



## NATIONAL FOOTBALL LEAGUE

{Appendix 3, to [Sports Facility Reports, Volume 12](#)}

*Research completed as of July 27, 2011*

### **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:** 0%

**Stadium:** University of Phoenix Stadium

**Date Built:** 2006

**Facility Cost (\$/Mil):** \$455

**Percentage of Stadium Publicly Financed:** 76%

**Facility Financing:** The Arizona Sports & Tourism Authority contributed \$346 million, 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 million. The Cardinals purchased the land for the stadium for \$18.5 million.

[Facility Website](#)

**UPDATE:** The City of Glendale and the Arizona Cardinals are making a pitch to the NFL about the possibility of hosting the 2015 Super Bowl. The city has agreed to pursue the option, and the team has agreed to assist in the effort.

Stadium authorities found some structural roof damage after the 2011 BCS National Championship Game between the Auburn Tigers and the Oregon Ducks. Repairs are currently taking place at an estimated cost of \$4-5 million. The BCS National Championship game rotates to different venues on a yearly basis and will not be held at the University of Phoenix Stadium again until 2016.

It has also been reported that the 2011 BCS National Championship generated \$354.6 million for Arizona's economy.

**NAMING RIGHTS:** The University of Phoenix acquired the naming rights to the stadium in 2006. The deal is worth \$154.5 million over 20 years and is set to expire in 2027.

## **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:** 0%

**Stadium:** Georgia Dome

**Date Built:** 1992

**Facility Cost (\$/Mil):** \$214

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The state legislature authorized donation of the land valued at \$14 million for the stadium. The remaining \$200 million 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:** After the NFL lockout ended in July 2011, the Atlanta Falcons discussed plans for an open-air stadium. The new stadium would provide the Falcons an opportunity to sell more suites and control more of the revenue streams within the stadium. The team has entered into a Memorandum of Understanding with the Georgia World Congress Center Authority for the potential \$700 million open-air stadium in downtown Atlanta. The stadium could be open as soon as 2017 and would be built just more than a half-mile north of the Georgia Dome.

The 2011 NCAA football season will kick off at the Georgia Dome when the University of Georgia faces off against Boise State.

**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:** 0%

**Stadium:** M&T Stadium at Camden Yards

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$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 and will contribute an additional \$24 million over the 30-year lease.

[Facility Website](#)

**UPDATE:** The new video boards installed at M&T Stadium at Camden Yards have had great reviews since their installation. The loans for the \$4 million project are still being paid off from revenue generated through a partnership between The Maryland Stadium Authority (MSA) and the Maryland lottery.

In July 2011, M&T Stadium hosted Monster Jam, a monster truck rally event. The event featured street vehicles, quad vehicles with roll cages, and monster trucks.

On July 27, 2011, the Colonial Athletic Association hosted its 2011 Media Day at M&T Stadium. The live broadcast was the first of its kind at the NCAA Division 1 Football Championship level. It featured the league's coaches as well as select student athletes. The event gave fans and supporters an opportunity to interact with coaches and players from their favorite Colonial Athletic Association teams.

**NAMING RIGHTS:** In May 2003, M&T Bank reached an agreement with the Ravens that will pay an average of \$5 million a year for the next 15 years. The deal includes two 28×130-foot M&T signs 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):** \$779

**Percent Change From Last Year:** -2%

**Stadium:** Ralph Wilson Stadium

**Date Built:** 1973

**Facility Cost (\$/Mil):** \$22

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The stadium added more seats prior to the 1995 season and a \$63 million renovation was completed prior to the 1999 season. Renovation financing included \$11 million a year for five years from additional luxury and club seat fees. The Bills received \$18 million over six years from the state as working capital and a \$2.9 million break in rent payments.

[Facility Website](#)

**UPDATE:** In 2011, the Bills will play their second to last game at the Rogers Centre in Toronto, Canada. The current deal began in 2008 and is set to expire in 2012 unless the Buffalo Bills agree to return to Canada for one regular season game a year. In their efforts to appeal to Canadian NFL fans, the Bills games at the Rogers Centre can generate up to an additional \$6 million in game day revenue for the team.

