Source

NBA Sources below:

Atlanta Hawks

[Atlanta Hawks secure $175m State Farm naming-rights deal | SportBusiness Sponsorship](https://sponsorship.sportbusiness.com/news/atlanta-hawks-secure-175m-state-farm-naming-rights-deal/#:~:text=After%20spending%20%24192.5m%20on%20renovating%20their%20stadium%2C%20the,Philips%2C%20which%20was%20set%20to%20expire%20next%20year.)

Chicago Bulls

[Blackhawks, Bulls and United Center Joint Venture and United Airlines announce new 20-year naming rights agreement (nhl.com)](https://www.nhl.com/blackhawks/news/blackhawks-bulls-and-united-center-joint-venture-and-united-airlines-announce-new-20-year-naming-rights-agreement/c-695554)

[United Airlines locks in United Center naming rights for 20 years | Crain's Chicago Business](https://www.chicagobusiness.com/article/20131212/BLOGS04/131219929/united-airlines-locks-in-united-center-naming-rights-for-20-years#:~:text=United%20Airlines%20has%20announced%20a%20new%20sponsorship%20agreement,inception%20but%20was%20set%20to%20expire%20in%202014.)

<https://www.forbes.com/sites/mikeozanian/2013/12/12/bulls-and-blackhawks-will-not-profit-from-united-centers-new-deal-but-their-owners-will/?sh=58fb32b9527c>

Dallas Mavericks

[American Airlines Center / News (archive.org)](https://web.archive.org/web/20061018213621/http:/www.americanairlinescenter.com/index.cfm/FuseAction/Page/PageID/73/ArticleID/126)

[American Airlines Center - Dallas - RetroSeasons.com](https://www.retroseasons.com/stadiums/american-airlines-center/)

Golden State Warriors

[Chase Bank Celebrates New Warriors' Sponsorship With Tour Of A Giant 8-Foot Golden Basketball (forbes.com)](https://www.forbes.com/sites/kurtbadenhausen/2017/10/09/chase-celebrates-new-warriors-sponsorship-with-golden-victory-ball-tour/?sh=6a5ff1c9493f)

[Warriors arena to be named Chase Center — bank buys naming rights (sfgate.com)](https://www.sfgate.com/bayarea/article/Warriors-arena-to-be-named-Chase-Center-bank-6788844.php)

Indiana Pacers

[Pacers announce deal that puts a different insurance company’s name on fieldhouse – Indianapolis Business Journal (ibj.com)](https://www.ibj.com/articles/pacers-arena-gets-new-name-in-multi-year-deal#:~:text=The%2018%2C000-seat%20venue%20in%20downtown%20Indianapolis%20is%20now,LLC%2C%20the%20parent%20of%20Gainbridge%20Insurance%20Agency%20LLC.)

Los Angeles Lakers

[LA Lakers’ home to be renamed Crypto.com Arena in reported $700m deal | Sport | The Guardian](https://www.theguardian.com/sport/2021/nov/17/la-lakers-home-to-be-renamed-cryptocom-arena-in-reported-700m-deal)

Minnesota Timberwolves

[Target retains naming rights to Minneapolis arena - SportsPro (sportspromedia.com)](https://www.sportspromedia.com/news/target_retains_naming_rights_to_minneapolis_arena/?zephr_sso_ott=XYSWio)

[09-19 Target Center Naming Rights Deal (wordpress.com)](https://timberwolvespr.files.wordpress.com/2009/10/09-19-target-center-naming-rights-deal-pdf.pdf)

New York Knicks

[new york knicks 2021 madison square garden sponsership - Search (bing.com)](https://www.bing.com/search?q=new+york+knicks+2021+madison+square+garden+sponsership&qs=n&form=QBRE&sp=-1&ghc=1&lq=0&pq=new+york+knicks+2021+madison+square+garden+sponsership&sc=0-54&sk=&cvid=CBC3B9FF1BA24F14B2439667DA9DEC88&ghsh=0&ghacc=0&ghpl=)

Oklahoma City Thunder

[NBA OKC Thunder arena will be called Paycom Center in 15-year deal (cnbc.com)](https://www.cnbc.com/2021/07/27/nba-okc-thunder-arena-will-be-called-paycom-center-in-15-year-deal.html)

