

Naming Rights Pricing Floor

Formula: $(\text{Media Value} + \text{Activation Value}) \times \text{Exclusivity Multiplier} + \text{Goodwill Hedge} + \text{Opportunity Cost}$

Components:

- Media Value = impressions from signage, TV, digital
- Activation Value = events, clinics, hospitality
- Exclusivity Multiplier = 1.25–2.0 (category lockout strength)
- Goodwill Hedge = +15–25% (healthcare, finance, utilities)
- Opportunity Cost = value of retired sponsorship inventory

Term Guidance:

- 10–15 year deals, 3–5% escalators, revaluation triggers