In July 2011, the Bills had new turf installed at Ralph Wilson Stadium called "A-Turf Titan 50." The turf was installed by a local Buffalo company called A-Turf. Totaling over 86,000 square feet, the new turf will be state-of-the-art and is expected to have a 12-year life span. The project is expected to cost \$178,000 and is being paid for by Erie County taxpayers. One of the biggest changes fans will notice will be the new blue end zones, and the new turf system can drain up to 20-inches of water in one hour. The new turf needs minimal maintenance and will lead to reduced costs and greater foot traction and playability. In an effort to be green, the Bills are saving the old turf and will donate it to local nonprofit organizations and high schools.

**NAMING RIGHTS:** The stadium, originally called Rich Stadium, was renamed in 1998 for former Bills' owner Ralph Wilson, Sr., at the request of former 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:** 0%

**Stadium:** Bank of America Stadium

**Date Built:** 1996

**Facility Cost (\$/Mil):** \$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 for season tickets. The City of Charlotte donated the land for the stadium, which is valued at close to \$50 million. The city also made more than \$10 million in public infrastructure improvements.

[Facility Website](#)

**UPDATE:** The Carolina Panthers are in the second year of 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 Carolina Panthers are publicly discussing the eventual need for major renovations to Bank of America Stadium, or perhaps a replacement stadium. The Panthers believe that the organization is in the middle of a normal NFL stadium cycle and after 10 to 15 years major renovations need to take place or something new needs to be created. Panther's President Denny Morrison has discussed the possibility of a new stadium with Charlotte City Manager Curt Walton. The stadium idea is financially viable with more than 150 potential luxury boxes that could be sold along with 11,000 club seats. A new stadium could cost up to \$1 billion to build.

**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):** \$1,070

**Percent Change From Last Year:** -1%

**Stadium:** Soldier Field

**Date Built:** 1924

**Facility Cost (\$/Mil):** \$10; \$660 (2003 renovation)

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

**Facility Financing:** The stadium opened with 45,000 seats. The stadium was expanded to 100,000 seats and was dedicated to soldiers who fought in WWI in 1926. The stadium was reconstructed in 1979 by the Chicago Park District to add various amenities and boxes and a \$660 million renovation was completed in 2003. The financing for the renovation came mostly from taxpayers, with the Bears and the NFL contributing a combined \$250 million.

[Facility Website](#)

**UPDATE:** In 2011, Soldier Field hosted Manchester United F.C. against the MLS's Chicago Fire in an International Friendly. The Illinois High School Football Kick-Off will be held at Soldier Field on August 26, 2011, and the Northern Illinois University Huskies will host the University of Wisconsin Badgers football team on September 17, 2011.

The Bears were set to host Family Fest in early August 2011 but had to cancel because the turf was deemed unsafe for the players. The Bears had to refund more than 10,000 fans admission costs because of the turf problem.

The Bears are also considering a new turf after Soldier Field experienced several turf issues during the 2010 season. No other information has been released.

**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:** 0%

**Stadium:** Paul Brown Stadium

**Date Built:** 2000

**Facility Cost (\$/Mil):** \$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 that included revenues from personal seat licenses, a ticket surcharge, and nine years of rent payments.

[Facility Website](#)

**UPDATE:** The Bengals front office has recently stated its displeasure with the local government's handling of stadium funds and finances. Troy Blackburn, the Bengals Vice President stated that in the 15 years since the stadium deal was put in place, the local government took money intended for the stadium and spent it on other projects like highway projects, urban redevelopment projects, and enhanced funding for public schools.

The Bengals also are looking to Hamilton County to pay for a new instant replay system. The Bengals expect the system to cost \$307,000.

**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. Sponsors have been actively sought, but there has been no agreement as of July 2011.

