

AdAge SPECIAL REPORT SPORTS MARKETING

NAMING RITES

Marketers have chipped in more than \$3 billion to bring us the modern-day coliseums of pro sports. Naming rights deals have plastered corporate monikers across more than 50 facilities used by MLB, NFL, NBA or NHL franchises. **H:** home teams, **S:** sponsor, **N:** notes, **C:** comments and grades are in bronze.

- ALLTEL STADIUM**, Jacksonville, Fla. **H:** NFL Jaguars **S:** Alltel **N:** formerly Gator Bowl; got \$135 million renovation after Jacksonville joined NFL in 1994; \$6.2 million, 10-year pact. **C:** Despite the brand awareness benefit, don't be the one to rename a classic old stadium. **B-**
- AMERICA WEST ARENA**, Phoenix **H:** NBA Suns, NHL Coyotes **S:** America West Airlines **N:** opened in 1992; \$26 million, 30-year deal made in 1989. **C:** Good early bargain for America West. **B+**
- AMERICAN AIRLINES ARENA**, Miami **H:** NBA Heat **S:** American Airlines **N:** \$42 million, 20-year package. **C:** A new deal in Dallas suggests this wasn't working. **C**
- AMERICAN AIRLINES CENTER**, Dallas **H:** NBA Mavericks, NHL Stars **S:** American Airlines **N:** opened in 2001; \$195 million, 30-year arrangement. **C:** Building built with sponsors in mind. **A**
- ARCO ARENA**, Sacramento, Calif. **H:** NBA Kings **S:** Atlantic Richfield Co. **N:** \$7 million, 10-year deal. **C:** Extra credit for early signing. **B**
- ARROWHEAD POND OF ANAHEIM** (Calif.) **H:** NHL Mighty Ducks **S:** Perrier Group of America's Arrowhead Mountain Spring Water **N:** opened in 1993; \$19.5 million, 13-year deal. **C:** Ownership interest in building is unique. **B+**
- BANK ONE BALLPARK**, Phoenix **H:** MLB Arizona Diamondbacks **S:** Bank One Corp. **N:** opened in 1998; \$66 million, 30-year deal. **C:** "The BOB" was not the catchphrase the bank was hoping for. **B**
- COMERICA PARK**, Detroit **H:** MLB Tigers **S:** Comerica (banking) **N:** opened 2000; \$66 million, 30-year pact. **C:** Regional deal. **B**
- COMPAQ CENTER**, Houston **H:** NBA Rockets **S:** Compaq Computer Corp. **N:** \$5.4 million, six-year pact; new Houston Arena opens next year. **C:** Short-term deal for a disappearing brand. **B-**
- CONSECO FIELDHOUSE**, Indianapolis **H:** NBA Indiana Pacers **S:** Conesco (insurance) **N:** opened in 1999; \$40 million, 20-year deal. **C:** Unique venue for a financially troubled company. **B-**
- CONTINENTAL AIRLINES ARENA**, East Rutherford, N.J. **H:** NBA New Jersey Nets, NHL New Jersey Devils **S:** Continental Airlines **N:** new pact signed last year reduces fee to \$29 million over 12 years. **C:** Gets extra credit as first airline deal. **A-**
- COORS FIELD**, Denver **H:** MLB Colorado Rockies **S:** Adolph Coors Co. **N:** opened in 1995; \$15 million deal over indefinite period. **C:** Extra credit as the first open-ended arrangement. **A-**