Phoenix Suns

[Phoenix Suns arena will be called Footprint Center (cnbc.com)](https://www.cnbc.com/2021/07/16/phoenix-suns-arena-will-be-called-footprint-center.html)

WNBA Sources below:

Atlanta Dream

[Gateway Center Arena at College Park – Atlanta Dream (stadiumjourney.com)](https://www.stadiumjourney.com/stadiums/gateway-center-arena-at-college-park-atlanta-dream)

Chicago Sky

<https://www.wnba.com/news/mayor-emanuel-joins-chicago-sky-announce-teams-move-wintrust-arena>

<https://www.wintrustarena.com/>

[DePaul strikes arena naming rights deal with Wintrust | Crain's Chicago Business](https://www.chicagobusiness.com/article/20161116/BLOGS04/161119910/depaul-strikes-arena-naming-rights-deal-with-wintrust)

[Wintrust Financial signs naming rights deal for new McCormick Place arena - Curbed Chicago](https://chicago.curbed.com/2016/11/16/13654592/chicago-south-loop-depaul-basketball-arena-mccormick-place-wintrust-naming-deal)

Dallas Wings

<https://wings.wnba.com/news/wnbas-dallas-wings-introduced-in-dfw-metroplex/>

[Venue Info – College Park Center – The University of Texas at Arlington (utacollegepark.com)](https://www.utacollegepark.com/about/venue-info/index.php)

Indiana Fever

[Bankers Life Fieldhouse new name Gainbridge is new sponsor (fox59.com)](https://fox59.com/sports/pacers/gainbridge-fieldhouse-pacers-fever-announce-new-name-for-home-court/)

Los Angeles Sparks

[LA Lakers’ home to be renamed Crypto.com Arena in reported $700m deal | Sport | The Guardian](https://www.theguardian.com/sport/2021/nov/17/la-lakers-home-to-be-renamed-cryptocom-arena-in-reported-700m-deal)

Las Vegas Aces

[Las Vegas Aces’ home venue to be renamed Michelob Ultra Arena - News - Sponsorship, North America - SportsPro SmartSeries (sportspromedia.com)](https://smartseries.sportspromedia.com/news/las-vegas-aces-mandalay-bay-michelob-ultra-arena-naming-rights)

[Mandalay Bay and Anheuser-Busch Announce Multi-Year Naming Rights Partnership for Sports and Entertainment Venue | Nasdaq](https://www.nasdaq.com/press-release/mandalay-bay-and-anheuser-busch-announce-multi-year-naming-rights-partnership-for)

Minnesota Lynx

[Target retains naming rights to Minneapolis arena - SportsPro (sportspromedia.com)](https://www.sportspromedia.com/news/target_retains_naming_rights_to_minneapolis_arena/?zephr_sso_ott=XYSWio)

[09-19 Target Center Naming Rights Deal (wordpress.com)](https://timberwolvespr.files.wordpress.com/2009/10/09-19-target-center-naming-rights-deal-pdf.pdf)

New York Liberty

[New York Liberty Announce Barclays Center as Home Venue Beginning in 2020 - OurSports Central](https://www.oursportscentral.com/services/releases/new-york-liberty-announce-barclays-center-as-home-venue-beginning-in-2020/n-5562577)

[Barclays - Banking back to 1690 | British Heritage](https://britishheritage.org/barclays)

[Barclays Center makes it official (nypost.com)](https://nypost.com/2012/08/08/barclays-center-makes-it-official/)

[Barclays Center: How corporate naming rights work, and why stadiums are hardly ever named after teams anymore. (slate.com)](https://slate.com/culture/2012/09/barclays-center-how-corporate-naming-rights-work-and-why-stadiums-are-hardly-ever-named-after-teams-anymore.html)

Phoenix Mercury

[New for 2021-2022: Footprint Center - Arena Digest](https://arenadigest.com/2021/07/16/new-for-2021-2022-footprint-center/)

[Phoenix Suns arena will be called Footprint Center (cnbc.com)](https://www.cnbc.com/2021/07/16/phoenix-suns-arena-will-be-called-footprint-center.html)

Seattle Storm

[Amazon deal sees Seattle’s NHL venue renamed Climate Pledge Arena - SportsPro (sportspromedia.com)](https://www.sportspromedia.com/news/amazon-seattle-nhl-climate-pledge-arena-naming-rights/)