## **Team: Cleveland Browns**

**Principal Owner:** Randy Lerner

**Year Established:** 1946

[Team Website](#)

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

**Current Value (\$/Mil):** \$1,020

**Percent Change From Last Year:** -1%

**Stadium:** Cleveland Browns Stadium

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$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 Cleveland Browns want taxpayers to lower the Browns' tax burden on choice parking space leased from the Cleveland-Cuyahoga County Port Authority. Initially, Cleveland cited the recent NFL lockout as a major reason for the tax breaks; however, the Port Authority Board declined to support tens of thousands of dollars in concessions. The Board stated that the Browns would not get a tax cut on the parking because the lease terms have remained unchanged for 15-plus years while the Browns' ticket prices have increased. The Board stated that the Browns were looking for pro-rated and discounted parking rates because the organization is not doing so well, and to grant them the cuts and discounts would be to encourage bad business practices and set bad precedent. The decline on the discounts sent the Browns future lease back into negotiations with a vote by the Port Authority Board to be taken in later summer of 2011. The current lease costs \$225,000, but construction of a new railway system will eliminate 1,150 parking spaces, leaving 3,878 spaces.

**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):** \$1,810

**Percent Change From Last Year:** +1%

**Stadium:** Cowboys Stadium

**Date Built:** 2009

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

**Percentage of Stadium Publicly Financed:** 30%

**Facility Financing:** The Cowboys contributed \$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; a \$76 million loan from the NFL; \$348 million in a private bond offerings led by Bank 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:** Cowboys Stadium had its fair share of structural problems during the 2010-11 NFL season. Several NFL teams complained that the jumbotron caused problems for teams punting the ball. The structure was hit several times during the season.

During the week of Super Bowl XLV, Cowboys Stadium experienced several structural issues. First, due to an unusual weather pattern across Texas, snow, sleet and ice coated the top of Cowboys Stadium. When temperatures rose, large chunks of ice slid off the structure and injured several people, including media crews.

In addition, more than 1,250 fans arrived at Cowboys Stadium and discovered that their temporary seats were declared unsafe by the fire authority and were either forced to watch the game from standing locations or be relocated. Several hundred people did not even gain access to the stadium and subsequently filed a lawsuit against Jerry Jones and the NFL for the loss of the opportunity to watch the game. The lawsuit has not been settled as of July 2011.

Cowboys Stadium also hosted the 2011 AT&T Cotton Bowl Classic where Louisiana State University defeated Texas A&M.

**NAMING RIGHTS:** The Cowboys have been unable to find a naming rights partner for the new stadium, but Jerry Jones and the Cowboys 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 situation. 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):** \$1,050

**Percent Change From Last Year:** -1%

**Stadium:** Invesco Field at Mile High

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$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 University of Colorado and Colorado State University played their first game at Invesco Field at Mile High after the two teams agreed to a lease with the stadium authority. The two teams will play their rivalry game at Invesco Field annually through the 2019 season.

In an effort to fill the stands at Invesco Field at Mile High, the Broncos are running special ticket promotions with Ticketmaster®. The 2011 promotion offered by the Broncos is for fans to get half-price tickets if they buy on certain days. The half-price tickets are required in the legislation that authorized the construction of Invesco Field at Mile High.

Invesco Field hosted American Idol auditions on July 29, 2011, as well as the Warped Tour concert series on August 5, 2011.

**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:** 0%

**Stadium:** Ford Field

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$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:** In December 2010, the NFL's Minnesota Vikings played a home game at Ford Field against the New York Giants after the Vikings' Metrodome's inflatable roof collapsed due to a rip in the roofing material caused by heavy snow.

In 2011, rock and country artist Kid Rock held his 40<sup>th</sup> birthday party at Ford "40" Field to kick off the tour of his new album Born Free. Ford Field also hosted two group stage matches of the 2011 CONCACAF Gold Cup Soccer Tournament in June 2011.

In July 2011, Ford Field was the host for the Mid-American Conference football Media Day. The event featured coaches and select players from MAC teams.