- DELTA CENTER**, Salt Lake City **H:** NBA Utah Jazz **S:** Delta Air Lines **N:** opened in 1991; \$25 million, 20-year deal. **C:** Jazz success helps this small-market deal. **B**
- EDISON INTERNATIONAL FIELD OF ANAHEIM** (Calif.) **H:** MLB Angels **S:** Edison International **N:** renamed in 1997; \$50 million, 20-year pact. **C:** Hosting a World Series is a home run. **B**
- EDWARD JONES DOME**, St. Louis **H:** NFL Rams **S:** Edward Jones **N:** facility opened in 1995; sponsor this year signed \$31.8 million, 12-year package, replacing Trans World Airlines after it was acquired by American Airlines. **C:** Three names in seven years. **C-**
- ERICSSON STADIUM**, Charlotte, N.C. **H:** NFL Carolina Panthers **S:** Ericsson **N:** opened in 1996; \$20 million, 10-year deal. **C:** Brand studies showed this worked for Ericsson. **A-**
- FEDEX FIELD**, Landover, Md. **H:** NFL Washington Redskins **S:** FedEx Corp. **N:** \$205 million, 27-year deal. **C:** FedEx overpaid. **C**
- FIRST UNION CENTER**, Philadelphia **H:** NBA 76ers, NHL Flyers **S:** First Union Corp. (merged with Wachovia Corp. in 2001, took Wachovia name) **N:** facility renamed in 1998 after First Union acquired CoreStates; \$40 million over 30 years; expected to become Wachovia Center. **C:** Who was in charge of checking the acronym? **C**
- FLEETCENTER**, Boston **H:** NBA Celtics, NHL Bruins **S:** Fleet Financial Group **N:** opened in 1995; \$30 million, 15-year deal; Fleet got naming rights through acquisition of Shawmut National Corp., changing name from Shawmut Center. **C:** Renamed facilities aren't our first choice, even in a great sports market. **B**
- FORD FIELD**, Detroit **H:** NFL Lions **S:** Ford Motor Co. **N:** opened this year; \$40 million, 40-year deal. **C:** Lots of good will built into this arrangement. **B+**
- GAYLORD ENTERTAINMENT CENTER**, Nashville **H:** NHL Predators **S:** Gaylord Entertainment Co. **N:** opened in 1996; \$80 million, 20-year deal. **C:** Single major pro tenant, regional exposure. **B-**
- GILLETTE STADIUM**, Foxboro, Mass. **H:** NFL New England Patriots **S:** Gillette Co. **N:** opened this year; Gillette this summer succeeded CMGI on 15-year pact; Gillette is believed to be paying less than the \$114 million that Internet company CMGI agreed to in 2000. **C:** Despite a new name, it's a first-timer in this product category. **B+**
- GREAT AMERICAN BALL PARK**, Cincinnati **H:** MLB Reds **S:** Great American Insurance **N:** \$75 million, 30-year signing for park that opens next year; replaces the 32-year-old Riverfront Stadium, itself renamed Cinergy Field in 1996 for Cinergy Corp. **C:** Would be perfect if baseball were still the great American pastime. **B-**