[Amazon backing Seattle arena climate initiative - ESPN](https://www.espn.com/nhl/story/_/id/29364848/amazon-backing-seattle-arena-climate-initiative)

Both WNBA and NBA

[Gateway Center Arena at College Park – Atlanta Dream (stadiumjourney.com)](https://www.stadiumjourney.com/stadiums/gateway-center-arena-at-college-park-atlanta-dream)

Sponsorship Amounts

[NBA arena naming rights 2020 | Statista](https://www.statista.com/statistics/1224554/nba-arena-naming-rights-deals/)

Figure out how much each company is worth, compare and contrast NBA vs WNBA in pie charts and bar charts.

Find the financial records of each company, see how much they spent in sponsorships for that year.

Google company records for year of sponsorship.

WNBA.com

NBA.com

Check out each company’s financial reports for the year of sponsorship

[Gateway Center Annual Report - 2020-2021 [12 - 13] (nxtbook.com)](https://www.nxtbook.com/nxtbooks/gatewaycenter/annualreport_20202021/index.php?startid=13#/p/12)

[Wintrust Financial Financial Statements 2009-2023 | WTFC | MacroTrends](https://www.macrotrends.net/stocks/charts/WTFC/wintrust-financial/financial-statements)

[Wintrust Financial Revenue 2010-2023 | WTFC | MacroTrends](https://www.macrotrends.net/stocks/charts/WTFC/wintrust-financial/revenue)

[UNT-0006-0021.pdf](https://texashistory.unt.edu/ark:/67531/metapth1113869/m2/1/high_res_d/UNT-0006-0021.pdf)

[Gainbridge Fieldhouse: What is the company behind the name? (indystar.com)](https://www.indystar.com/story/news/local/2021/09/28/gainbridge-fieldhouse-what-company-behind-name/5896771001/)

[Crypto.com 2021 Highlights: The Year Crypto Went Mainstream](https://crypto.com/company-news/crypto-com-2021-highlights-the-year-crypto-went-mainstream)

[220321\_FULL\_EN-Annual Report.pdf (ab-inbev.com)](https://www.ab-inbev.com/assets/presentations/Annual-Report/220321_FULL_EN-Annual%20Report.pdf)

<https://www.annualreports.com/Company/target-corp>

<https://companiesmarketcap.com/barclays/marketcap/>

[2021 Annual Report - Global Footprint Network (overshootday.org)](https://www.overshootday.org/annual-report-2021/)

[Amazon Net Worth 2010-2023 | AMZN | MacroTrends](https://www.macrotrends.net/stocks/charts/AMZN/amazon/net-worth)

<https://newsroom.statefarm.com/2018-state-farm-financial-results/#:~:text=The%20underwriting%20gain%20in%202018,billion%20at%20year%2Dend%202017>

<https://www.annualreportowl.com/American%20Airlines/1999/Annual%20Report>

[JPMorgan Chase Net Worth 2010-2023 | JPM | MacroTrends](https://www.macrotrends.net/stocks/charts/JPM/jpmorgan-chase/net-worth)

<https://www.macrotrends.net/stocks/charts/PAYC/paycom-software/net-worth>

Naming rights are attached to the arena the sports team plays or practices in, thereby sponsoring the team through the sponsorship of the arena.

[Barclays Center: How corporate naming rights work, and why stadiums are hardly ever named after teams anymore. (slate.com)](https://slate.com/culture/2012/09/barclays-center-how-corporate-naming-rights-work-and-why-stadiums-are-hardly-ever-named-after-teams-anymore.html)

X values will be time wise

Numerical value that is high value y value

If the team has NA value, do not show it in the code output.

Use fillna(qotes (inplace true)

Interesting facts I found while gathering the data:

The sponsorships of the WNBA’s Minnesota Lynx and the Minnesota Timberwolves with Target has a annual renewal every three to five years. It is also the oldest naming rights sponsorship found during research, having started in the year 1990.

The initial cost of the Barclays Bank sponsorship with the WNBA’s New York Liberty was renegotiated from $400 million to a new initial cost of $200 million in the aftermath of the 2008 market crash.

<https://www.statista.com/statistics/1224554/nba-arena-naming-rights-deals/>