

2006 TITLE SPONSOR REVIEW

NEW NAME LOCATION	PREVIOUS NAME DATE ANNOUNCED	DEAL VALUATION TERM	PRIMARY FACILITY TENANT
Bank of Kentucky Center Highland Heights, Ky.	Unnamed Jan. 18	\$6 million 20 years	University of North Kentucky basketball team
Scotiabank Place Kanata, Ontario	Corel Center Jan. 24	\$20 million 15 years	Ottawa Senators National Hockey League (NHL) team
COMMENTS: Deal came on the heels of a major sponsorship push by Scotiabank to also get names on local movie theaters.			
Direct Energy Centre Toronto, Ontario	National Trade Center Feb. 20	Undisclosed 10 years	Self-managed convention center
COMMENTS: Funds raised from sponsorship fees will be invested in energy conservation and sustainable growth, including 100-percent waste diversion, lighting retrofits and a wind turbine system.			
Lucas Oil Stadium Indianapolis	Unnamed March 1	\$121 million 20 years	Indianapolis Colts National Football League (NFL) team
COMMENTS: Naming rights are for new stadium in downtown Indianapolis, scheduled to open in 2008.			
Verizon Center Washington	MCI Center March 1	Undisclosed Undisclosed	Washington Wizards National Basketball Association (NBA) team
COMMENTS: Naming rights are for new stadium in downtown Indianapolis, scheduled to open in 2008.			
Red Bull Park Harrison, N.J.	Unnamed March 13	\$100 million Indefinite	Red Bull New York Major League Soccer (MLS) team
COMMENTS: Naming deal includes partial ownership of team and facility, both co-owned by AEG Live. Stadium is expected to be completed by 2008.			
Progress Energy Center for the Arts St. Petersburg, Fla.	Bayfront Center May 4	\$6 million 20 years	City of St. Petersburg, managed by SMG.
LP (Louisiana-Pacific Corp.) Field Nashville, Tenn.	The Coliseum and Adelphia Coliseum June 7	\$30 million 10 years	Tennessee Titans NFL team
COMMENTS: For the duration of the agreement, LP and the Titans will work together on several philanthropic initiatives to benefit Nashville and surrounding communities.			
Toyota Park Bridgeville, Ill.	Bridgeville Stadium June 9	\$7.5 million 10 years	Chicago Fire MLS team
Duke Energy Center Cincinnati	Cinergy Center June 28	\$9 million 10 years	City of Cincinnati-owned convention center, managed by Global Spectrum
COMMENTS: Duke acquired the naming rights after it purchased Cinergy. Building recently underwent \$135 million upgrade.			
Carnival Center of the Performing Arts Miami	Miami Performing Arts Center July 26	\$20 million Indefinite	The Knight Foundation
COMMENTS: Carnival had previously planned to only donate \$10 million for the naming rights to one of the concert halls, but eventually agreed to pay \$20 million for entire building.			
Chevy Chase Bank Field at Byrd Stadium Baltimore, Md.	Byrd Stadium Aug. 10	\$26 million 20 years	University of Maryland Football Team
COMMENTS: Money is dedicated to helping fund the expansion of the stadium.			
Scottrade Center St. Louis	Savvis Center Sept. 13	Undisclosed Undisclosed	St. Louis Blues NHL team
BMO Field Toronto, Ontario	Exhibition Place Sept. 21	\$27 million 10 years	Toronto FC MLS team
University of Phoenix Stadium Glendale, Ariz.	Cardinal's Stadium Sept. 26	\$154 million 20 years	Arizona Cardinals NFL team
WaMu Theater Seattle	New theater Sept. 27	Undisclosed 10 years	AEG Live and First & Goal Inc.
Honda Center Anaheim, Calif.	Arrowhead Pond of Anaheim Oct. 3	Undisclosed 15 years	Anaheim Ducks NHL team
COMMENTS: Naming deal caps an 18-month, \$12.9 million upgrade to the facility.			
General Motors Center Durham, Ontario	Oshawa Sports and Ent.Facility Oct. 18	Undisclosed 10 years	Oshawa Generals Ontario Hockey League, managed by Maple Leaf Sports and Entertainment
Citizen's Business Bank Arena Ontario, Calif.	Ontario Community Events Center Oct. 20	Undisclosed 10 years	The Los Angeles D-Fenders of the NBA Development League
COMMENTS: Scheduled to open in October 2008. Will be the first major arena in the Southern California's Inland Empire.			
Oracle Arena Oakland, Calif.	Oakland Arena Oct. 21	\$30 million 10 years	The Golden State Warriors NBA team
COMMENTS: 40 percent of the funds from the deal go to the Oakland-Alameda County Coliseum Authority.			

CONTINUED ON PAGE 56

2006 TITLE SPONSOR REVIEW CONTINUED...

CONTINUED FROM PAGE 54

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Jobing.com Arena Glendale, Ariz.	Glendale Arena Oct. 25	\$25 to \$30 million 10 years	Phoenix Coyotes NHL team
Dick's Sporting Goods Park Commerce City, Colo.	Unnamed Nov. 8	\$40 million 20 years	Colorado Rapids MLS team
COMMENTS: New name for 18,000-seat stadium set to open in April 2007.			
Citibank Center for the Performing Arts Boston	Wang Center for the Performing Arts Nov. 9	\$35 million 15 years	Performing Arts Center operated by private foundation
Citifield New York	Shea Stadium Nov. 13	\$20 million annually 20 years	The New York Mets of Major League Baseball
COMMENTS: This is the largest naming rights deal in history, double the value of the Reliant Energy naming rights contract with the Houston Texans National Football League Team.			
Cisco Field Fremont, Calif.	Unnamed Nov. 14	\$4 million annually 30 years	The Oakland Athletics MLB team
COMMENTS: Baseball stadium to be constructed on land owned by Cisco Systems, a computer hardware company. New complex promises to be most "technologically advanced ballpark" in America and will be surrounded by mixed-use residential/retail village.			
Verizon Wireless Amphitheater Maryland Heights, Mo.	UMB Bank Pavilion Nov. 16	Undisclosed Undisclosed	Live Nation
COMMENTS: To promote the new naming rights, Verizon plans to include an on-site wireless café at the 21,000-seat amphitheater.			
EnergySolutions Arena Salt Lake City	Delta Center Nov. 20	Undisclosed 10 years	The Utah Jazz NBA team
Enwave Theater Toronto, Ontario	Harbourfront Centre Theatre Nov. 22	\$2.7 million 10 years	The Harbourfront corporation
COMMENTS: Was originally called the DuMaurier Theater after a tobacco company, but lawmakers overturned the deal.			

SOURCE: Venues Today Research



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