

CLEVELAND NAMING RIGHTS

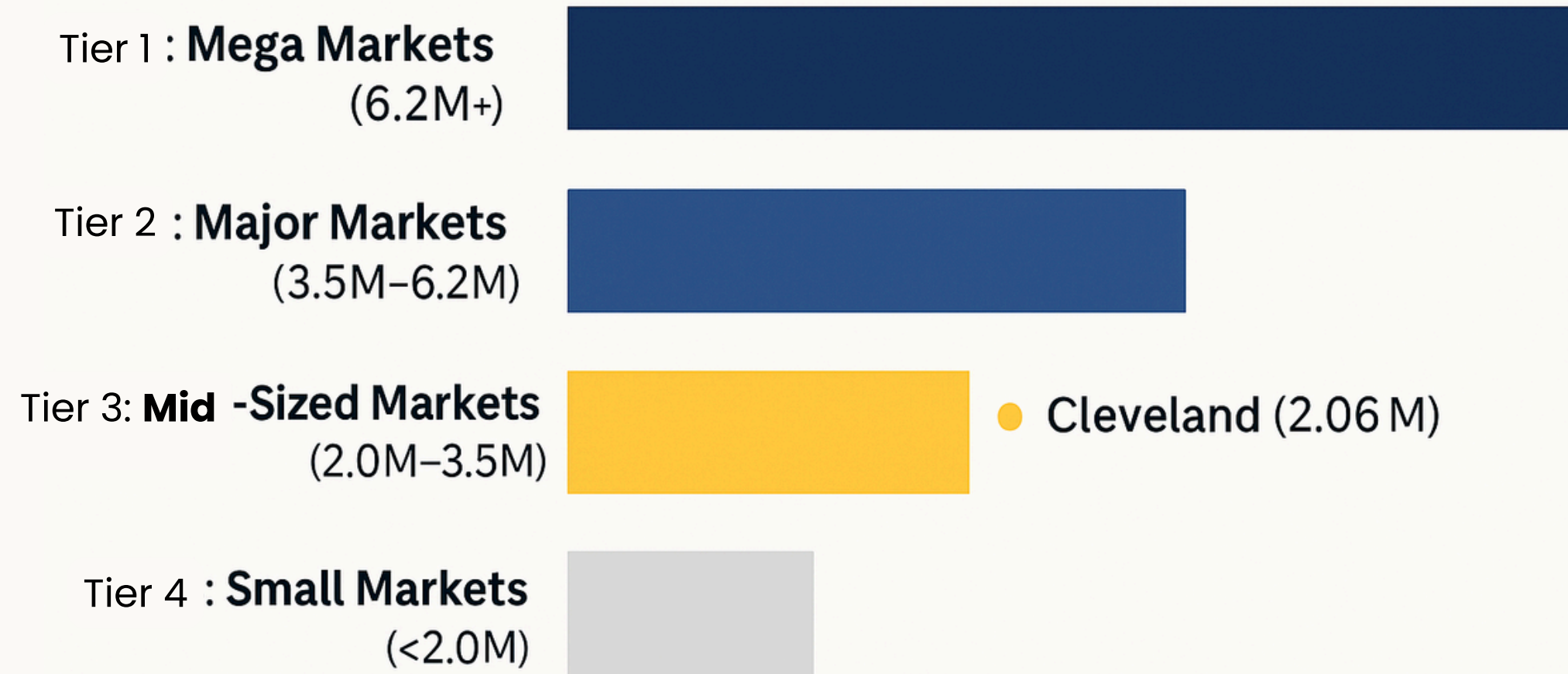
BY: ISACCO MATI, NICKY KAPLAN, LEO BUTLER



