



The Evolution of Naming Rights & the Emerging College Jersey Patch Opportunity

A Strategic Framework for Brands Navigating the Next Era of College Athletics

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What Are Naming Rights?

Key Facts/Observations

Definition: Financial agreements where corporations, individuals, or entities purchase the right to name facilities, locations, programs, or events—sports venues are the most common examples.

Evolution:

- Originated with Wrigley Field and expanded to entertainment spaces like MetLife Stadium and Barclays Center to theaters and other cultural venues
- Shifted from simple brand presence to a major, fully integrated Marketing Strategy.

Contracts: Typically last 5 to 20 years, with longer terms for high-profile locations.



Why Naming Rights Continue to Grow

Key Facts/Observations

Property Benefits:

- Significant recurring revenue
- Capital funding for modernization and infrastructure
- Enhanced commercial partnerships

Brand Benefits:

- Sustained visibility
- Market differentiation
- Long-term community alignment

Market Drivers:

- Declining public funding for venues
- Increased private investment
- Rising sponsorship budgets
- Growing need for high-impact brand platforms



Deriving Value from Naming Rights Deals

The value from naming rights deals is primarily derived from the ability to achieve business objectives, including:

- **Direct Sales** – Measured by the sponsor’s direct revenue.
- **Media Value** – Includes broadcast, print, and digital coverage, with major events increasing sponsorship fees.
- **Hospitality** – Targeting high-net-worth individuals and B2B relationships through exclusive access.
- **Equity Transfer** – Enhancing brand prestige through alignment with the venue, teams, and major events.

Venues hosting high-profile events (e.g., Super Bowl, NCAA Final Four) usually command higher sponsorship fees.

EVOLUTION OF NAMING RIGHTS DEALS





Evolution of Naming Rights Deals

Over the past decade, naming rights have transformed into comprehensive, integrated commercial platforms.

Modern agreements now include:

- Official sponsorship status and IP usage
- Integrated media inventory (TV, digital, social, mobile)
- Ticketing and hospitality components
- Digital signage, AR/VR integration
- Flexible, performance-driven contract structures
- Social-first fan engagement strategies

Naming rights are no longer static signage — they are dynamic ecosystems.

SUCCESSFUL NAMING RIGHTS DEALS





PNC Bank Arts Center/Holmdel, NJ

- **Top-grossing amphitheater** in the U.S., hosting up to 17,500 guests per event.
- **Large audience exposure** aligns with PNC's branding, reaching diverse demographics (families, young adults, older generations).
- Reinforces **PNC's image** of customer loyalty and community presence.
- **Local ties to the venue** strengthen PNC's reputation as a supporter of community culture and the arts.
- **Logo visibility** through signage, tickets, and promotional materials.
- **PNC is associated** with premier entertainment experiences in the region.
- **Other Successful Naming Rights Relationships** include: Citi Field, Chase Center, TD Garden etc.

UNSUCCESSFUL NAMING RIGHTS DEALS





Naming Rights “Wrongs”

- **Negative Brand Impact:**
 - Public backlash can occur if a venue is renamed after a corporation that doesn't reflect community values.
- **Short-Term Nature:**
 - Naming rights are often time-limited, creating instability and limiting long-term ROI.
- **Brand Overload:**
 - The rise in naming rights deals can lead to oversaturation, reducing individual sponsorship value and causing brand fatigue.
- **Fan Loyalty and Identity Loss:**
 - Renaming iconic venues can alienate fans who associate the original name with traditions and team identity.

 **FTX/Miami Heat**
COLLEGIATE SPORTS
MANAGEMENT GROUP

- In 2022, the Miami Heat ended its 19-year, \$135 million sponsorship with FTX after the exchange filed for bankruptcy.
- Failed naming rights deals aren't exclusive to the crypto industry—sports history is filled with such disasters
- Others include Enron Field (Houston Astros), PSInet Stadium (Baltimore Ravens), etc.



THE NEW FRONTIER: COLLEGIATE JERSEY PATCHES





A TIPPING POINT IN COLLEGE ATHLETICS

- **The Shift:** College athletics has transitioned into a fully commercialized enterprise.
- **The Catalyst:** The *House v. NCAA* settlement requires schools to find ~\$22M+ annually for athlete revenue sharing.
- **The Opportunity:** Brands are no longer just "sponsors"—they are **essential partners** in the sustainability of the athletic department.