**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):** \$1,020

**Percent Change From Last Year:** +1%

**Stadium:** Lambeau Field

**Date Built:** 1957 (renovations from 2001-2003)

**Facility Cost (\$/Mil):** \$.960 (\$295 renovation 2001)

**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:** In June 2011, Lambeau Field hosted an outdoor concert for the first time ever, featuring Kenny Chesney and the Zac Brown Band. The stadium did not sell out; however, the field experienced some structural damage from the heavy machinery and set up for the concert. Although damage occurred, it did not affect any of the Packers' scheduled activities; Family Night took place on August 6<sup>th</sup>, 2011.

The Green Bay Packers are discussing different options for an additional Lambeau Field expansion. In May 2011, a top Green Bay Packers official stated that the team hopes to begin construction on an expansion of the south end-zone area at Lambeau Field after the 2012 Super Bowl. Jason Wied, the team's general counsel and vice president of administration, said consultants believe the franchise can add as many as 7,500 seats in the south end-zone area, which was left open when the team finished its \$295 million renovation in 2003. The project would take several years, and the Packers would play through the construction, which would slow the project.

The financing has not been finalized, but the Packers will likely finance the project on their own. The Packers would likely impose a user fee as they did for the last expansion project. Despite the recent NFL lockout, the Packers feel that now is the right time to move forward with the expansion. The Packers sell out every home game and the season ticket waiting list is more than 80,000. The Packers' goal is to create long-term viability of 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 August 2011, 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):** \$1,170

**Percent Change From Last Year:** +1%

**Stadium:** Reliant Stadium

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$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 million 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:** Reliant Stadium was supposed to host an NHL exhibition game between the Phoenix Coyotes and Dallas Stars, but the Stars called off the game because the cost of putting ice on the stadium ground was too expensive.

**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 payout of \$10 million.

## **Team: Indianapolis Colts**

**Principal Owner:** James Irsay

**Year Established:** 1946

[Team Website](#)

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

**Current Value (\$/Mil):** \$1,040

**Percent Change From Last Year:** +1%

**Stadium:** Lucas Oil Stadium

**Date Built:** 2008

**Facility Cost (\$/Mil):** \$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:** Lucas Oil Stadium will host the 2012 Super Bowl and the first ever Big Ten Football Championship game after the inaugural season following the 2010 conference realignment.

The visibility of the Indiana Football Hall of Fame at Lucas Oil Stadium will soon be more prominently featured within the stadium. The Hall of Fame will have a rotating display at the stadium that will feature Colts representatives on a permanent basis, as well as a rotation of different inductees and memorabilia from the Hall of Fame, which is located in Richmond. The money to make the Hall of Fame more prominent at the stadium will come from a Hall of Fame Golf Classic.

**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 a total of \$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:** 0%

**Stadium:** EverBank Field (formerly Jackson Municipal Stadium)

**Date Built:** 1946 (renovated in 1995)

**Facility Cost (\$/Mil):** \$130 (1995 renovation)

**Percentage of Stadium Publicly Financed:** 90%

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

[Facility Website](#)

**UPDATE:** The City of Jacksonville and the NFL's Jacksonville Jaguars are struggling economically. The Jaguars supposedly lost money during the 2010 NFL season, yet the city is allowing the Jaguars to keep their \$4 million share of the EverBank naming rights deal while the City of Jacksonville is \$65 million in debt. The city continues to court the Jaguars because the

Jaguars would likely relocate and the field would only be used by other tenants, leading the city to potentially lose even more money.

**NAMING RIGHTS:** EverBank, a privately owned company, paid \$16.6 million for a 5-year naming rights deal in 2010. The naming rights were purchased on the eve of Jaguars' training camp.

## **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:** 0%

**Stadium:** Arrowhead Stadium

**Date Built:** 1972

**Facility Cost (\$/Mil):** \$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 (MLB). Jackson County paid \$250 million for the renovation of Arrowhead Stadium, and the Chiefs contributed \$125 million for the 2010 renovations.

[Facility Website](#)

**UPDATE:** In summer 2011, the new Arrowhead Stadium hosted Kenny Chesney. The renovations from 2010 put Kansas City back on the map as a major venue and Kenny Chesney was the first artist on a list of major artists to consider a concert at Arrowhead Stadium in 2011.