MARKET SIZE

Cleveland MSA Population: 2,063,132

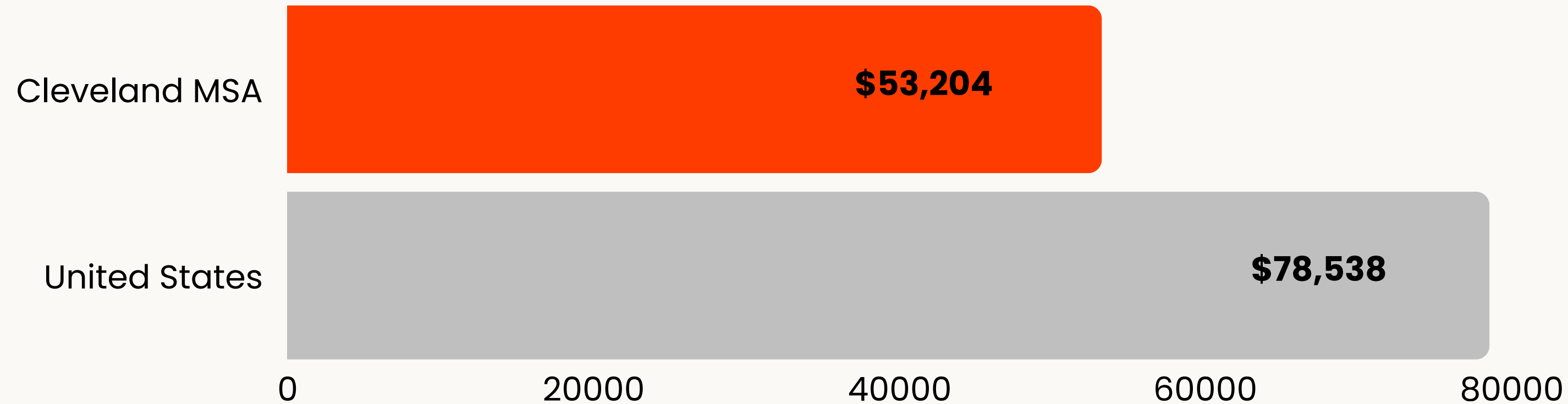
NFL Market Size Tiers



- Cleveland's placement in the mid-sized tier underscores that **naming-rights value will rely on the strength of local corporate partners and regional audiences** rather than population scale alone.

MARKET WEALTH

Median Household Income Comparison ACS 2023 5-Year Estimates



U.S. Census Bureau, American Community Survey (ACS) 2023 5-Year Estimates, Table B19013.

- **~33% of Cleveland-area households earn \$75K+ annually**
Calculated from ACS income distribution
- **Naming-rights value will rely more on B2B sponsorship demand from regional corporate partners than on broad consumer spending power.**

CORPORATE HQs & LARGE EMPLOYERS

68 Large Employers

1,000+ Employees

- Credible base of B2B sponsorship demand capable of supporting a naming-rights partner.

PROGRESSIVE



SHERWIN-WILLIAMS

GOODYEAR



THE J. M. SMUCKER COMPANY

Fortune 500 Companies

Company	Fortune 500 Rank	Revenue
Progressive	55	\$62.1 billion
Sherwin-Williams	176	\$23.1 billion
Cleveland-Cliffs	185	\$22.0 billion
Goodyear Tire & Rubber	204	\$20.1 billion
Parker-Hannifin	216	\$19.1 billion
FirstEnergy	331	\$12.5 billion
KeyBank	386	\$10.4 billion
J.M. Smucker Co.	446	\$8.5 billion
Avery Dennison	450	\$8.4 billion
RPM International	492	\$7.3 billion

NATIONAL MEDIA EXPOSURE

VISIBILITY MULTIPLIER FOR THE VENUE SPONSOR

National Broadcast Exposure Channels

- Sunday Night (SNF)
- Monday Night (MNF)
- Thursday Night (TNF)
- Late-window national Sunday broadcasts
- NFL postseason and playoff broadcasts

Cleveland National Broadcast Profile

(2021-2025)

2.2

Prime-time games per season
(Prime-time includes SNF, MNF, TNF)

2.2

Late-window games per season

Implications for Naming Rights Value

- National broadcasts generate repeated verbal and visual mentions of the stadium name beyond the Cleveland MSA
- Prime-time and late-window games represent the highest-value NFL broadcast inventory for sponsor recall

National media exposure enhances venue visibility but does not redefine the venue's primary market, which remains the Cleveland MSA.

HISTORIC BRAND EQUITY & FAN LOYALTY

The Cleveland Browns' historic brand equity and loyal fan base support consistent attendance, media relevance, and sponsor exposure across seasons.

Home Attendance Consistency

97%

Average stadium capacity filled (2014–2024)

~65,840 average home attendance per game

Excluding numbers from 2020 (Covid-19 limited attendance)

Performance Context

34.8%

The Browns' win percentage since 2014

Attendance remained near capacity despite only 2 winning seasons from 2014–2024

Valuation Implication

- Sustained attendance despite prolonged on-field underperformance indicates high exposure reliability, reducing sponsor risk in a long-term naming rights agreement

THE REGIONAL ANCHOR (CRITICAL COMP)

Venue: Paycor Stadium (Cincinnati Bengals)

Market: Cincinnati, OH – Direct Regional Rival

Deal Value: ~\$4.2M / Year (16-year deal, signed 2022)

Why This is the Critical Comp

- Establishes the minimum pricing benchmark for naming rights in Ohio.
- Cincinnati is a smaller DMA (#36) than Cleveland (#19), with lower media value and a less modern facility.
- Demonstrates that Ohio-based B2B companies will step up to buy naming rights—relevant for Cleveland’s corporate base (Sherwin-Williams, Parker Hannifin, KeyBank).

