc. purchased Qwest in a \$10.6 billion stock swap. CenturyTel President & CEO, Glen Post, said that he is not sure which name the company will continue with after the acquisition. The Seahawks entered into a 15-year, \$75 million 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): \$779

Percent Change From Last Year: -15%

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 million 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 minority owner, Stan Kroenke, who owns a 40% share of the team, has exercised his first right of refusal and agreed to buy the remaining 60% of the Rams. Kroenke had 60 days to exercise his first right of refusal after a deal was made in principal between majority owners Chip Rosenbloom and Lucia Rodriguez to sell their interest to Illinois businessman Shahid Khan. Kroenke now has to overcome some logistical problems with the NFL's cross ownership ban. Kroenke is also the owner of the NBA Denver Nuggets and the NHL Colorado Avalanche. Kroenke has made it clear that he wants to keep the other two teams in his family. The NFL and its owners are trying to work out a way to fast track the final sale of the Rams. To comply with the NFL cross-ownership ban Kroenke will most likely transfer

ownership of the Nuggets and Avalanche to his wife or his son. Kroenke initially purchased his 40% share of the Rams in 1995 for \$80 million.

Prior to the 2009 season, \$30 million in stadium improvements were completed at the Edward Jones Dome. The project included new score and video boards, renovations to the Rams Club, and the creation of a premium club in the south end zone. Renovations for next year will include new natural grass that can be removed on pallets and moved off the Edward Jones Dome floor.. This is a major improvement over the current playing surface. The renovations are needed because the Rams' 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 remainder of the lease.

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 million.

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: For the second year in a row, the Buccaneers are lowering ticket prices for fans. The Buccaneers are hoping that the lower ticket prices can help them avoid TV blackouts next season. Under NFL rules if a game is not sold out 72 hours before kick-off the game cannot be shown on local television. Game tickets will be sold for as low as \$37 for adults, and \$25 for youths (16 and under).

NAMING RIGHTS: Raymond James Financial bought the naming rights to Raymond James Stadium in 1998. The initial deal paid \$32.5 million over a 13-year period expiring 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): \$994

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 million in bonds that are repaid through sales taxes generated by the facility.

[Facility Website](#)

UPDATE: The Nashville area was devastated by flooding in early May 2010. The playing surface at LP field was under water during the flooding. After the water receded, the damage to LP Field was determined to be less than originally estimated. Nashville Sports Authority unanimously voted to fast track repairs to LP field on May 18. The repairs were completed by the start of the CMA music festival on June 10th. Titans' officials believe they will have to re-sod the playing surface prior to the upcoming season.

Titans Owner, Bud Adams, and the NFLPA have donated \$400,000 to the middle Tennessee Disaster Relief and the Red Cross. The donations were made to aid the victims of the flooding.

The Nashville Metro Council voted in the fall of 2009 to add a \$2 per ticket tax on events at LP field. The tax will be applied to all events at LP field starting in 2010. The tax will expire in 2020. The Metro Council believes that the tax will raise between \$20 million and \$25 million over the next ten years. Revenue from the tax will be used to fund improvement projects at LP Field. The City of Nashville also contributes \$1 million annually for capital improvements to the city owned 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 million 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: +0%

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 million for infrastructure improvements.

[Facility Website](#)

UPDATE: The Washington Redskins announced \$20 million in upgrades to FedEx Field for the start of the 2010 season. The upgrades will include two 30 x 100 foot High-definition video boards, along with ten new video screens in the lower bowl of the stadium.

In the fall of 2009, Redskins Chief Marketing Officer, Mitch Gersh, announced a plan to increase non-NFL events at FedEx Field. Currently the stadium has attracted multiple college football games, concerts, and soccer matches. The events include Virginia Tech v. Boise State in 2010, Maryland v. Notre Dame in 2011, the Army-Navy game in 2012, DC United v. Real Madrid, and concerts featuring U2 and Paul McCartney. Additionally, it is rumored that either the 2013 or 2014 NHL Winter Classic could be held at FedEx Field. The Redskins hope that the additional events are an added bonus for season ticket holders, who get first opportunity to purchase tickets to the these events.

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