The Chiefs recently took away a key perk to Arrowhead Stadium staff. Typically ticket takers and parking lot attendants at Arrowhead Stadium had the privilege of watching the game from inside the stadium after working; however, the Chiefs have taken away that privilege for the 2011 season. Employees are upset, but the Chiefs believe that this provided incentives for workers to leave their positions early and the Chiefs will also be able to sell more standing-room-only tickets.

**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):** \$1,020

**Percent Change From Last Year:** +1%

**Stadium:** Sun Life Stadium

**Date Built:** 1987

**Facility Cost (\$/Mil):** \$125

**Percentage of Stadium Publicly Financed:** 10%

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

[Facility Website](#)

**UPDATE:** In March 2011, Sun Life Stadium transformed into an aid relief center for the earthquake disaster in Japan. Volunteers spent days collecting cash, clothing, and other nonperishable goods to send overseas.

Sun Life Stadium, home of the BCS Orange Bowl, will host the BCS National Championship game in 2013. The Orange Bowl is on a rotating schedule with the Rose Bowl, the Sugar Bowl and the Fiesta Bowl as the host of the BCS National Championship game.

In early July 2011, the MLB's Florida Marlins, who share Sun Life Stadium with the Dolphins, closed the upper deck seating for the rest of the season. The Marlins have had trouble filling the seats all season and will no longer sell upper deck seats. The Marlins believe that moving the upper deck patrons below will create a better visual effect.

In July 2011, World Wrestling Entertainment announced that WrestleMania will be held at Sun Life Stadium. The event expects to sell out.

**NAMING RIGHTS:** In January 2010, the Dolphins signed a 5-year contract with Sun Life Financial for the naming rights to the stadium. The contract will pay \$7.5 million 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):** \$774

**Percent Change From Last Year:** 0%

**Stadium:** Hubert H. Humphrey Metrodome

**Date Built:** 1982

**Facility Cost (\$/Mil):** \$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 (MLB) for auxiliary facilities.

[Facility Website](#)

**UPDATE:** In December 2010, the roof on the Hubert H. Humphrey Metrodome collapsed during a massive snow storm. The weight of the snow on top of the dome punctured the roof, filling the stadium with snow. The roof collapse forced the Vikings to play their final home games at the NFL's Detroit Lions' Ford Field and the University of Minnesota Golden Gophers' brand new TCF Bank Stadium.

In July 2011, the roof was re-inflated ahead of schedule and the Vikings released a statement that the Metrodome will be ready for the 2011 season. However, as a result of the field being under water for a prolonged period of time, mold grew and the Metrodome will need new turf before the Vikings' season kicks off on August 27, 2011. Finances for the turf are still being worked out, but it will likely cost \$476,000.

The Metrodome is also receiving special consideration in the Minnesota Legislature this year. The Metrodome is an outdated stadium and debate has begun about whether the Vikings will stay in Minneapolis. A new arena is being built in California and the financing partners of the California stadium have shown a great deal of interest in the Vikings playing in California. The state legislature does not have the money to spend to build a new stadium, but recognizes that removing the Vikings from Minneapolis would have damaging effects on its economy. No decisions have been made as of August 2011.

**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):** \$1,370

**Percent Change From Last Year:** 0%

**Stadium:** Gillette Stadium

**Date Built:** 2002

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

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** The team paid for the \$325 million stadium itself.

[Facility Website](#)

**UPDATE:** Kenny Chesney performed at Gillette Stadium in June 2011 and will return for another concert on August 28, 2011.

The stadium turf was replaced prior to the 2010 season. Additionally, an extension has been considered on the Boston train line with one of the new stops being at Gillette Stadium, which could provide fans easier access to the stadium.

**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 valuing the deal 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:** 0%

**Stadium:** Louisiana Superdome

**Date Built:** 1975

**Facility Cost (\$/Mil):** \$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 Superdome was closed for an \$85 million renovation that completely modernized the facility. Renovations began in late January 2011 and concluded in late July 2011. Renovations include expansion of the plaza concourse, additional concession points of sale and restrooms on the plaza level, and replacement and reconfiguration of the east and west side plaza seating units, which will now offer 3,100 new seats. Also, the stadium will add three elevators and expand the exterior plaza gates A and C.