Key Assets & Exposure

- Strong integration between sponsor name and team identity (“The Jungle”).
- Significant highway exposure at the I-71/I-75 interchange, similar to Brook Park’s I-71 corridor visibility.

Positioning Insight

- Paycor sets the regional floor. A new, roofed, tech-forward stadium in a larger DMA should command at least 2x this value.



THE “REGIONAL UTILITY” MODEL

Venue: Lucas Oil Stadium (Indianapolis Colts)

Market: Indianapolis, IN

Deal Value: ~\$6.1M / Year (20-year deal, 2006)

Why This is the Critical Comp

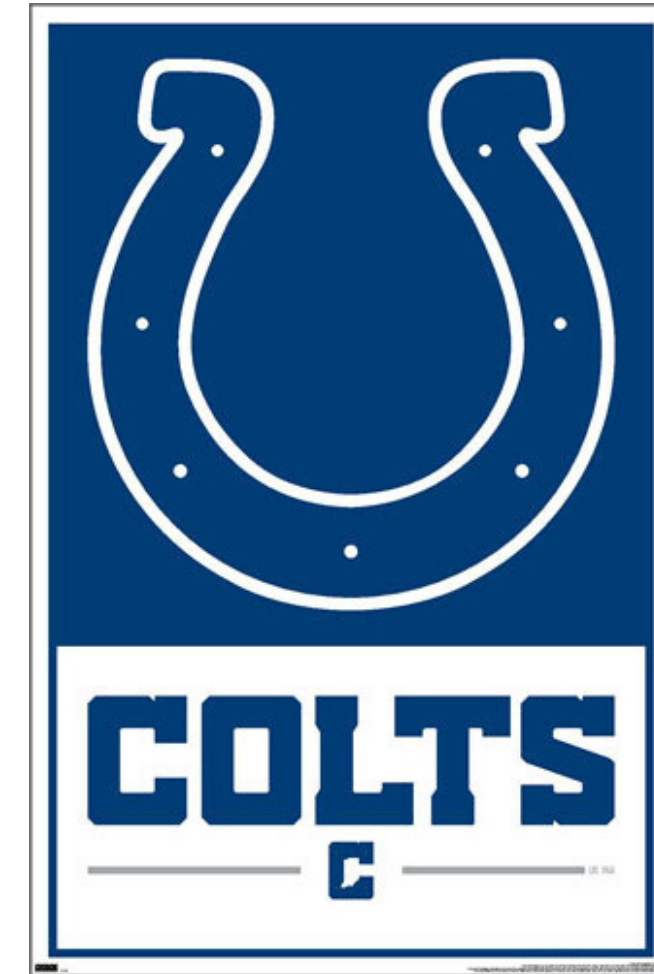
- Shows how a Midwestern dome evolves into a year-round event hub.
- Demonstrates that naming rights attach not just to NFL visibility but to NCAA championships, conventions, concerts, and large-scale civic events.
- Adjusted for inflation and the modern sponsorship landscape, this deal would sit around \$12M–\$15M today.

Key Assets & Exposure

- Retractable roof enabling flexible programming.
- Direct integration with the Indianapolis Convention Center, maximizing non-NFL impressions.

Positioning Insight

- Lucas Oil provides a functional blueprint for how Cleveland will monetize a dome: diversified events, expanded calendar, and corporate demand.



THE “STRUCTURAL TWIN”

Venue: U.S. Bank Stadium – Minnesota Vikings

Market: Minneapolis, MN

Deal Value: ~\$11M / Year (20-year deal, 2015)