THE EVOLUTION TOWARDS JERSEY PATCHES

- **Beyond the Building:** Expansion beyond stadium naming to practice facilities and performance centers
- **Market Insight:** Fans are increasingly accepting of commercialism if it keeps their team competitive.
- **Inventory Expansion:** We are seeing "Campus-Wide" deals where a brand integrates into the university's academic and athletic identity simultaneously.



HIGH-IMPACT, MOBILE BRAND REAL ESTATE

- **The NCAA Rule (Effective Aug 1, 2026):**
 - **Uniforms:** Up to 2 commercial patches (max 4 sq. inches each).
 - **Equipment:** 1 commercial logo allowed.
- **Why It Works:** Unlike a stadium sign, the patch moves. It's in every high-res photo, social media clip, and broadcast close-up.
- **The "Affinity" Factor:** College patches offer **higher emotional resonance** than pro sports. You aren't just buying space; you are buying into a lifelong tribal identity.



STRATEGIC IMPLEMENTATION

- **Avoid the "Billboard" Effect:** Patches must be aesthetically integrated with the school's colors to avoid fan backlash.
- **Digital Integration:** Use the patch as a "QR Code" (literal or figurative) for exclusive fan content or NIL activations.
- **The Multi-Sport Play:** Bundle football (high reach) with "Olympic" sports (high sentiment/niche loyalty) to build a narrative of supporting *all* student-athletes.
- **NIL Synergy:** Pair the jersey patch with a "Brand Ambassador" program featuring the star athletes wearing that same jersey.



WHY BRANDS SHOULD ACT NOW

- **First-Mover Advantage:** Iconic programs like LSU, UNLV, and Ohio State are setting the market.
- **Category Exclusivity:** Secure your industry vertical before competitors lock out the top-tier "Power 4" inventory and make heavy inroads across the rest of Division 1
- **Direct Impact:** Your investment directly funds the revenue-sharing model, making the brand a "hero" in the eyes of donors and recruits.
- Collegiate patches carry a higher **affinity premium** than pro sports because of the deep-seated emotional connection fans have with their alma mater
- **Factors Influencing Your "True" Cost and Value Proposition**
 - **Broadcast Window Frequency:**
 - **The "Hero" Narrative:** Brands that sign deals in 2026 are positioned as the "saviors" who helped the school bridge the \$20.5M revenue-sharing gap



COLLEGIATE NAMING RIGHTS & PATCHES ARE "STICKY"

- Unlike professional sports where a patch is purely a business transaction, a college patch is **integrated identity**.
- When a brand sponsors a "Power 4" or any other Division I school, they are essentially buying a seat at the table of a 100-year-old community leading to:
 - **Higher Recall:** Fans are 2.5x more likely to remember a collegiate sponsor than a pro sponsor due to the "tribal" nature of the sport
 - **Alumni Conversion:** Direct access to a high-net-worth donor base that views the brand as a partner in their team's success
 - A "relationship" with the student body driven by the "ambassadors" on that campus
 - An inside track to hiring the best and brightest...increasingly student-athletes



JERSEY PATCH ADVANTAGES

- **Portability & Frequency:** You are paying for a logo that travels. Whether the team is at home or playing a high-profile "neutral site" game in Las Vegas or Dallas, your brand is on the field.
- **Social Media "Virality":** 80% of modern sports consumption happens via short-form clips. The patch is the only asset guaranteed to be in the frame during a touchdown celebration or a post-game interview.



NAMING RIGHTS ADVANTAGES

- **Dominance & Authority:** Naming a stadium provides "Landmark Status."
- *It becomes a part of the local geography and GPS directions- year-round presence.*



STRATEGIC COMPARISON

If the goal is Brand Awareness and Youth Demographic Reach, the Jersey Patch is the more efficient "CPM" (cost per thousand impressions) play.

It captures the digital-first audience that skips commercials but watches 100+ highlight clips on TikTok and Instagram.

If the goal is B2B Relationship Building and Local Market Dominance, Stadium Signage remains the superior choice

The key benefits are high-touch hospitality and long-term legacy.



WHY AN INDEPENDENT ADIVISOR MATTERS

- Objective valuation protects institutional credibility
- Prevents underpricing in first-generation deals
- Ensures proper escalation structures
- Quantifies digital and social exposure accurately
- Aligns deal structure with brand objectives
- Provides sponsor-ready performance reporting



QUESTIONS/COMMENTS

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