Premium lounges and a permanent grand staircase will be added. Also, a natural green vine wall will cover the ramps and sides of the grand staircase leading up to Gate C of the Superdome. Benches will be added on La Salle Street, under the green vine wall, for patrons to relax and enjoy the La Salle Street Square.

The Superdome will host the 2012 NCAA Men's Basketball Championship, the 2013 NCAA Women's Basketball Championship, and has also secured the 2013 Super Bowl.

**NAMING RIGHTS:** As of July 2011, the Saints have not secured 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 (\$/Mil):** \$1,600

**Percentage of Stadium Publicly Financed:** N/A

**Facility Financing:** Financed jointly by the New York Giants and the New York Jets (NFL).

[Facility Website](#)

**UPDATE:** MetLife is in advanced discussions with New Meadowlands Stadium to upgrade its corner sponsorship at the year-old facility to a full naming rights deal. Sources state that discussions have progressed to the point that other groups asking about naming rights have been told that the naming rights are no longer available. MetLife is currently paying \$7 million for its cornerstone deal, and the naming rights package being considered would average between \$17 million and \$18 million a year. MetLife bought the first cornerstone sponsorship in the new stadium.

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 more than \$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 and air pollution, increase the use of sustainable resources, and improve 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.

**NAMING RIGHTS:** Currently there is no naming rights partner for the New Meadowlands Stadium. Discussions with MetLife about a naming rights deal are underway, but nothing has been finalized.

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):** \$1,140

**Percent Change From Last Year:** 0%

**Stadium:** New Meadowlands Stadium

**Date Built:** 2010

**Facility Cost (\$/Mil):** \$1,600

**Percentage of Stadium Publicly Financed:** 0%

**Facility Financing:** Financed jointly by the New York Jets and the New York Giants (NFL).

[Facility Website](#)

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## **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:** O.co Coliseum

**Date Built:** 1966

**Facility Cost (\$/Mil):** \$25.5; \$197 (renovation in 1996)

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The city and county issued \$197 million in bonds in order to cover the cost of relocating the Raiders from Los Angeles to Oakland and to cover the renovation costs for O.co 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. OACCC has signed off on a feasibility study that will cost \$125,000. The study will investigate potential sites, cost estimates, financing options and a timeline for the completion of a new stadium for the Raiders. In addition to the investigation regarding a new stadium, the study will investigate the potential economic impact of the Raiders leaving Oakland.

The management of the facility is currently up for grabs. After 13 years of service, SMG will no longer manage the Coliseum. The municipality-owned and subsidized sports and entertainment complex, made up of the Oracle Arena and O.co Coliseum, will still be governed by the Oakland-Alameda County Coliseum Authority Board.

Given that Oakland will be in the Coliseum until after the 2013 season, the NFL's San Francisco 49ers and Oakland Raiders have finally bowed to the wishes of the NFL and have begun discussing a shared football stadium. This does not mean that the teams are locked into an agreement; however, all the parties involved stated that all options are being explored. The stadium would likely be in Santa Clara, California.

**NAMING RIGHTS:** In April 2011, Overstock.com purchased the naming rights to the Coliseum in a six year, \$1.2 million deal. The Coliseum was renamed O.co Coliseum in June.

## **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:** 0%

**Stadium:** Lincoln Financial Field

**Date Built:** 2003

**Facility Cost (\$/Mil):** \$512

**Percentage of Stadium Publicly Financed:** 39%

**Facility Financing:** The Phillies' (MLB) 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:** Kenny Chesney played Lincoln Financial on June 18, 2011, the fourth time he has performed there in five years.

In July 2011, Lincoln Financial Field hosted a Philadelphia Union (MLS) vs. Real Madrid C.F. professional soccer match.