Why This is the Critical Comp

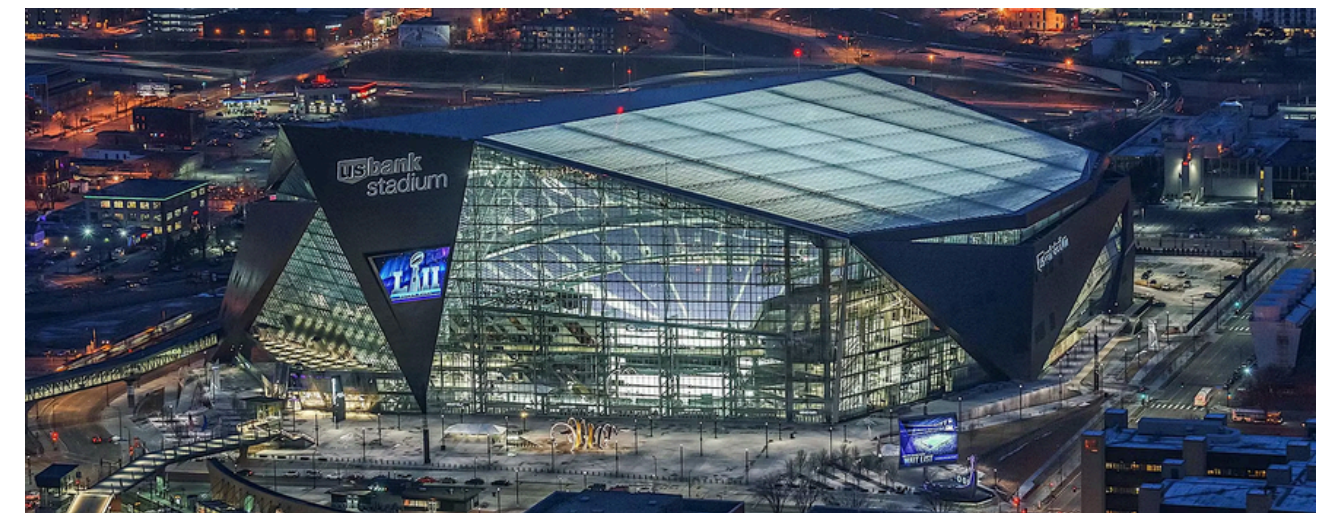
- Closest architectural and environmental match to the proposed Cleveland stadium: fixed roof, northern climate, mid-market economy, similar corporate sponsor pool.
- Proves that modern domes can command premium valuations and host major events like the Super Bowl.

Key Assets & Exposure

- Iconic ETFE roof maximizing daylight while remaining climate-controlled.
- Large-scale community investment component tied to the naming donor, a model Cleveland could replicate for political alignment.

Positioning Insight

- U.S. Bank is the most relevant pricing target for Cleveland: a modern dome in a cold-weather mid-market commanding \$11M annually.



THE “ASPIRATIONAL” CEILING

Venue: Allegiant Stadium – Las Vegas Raiders

Market: Las Vegas, NV

Deal Value: ~\$25M / Year (Estimated)

Why This is the Critical Comp

- Represents the top end of modern stadium monetization, showing the value ceiling for a new, high-tech NFL venue.
- Demonstrates how venue design and brand identity (the “Death Star”) amplify sponsor visibility.
- Illustrates how naming rights can serve as a brand transformation tool, not just a signage opportunity.

Key Assets & Exposure

- One of the most recognizable stadium exteriors globally.
- Hosts premium events (Super Bowl, large-scale concerts) generating extraordinary impression volume.

Positioning Insight

- Allegiant defines the upper bound and guides the premium design elements Cleveland can borrow, even if the market will not reach Vegas pricing.



EXPOSURE OPPORTUNITIES

Cleveland Hopkins Airport

More than 7-9 million passengers travel through Hopkins annually.

