



Pro Football Hall of Fame Scores Nine Figure Naming Rights Deal

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The Pro Football Hall of Fame in Canton, Ohio has just scored one of the richest naming rights deals in sports with Johnson Controls, a diversified technology and multi-industrial leader that serves customers in more than 150 countries.

The agreement is worth nine figures over 18 years, according to a source, for the \$500 million Hall of Fame Village development project. Although my source would not provide a specific figure he did say the naming rights deal is among the top 20% of all sports naming rights deals in total amount and the largest ever for a designated market area the size of Canton.

The Hall of Fame has done a great job of expanding its business the past decade. According to an article in SportsBusiness Journal two years ago, the Hall's annual revenue has increased to around \$200 million from \$4 million since 2004.

Under the terms of the deal, Johnson Controls will become the "Official Smart City Partner" of Hall of Fame Village, which includes venues such as a virtual reality, state of art Johnson Controls Hall of Fame Experience. Additionally, the company will also be the presenting sponsor for the annual celebration in Canton each summer that will be known as the Pro Football Hall of Fame Enshrinement Week Powered by Johnson Controls.

The deal gives exclusive designation for Johnson Controls as the "Official Smart City Partner" of HOF Village and includes naming rights to the Hall of Fame's annual Enshrinement Week celebration, which will become "Pro Football Hall of Fame Enshrinement Week Presented by Johnson Controls" and the use of Johnson Controls products and services within HOF Village, including the museum. Sponsorship will also include naming rights for the week's three marquee events: Concert for Legends, Enshrinement Festival and NFL/Hall of Fame Game.

For the Hall of Fame and Johnson Controls, this agreement represents shared values of honoring the past and building a future driven by innovation and creating comfort for everyone who comes to the Village to honor the legends who have played the game.

"This is an extraordinary partnership between esteemed partners that celebrates excellence everywhere. Johnson Controls and the Hall of Fame share strong values and a

vision of improving others' lives and making the world a better place," Pro Football Hall of Fame President David Baker stated in a press release.

A professional services contract calls for Johnson Controls' products, services and solutions used within the Hall of Fame Village including the museum. This will provide for the creation of a showcase "Smart City" with the company providing its building management systems, HVAC equipment, fire and security systems and other technologies that will assure world-class environments and yield significant operational cost savings over the life of the agreement, the release stated.

"Our innovative, integrated, technologies will provide the right combination of safety and security at the Johnson Controls Hall of Fame Village in an environment that demonstrates how we connect "cities" that run smartly and reliably," said Kim Metcalf-Kupres, Vice President and Chief Marketing Officer, Johnson Controls. "We are proud to celebrate the greats of the game who are enshrined in the Hall of Fame and create a winning experience for visiting fans."

Johnson Controls Hall of Fame Village is the largest project currently under construction in Ohio and will be a top tourist destination for millions of visitors per year. It is projected to bring \$15.3 billion dollars in economic impact to the region in its first 25 years as it transforms the Pro Football Hall of Fame's campus to impact the lives of people by focusing on programming rooted in values learned from the game of football—commitment, integrity, courage, respect and excellence.

The Pro Football Hall of Fame is an independent 501 (c)(3) not-for-profit institution. The NFL Hall of Fame Committee is chaired by Dallas Cowboys Owner, President and General Manager Jerry Jones and provides guidance and leadership to the Hall of Fame with a focus on the Hall's Mission to "Honor the Heroes of the Game, Preserve its History, Promote its Values & Celebration Excellence EVERYWHERE."

In addition to the naming rights of the Village, Johnson Controls also receives the entitlement to the Hall of Fame Experience, one of the nine landmark components being developed within Johnson Controls Hall of Fame Village. The estimated \$120 million state-of-the-art virtual reality amusement park experience is set to open in early 2019.

Johnson Controls retained IdeaQuest, Ramsey, N.J., led by Founder and President, Eric Bechtel to help establish and activate this monumental partnership. The Hall of Fame retained Premier Ventures, Los Angeles, Calif., to advise them on various activities within the nearly \$600 million Johnson Controls Hall of Fame Village development project including the negotiations related to this agreement led by Jeff Marks, President and Co-Founder.

In addition, TSAV, a global technology consulting and integration firm, was retained to provide guidance and leadership regarding technology systems integration and realization of the overall vision for a first of its kind connected sports & entertainment smart city. The

multi-phased HOF Village project is being led by the Hall of Fame and its master developer, Industrial Realty Group.

The completion of Johnson Controls Hall of Fame Village in 2019 coincides with the NFL's 100th season and subsequent Centennial celebration in 2020. Johnson Controls Hall of Fame Village will be an anchor of the league's celebration.