**NAMING RIGHTS:** Lincoln Financial Group agreed to pay \$139.6 million over 20 years for the naming rights to the 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:** 0%

**Stadium:** Heinz Field

**Date Built:** 2001

**Facility Cost (\$/Mil):** \$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:** Heinz Field hosted the 2011 NHL Winter Classic. The game, which took place on January 1, 2011, was between the Pittsburgh Penguins and the Washington Capitals.

*The Dark Knight Rises*, the highly anticipated sequel to *The Dark Knight*, will include a sporting event of some type, which will be filmed at Heinz Field. Director Christopher Nolan is ramping up to shoot numerous scenes in August and September of 2011. On August 6, 2011, Heinz field was used to shoot scenes for the new movie. The scene involves 65,000 extras cheering for the Gotham Rogues as they took on their rivals, the Rapid City Monuments.

In summer 2011, Heinz Field hosted American Idol auditions, the Irish rock band U2, and country artist Kenny Chesney.

**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:** 0%

**Stadium:** Qualcomm Stadium

**Date Built:** 1967

**Facility Cost (\$/Mil):** \$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:** In 2011, Qualcomm Stadium hosted several major sporting events including many international soccer matches for teams such as Real Madrid C.F. The City of San Diego is still paying off the debt from the renovations to the stadium in 1997. The Chargers threatened to leave the city because the stadium was out-dated. The city contributed as much money as possible to renovate the field to keep the team in San Diego. Currently the stadium and the City of San Diego are facing the same problems with tenants they experienced prior to the 1997 renovations.

The Chargers, in their continuing efforts to build a new stadium, are in conflict with the city about a new stadium in downtown San Diego. The Chargers are looking for public financing to help cover construction cost, but the stadium will be privately owned. The last reported amount the Chargers were seeking for a stadium was \$600 million.

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 it will be forced to pay a termination fee. The termination fee decreases in cost every year; the termination fee for 2011 is \$25.8 million.

**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:** 0%

**Stadium:** Candlestick Park

**Date Built:** 1960

**Facility Cost (\$/Mil):** \$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:** Following the 2011 season, questions are expected to surround the future of the San Francisco 49ers and Candlestick Stadium. The 49ers were working toward an agreement on a new \$937 million stadium; however, the idea has fallen through. The plans were extensive as to what the new stadium would provide, but the 49ers were unable to move forward due to the inability to obtain proper financing.

The 49ers and the NFL's Oakland Raiders have finally bowed to the wishes of the NFL and have begun discussing a shared football stadium. Given that the Raiders and 49ers will be in their respective stadiums until 2013, plans to combine a stadium are only in the initial stages. The teams have not locked into any type of agreement as to how to share the stadium; however, all the parties involved stated that all options are being explored. The stadium would likely be in Santa Clara, California.

**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.

## **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:** 0%

**Stadium:** Qwest Field

**Date Built:** 2002

**Facility Cost (\$/Mil):** \$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:** After 35 years, the Seattle Seahawks, Sounders FC and CenturyLink enter a new era of professional sports; Qwest Field is becoming CenturyLink Field. CenturyLink has been a corporate sponsor of the Seahawks, and Qwest Field and will continue to focus on charitable and volunteer efforts in the Seattle area.

**NAMING RIGHTS:** Qwest Field is now CenturyLink Field. In April 2011, CenturyLink acquired Qwest; the stadium name change occurred in June of 2011. Financial details of the agreement were not disclosed.

## **Team: St. Louis Rams**

**Principal Owner:** Stan Kroenke

**Year Established:** 1937

[Team Website](#)

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

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

**Percent Change From Last Year:** 0%

**Stadium:** Edward Jones Dome

**Date Built:** 1995

**Facility Cost (\$/Mil):** \$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 owned a 40% share of the team, exercised his first right of refusal and agreed to buy the remaining 60% of the Rams. Because Kroenke also owns the NBA's Denver Nuggets, the NHL's Colorado Avalanche, the MLS's Colorado Rapids, and the National Lacrosse League's Colorado Mammoth, he had to get around the NFL's cross-ownership ban. To satisfy the NFL's cross-ownership requirements, the Colorado sports properties are in the name of Josh Kroenke, his son.