Frontage Along I-71 and I-480

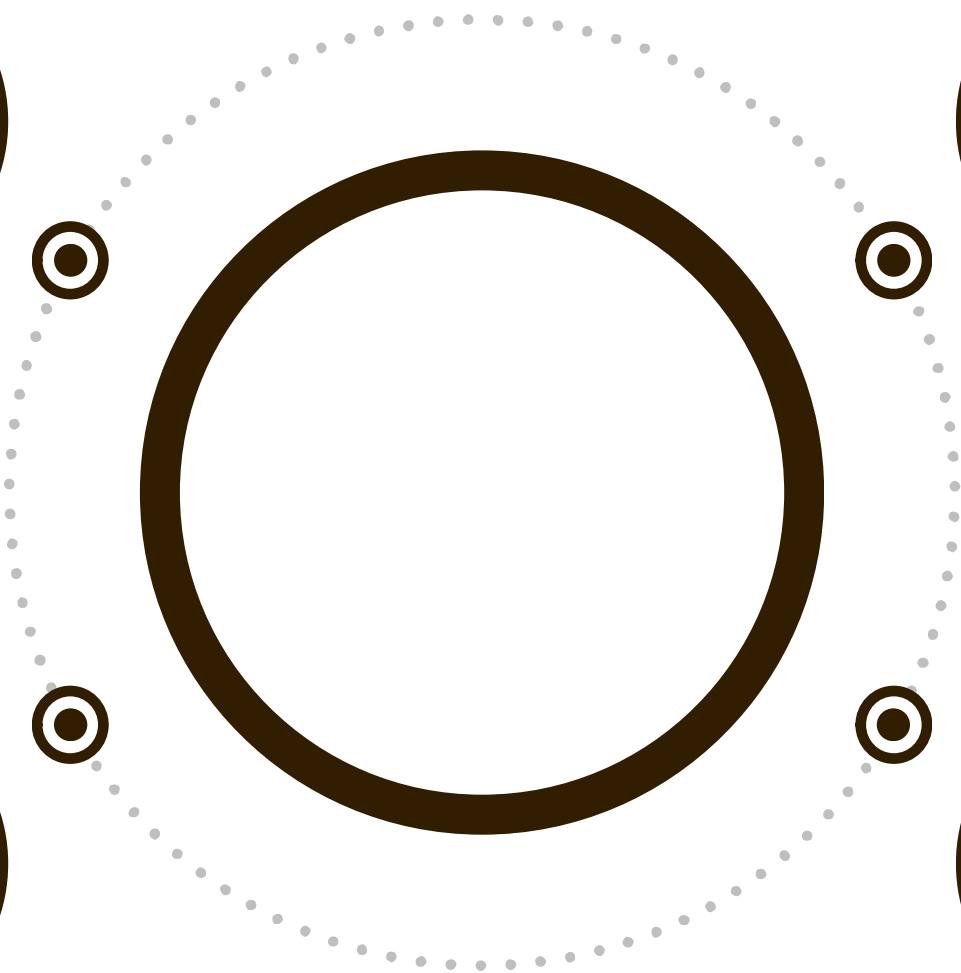
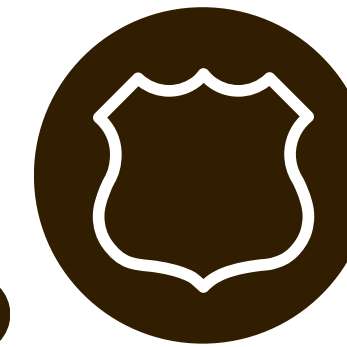
These highways handle some of the highest daily vehicle counts in northeast Ohio.

Visbile District Development

Brook Park's available land allows the team to create a broader mixed-use campus similar to sofi stadium at hollywood park or Allegiant Stadium's entertainment footprint.

Proximity to Industrial Clusters

West side of Cleveland and Brook Park have strong employment bases in advanced manufacturing, logistics aerospace and engineering.

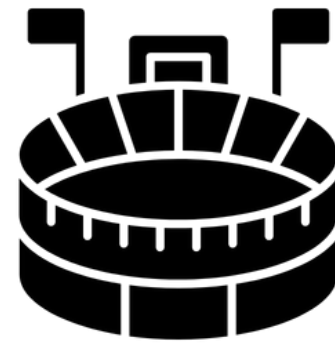


ORIENTATION TO MAXIMIZE EXPOSURE



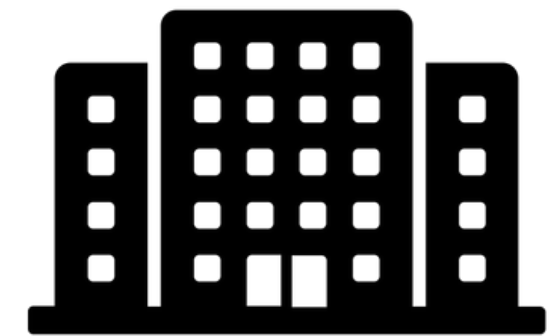
Align the Main Signage toward Highway and Airport

Positioning the main signage facing east or northeast ensures maximum visibility from freeway traffic and aligns with the major approach/departure routes at Hopkins airport.



Elevate the Venue

Brook Park's relatively flat terrain allows the team to construct prominent exterior signage positioned to be visible above industrial structures.



Build the mixed-use campus north of the stadium

This creates a visual corridor where signage, videoboards, and hospitality structures all face toward dense transportation flows.

SITE COMPARASION



Brook Park

Airport Visibility
Major highway frontage (I-71 and I-480)
Brand Exclusivity
Ability to design optimal building orientation
Opportunity for a branded mixed-use district



Downtown Cleveland

Higher density foot traffic
Symbolic connection to Cleveland's identity
Proximity to corporate headquarters,
established entertainment, and waterfront
districts

PROJECTED NAMING RIGHTS VALUE

\$12M - \$15M Per Year

Key Drivers

- Regional floor set by Paycor Stadium (\$4.2M; smaller DMA, older stadium)
- Dome premium validated by Lucas Oil & U.S. Bank Stadium
- New construction premium (modern tech, premium inventory)
- Larger media market (Cleveland DMA #19)
- 365-day exposure from airport + highway adjacency





THANK YOU

OUR CONTACT



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