WHAT'S IN A NAME?

The 1990s was a boom decade for naming rights deals. "Particularly in the mid- to late '90s there was a bandwagon effect," says Dennis Howard, a professor at the Warsaw Sports Marketing Center of the University of Oregon. "In '95 the average deal was worth \$1.28 million" annually, he says. By 2001 "I thought things are starting to shake out. But if you look at what's happened over the last half of 2002—all of a sudden we're seeing a trend back up again. The Lincoln Financial Group deal with the Philadelphia Eagles is a classic. That's kind of resetting the bar," says Mr. Howard, who along with Warsaw Center Managing Director Paul Swangard developed the grades for this exclusive *Advertising Age* report. ■

- HEINZ FIELD**, Pittsburgh **H:** NFL Steelers **S:** H.J. Heinz Co. **N:** opened in 2001; \$57 million, 20-year bargain. **C:** Rock-bottom deal for the sponsor now linked to the NFL. **B+**
- HP PAVILION AT SAN JOSE** (Calif.) **H:** NHL Sharks **S:** Compaq Computer Corp. (now merged with Hewlett-Packard Co.) **N:** opened 1993; became Compaq Center in 2000; 15-year, \$47 million pact **C:** Extra credit for naming brand (Pavilion PCs). **B**
- HSBC ARENA**, Buffalo **H:** NHL Sabres **S:** HSBC USA **N:** opened in 1996; name changed in 1999 in a \$24 million, 30-year deal. **C:** Renamed facility in a small market. **C+**
- INVESCO FIELD AT MILE HIGH**, Denver **H:** NFL Broncos **S:** Invesco Funds Group **N:** opened in 2001; \$120 million, 20-year deal. **C:** Fans demanded Mile High in the name. **B**
- KEYARENA**, Seattle **H:** NBA SuperSonics **S:** KeyCorp **N:** opened in 1995; \$15 million, 15-year deal. **C:** One major tenant. **B-**
- LINCOLN FINANCIAL FIELD**, Philadelphia **H:** NFL Eagles **S:** Lincoln Financial Group **N:** opening next year; \$139.6 million, 20-year deal. **C:** Too early to really tell. **B**
- MCI CENTER**, Washington **H:** NBA Wizards, NHL Capitals **S:** WorldCom's MCI Communications Corp. **N:** \$44 million, 13-year deal signed in 1995. **C:** See Enron... oh wait, you can't. **C-**
- MELLON ARENA**, Pittsburgh **H:** NHL Penguins **S:** Mellon Financial Corp. **N:** \$18 million, 10-year pact signed in 1999 that renamed Civic Arena. **C:** Igloo coolers would have been a better choice. **C**
- MILLER PARK**, Milwaukee **H:** MLB Brewers **S:** Miller Brewing Co. **N:** opened in 2001; \$41.2 million, 20-year deal. **C:** Not necessarily a good idea to be connected to baseball in Milwaukee. **B-**
- MINUTE MAID PARK**, Houston **H:** MLB Astros **S:** Coca-Cola Co.'s Minute Maid Co. **N:** Enron in 1999 signed \$100 million, 30-year pact; Astros this year paid bankrupt Enron \$2.1 million to buy back rights; MM in \$170 million, 28-year deal. **C:** Expensive, like their O.J. **C**
- NATIONWIDE ARENA**, Columbus **H:** NHL Blue Jackets **S:** Nationwide Mutual Insurance Co. **N:** opened in 2000; \$135 million deal for indefinite period. **C:** Ownership/location make sense. **A-**
- NETWORK ASSOCIATES COLISEUM**, Oakland, Calif. **H:** MLB Athletics, NFL Raiders **S:** Network Associates **N:** formerly Oakland-Alameda County Coliseum; in 1998, Network Associates signed for \$5.8 million, five years. **C:** Cheap deal with short commitment. **B-**