The Rams are one of the leading candidates to move to Los Angeles in the future. If one of two local groups (Anschutz Entertainment Group and Majestic Realty Company) proposing to privately finance a state-of-the-art football stadium are able to sign an NFL team to a long-term lease after the 2011 season, a team could move into either the University of Southern California's Coliseum or UCLA's Rose Bowl Stadium for the 2012 season and play there until its new home is built.

The Rams, owned by Philip Anschutz's friend and fellow Denver billionaire, Stan Kroenke, can get out of their lease agreement with the St. Louis Convention & Visitors Commission in 2015 if the Edward Jones Dome does not rank in the top quarter of stadiums in the NFL. The Edward Jones Dome is currently one of the league's older stadiums, and anything other than a new stadium would likely make it impossible for it to rank among the league's top eight facilities. The St. Louis Convention & Visitors Commission is proposing how it will make the dome top-tier status. Farmers Field, the potential Los Angeles stadium, is in position to break ground June 1, 2012. If the Los Angeles stadium breaks ground and the Rams do not like the plans the St. Louis Convention & Visitors Commission have presented, Los Angeles could be looking at the return of the Rams.

**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):** \$1,030

**Percent Change From Last Year:** -2%

**Stadium:** Raymond James Stadium

**Date Built:** 1998

**Facility Cost (\$/Mil):** \$168.5

**Percentage of Stadium Publicly Financed:** 100%

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

[Facility Website](#)

**UPDATE:** Almost half of the \$7.8 million in public money going toward renovating Raymond James Stadium next year will be spent on luxury suites. The money, which mostly comes from tourist taxes, will pay for new carpeting, furnishings, ice makers, and refrigerators in the 195 suites.

Over the next two years, the Hillsborough County Administrator projects spending nearly \$18.7 million on maintenance and replacement work. This includes nearly \$1.2 million on stadium seats and \$1 million on the sound system. The largest future expenses will be the new scoreboard, estimated at \$7.7 million.

During the summer of 2011, Raymond James Stadium hosted Kenny Chesney and the Zac Brown Band, as well as other country groups. The Tampa Bay Sports Authority netted record profits after the concert, some of which will go toward future stadium renovations.

**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:** 0%

**Stadium:** LP Field

**Date Built:** 1999

**Facility Cost (\$/Mil):** \$292

**Percentage of Stadium Publicly Financed:** 100%

**Facility Financing:** The City of Nashville financed \$150 million 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 Tennessee Titans and the Jackson County Sports Complex Authority continue to have conflicts about how the stadium should be used. In June 2011, U2 performed at a sold out Vanderbilt Stadium when the band could have performed in front of 10,000 more fans and taken in more money at LP Field. The Titans did not want to bring U2 in to LP Field because the Titans did not get permission from the Country Music Association and were worried about the field recovering in time for the pre-season.

In June 2011, the Country Music Association hosted its annual musical festival at LP Field.

**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 (\$/Mil):** \$250.5

**Percentage of Stadium Publicly Financed:** 28%

**Facility Financing:** The team privately financed \$180 million in construction costs, while the State of Maryland contributed \$70.5 million for infrastructure improvements.

[Facility Website](#)

**UPDATE:** At the beginning of the 2010 season, the Redskins unveiled a new video scoreboard at FedEx Field. Owner Dan Snyder spent about \$20 million prior to the season to spruce up FedEx Field, highlighted by a pair of scoreboards, each measuring 100 feet in length. Improvements were also made to the club level, where patrons can now see the exact replica of Sean Taylor's locker. Team employees put the locker back together just as Taylor left it, and the locker is encased behind protective glass. Taylor was a Safety for the Redskins and tragically passed away in November 2007 after being shot at his Miami home. The renovation process took more than a year and all improvements are complete for the time being.

FedEx Field is rumored to be a potential host for either the 2013 or 2014 NHL Winter Classic. The Redskins hope that the additional events will be an added bonus for season-ticket holders, who get first opportunity to purchase event tickets.

**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 paying in the NFL.