- OFFICE DEPOT CENTER**, Sunrise, Fla. **H:** NHL Florida Panthers **S:** Office Depot **N:** opened in 1998; Office Depot last month announced a 10-year package, paying slightly less than the \$25 million agreed to by National Car Rental Center, which abandoned its deal after parent ANC Rental Corp. filed for Chapter 11 last year. **C:** Renamed building used by struggling NHL franchise. **C**
- PACIFIC BELL PARK**, San Francisco **H:** MLB Giants **S:** SBC Communications' SBC Pacific Bell **N:** opened in 2000; \$50 million, 24-year arrangement. **C:** Terrific new-stadium "glow." **A**
- PEPSI CENTER**, Denver **H:** NBA Nuggets, NHL Colorado Avalanche **S:** PepsiCo **N:** opened in 1999; \$68 million, 20-year deal. **C:** Pouring rights in a new facility help recoup the investment. **A-**
- PHILIPS ARENA**, Atlanta **H:** NBA Hawks, NHL Thrashers **S:** Philips Electronics **N:** opened in 1999; \$185 million, 20-year deal. **C:** Marketing platform built into the arena with multiple tenants. **A**
- PNC PARK**, Pittsburgh **H:** MLB Pirates **S:** PNC Bank Corp. **N:** opened in 2001; \$30 million deal good through 2020 baseball season. **C:** New-stadium glow still in effect. **B+**
- PRO PLAYER STADIUM**, Miami **H:** MLB Florida Marlins, NFL Miami Dolphins **S:** Pro Player **N:** formerly Joe Robbie Stadium; in 1996, Pro Player signed \$20 million, 10-year pact; it fell apart when PP parent Fruit of the Loom filed for bankruptcy; new sponsor being sought. **C:** Wouldn't be the first choice for available venues. **D**
- QUALCOMM STADIUM**, San Diego **H:** MLB Padres, NFL Chargers **S:** Qualcomm **N:** in 1997, Qualcomm paid city \$18 million to complete expansion of Jack Murphy Stadium; pact good until 2017. **C:** Great price for a two-tenant facility and Super Bowl in 2003. **A-**
- RAYMOND JAMES STADIUM**, Tampa, Fla. **H:** NFL Tampa Bay Buccaneers **S:** Raymond James Financial **N:** opened in 1998; \$32.5 million, 13-year deal. **C:** Relatively cheap national exposure for a glutted area. **B-**
- RBC CENTER**, Raleigh, N.C. **H:** NHL Carolina Hurricanes **S:** Royal Bank of Canada's RBC Centura **N:** opened in 1999 as Entertainment & Sports Arena; negotiations completed last month on an \$80 million, 20-year deal. **C:** At least they sponsor Canada's game. **B-**
- RCA DOME**, Indianapolis **H:** NFL Colts **S:** RCA/Thomson Consumer Electronics **N:** built in 1983 by city as expansion to convention center, formerly known as Hoosier Dome; in 1994, RCA signed for \$10 million, 10 years. **C:** Cheap, but was a renaming package. **B-**
- RELIANT STADIUM**, Houston **H:** NFL Texans **S:** Reliant Energy **N:** expansion team's stadium opened this year; Reliant signs \$300 million, 32-year pact for five-building complex. **C:** Major bucks but significant exposure and direct selling opportunities. **B+**
- SAFECO FIELD**, Seattle **H:** MLB Mariners **S:** Safeco Corp. **N:** facility replaced Kingdome in 1999; \$40 million, 20-year deal. **C:** Give credit to any operation that can say it replaced the Kingdome. **A-**
- ST. PETE TIMES FORUM**, Tampa, Fla. **H:** NHL Tampa Bay Lightning **S:** St. Petersburg Times **N:** deal to rename Ice Palace signed this year; \$30 million-plus over 12 years. **C:** A regional brand renaming a facility with a struggling franchise. **D**
- SAVVIS CENTER**, St. Louis **H:** NHL Blues **S:** Savvis Communications Corp. (Internet services) **N:** facility replaced Kiel Center in 1994; Savvis signed for \$70 million, 20 years in 2000. **C:** Have you picked up we don't like renamings? **C-**
- SBC CENTER**, San Antonio **H:** NBA Spurs **S:** SBC Communications **N:** opened this year; \$41 million, 20-year arrangement. **C:** Good price but too early to tell. **B**
- STAPLES CENTER**, Los Angeles **H:** NBA Clippers, Lakers; NHL Kings **S:** Staples **N:** opened in 1999; \$116 million, 20-year package. **C:** Flagship arena for L.A. area with three major tenants—and no NFL competition. **A**
- TARGET CENTER**, Minneapolis **H:** NBA Minnesota Timberwolves **S:** Target Corp. **N:** opened in 1990; \$18.8 million, 15-year pact. **C:** Logical connection for Minnesota-based company. **B**
- TD WATERHOUSE CENTRE**, Orlando **H:** NBA Magic **S:** TD Waterhouse Group **N:** formerly Orlando Arena; \$7.8 million, five-year pact. **C:** The financial companies just keep adding up. **C**
- TROPICANA FIELD**, St. Petersburg, Fla. **H:** MLB Tampa Bay Devil Rays **S:** PepsiCo's Tropicana Products **N:** Suncoast Dome opened in 1990; renamed in 1996 in \$46 million, 30-year deal. **C:** First orange juice sponsor hurt by forgettable franchise. **C**
- UNITED CENTER**, Chicago **H:** NBA Bulls, NHL Blackhawks **S:** United Airlines **N:** opened in 1994; \$25 million, 20-year package. **C:** Bulls' success had a lot to do with value creation. **A-**
- XCEL ENERGY CENTER**, St. Paul, Minn. **H:** NHL Minnesota Wild **S:** Xcel Energy **N:** opened in 2000; \$75 million, 25-year pact. **C:** Let's hope NHL hockey in Minnesota works this time around. **B**

Sources: media reports, teams, sports facilities