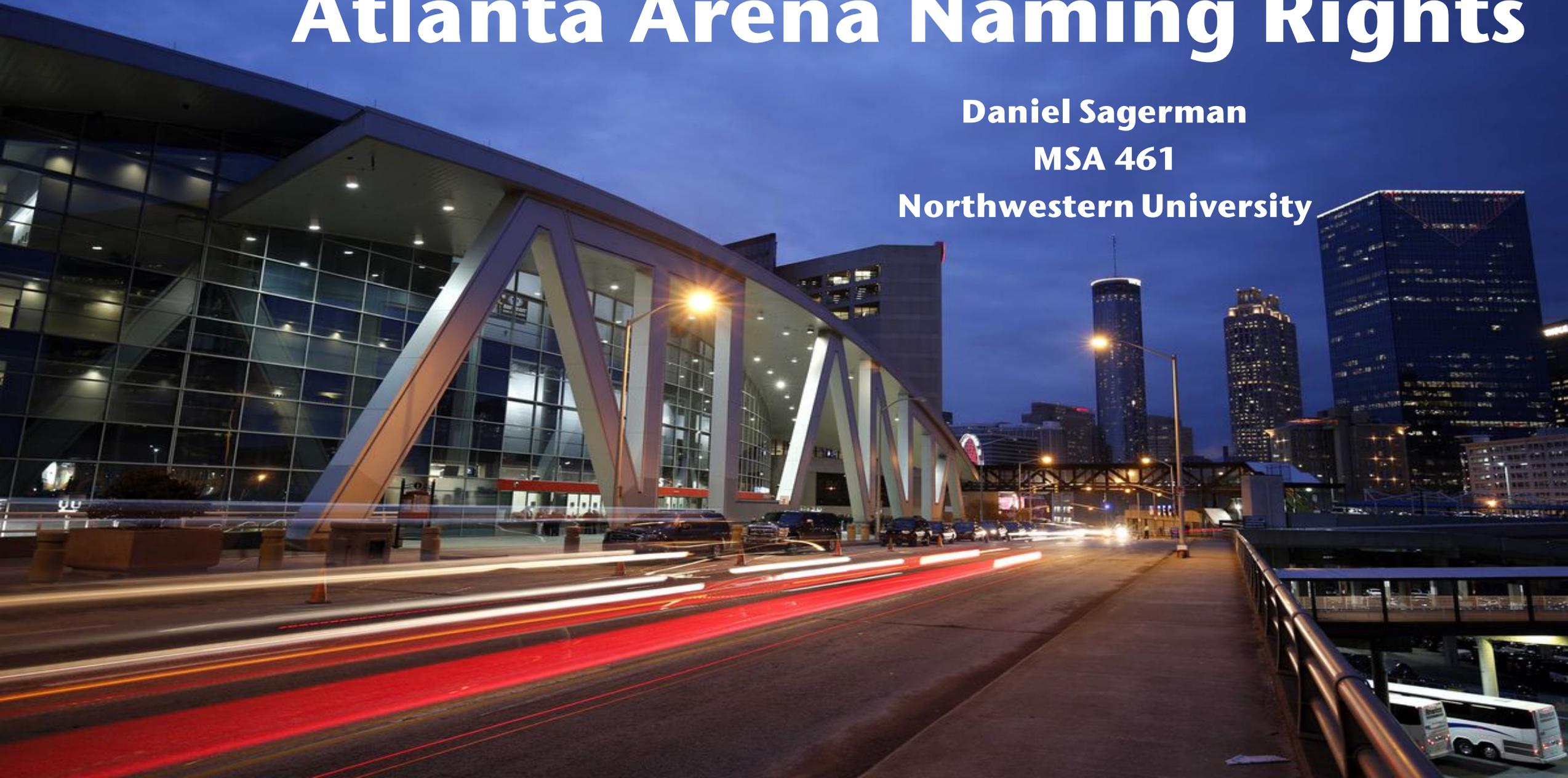


# Atlanta Arena Naming Rights

**Daniel Sagerman**

**MSA 461**

**Northwestern University**



# Philips Arena Overview

- Opened 1999
- Owned by Atlanta-Fulton County Recreation Authority
- Operated by Atlanta Hawks
- Hosts over 160 events and 1.6 million guests annually
- LEED certified since 2009

# Arena Facts & Figures

- Hosted:

- NBA, WNBA, NCAA basketball
- Concerts
- NHL hockey
- Arena Football
- Figure Skating

## Seating Capacity:

- Basketball 18,118
- Concerts: 17,700

- Private Suites: 92

- Food Outlets: 23

- Party/Rental Suites: 7

- Restaurants/Clubs: 4

- Loge Boxes: 12

- Retail Outlets: 12

- Club Seats: 1,866

- Total Parking Spaces: 4,345

# Atlanta Hawks Quick Facts

- Founded in 1946 as Buffalo Bisons
- Moved to Atlanta in 1968
- Moved to Philips Arena in 1999
- 5 Division titles (1970, 1980, 1987, 1994, 2015)
- 4 Conference titles (1957, 1958, 1960, 1961)
- 1 Championship (1958 – as St. Louis Hawks)
- 16 NBA All Star selections since 2007



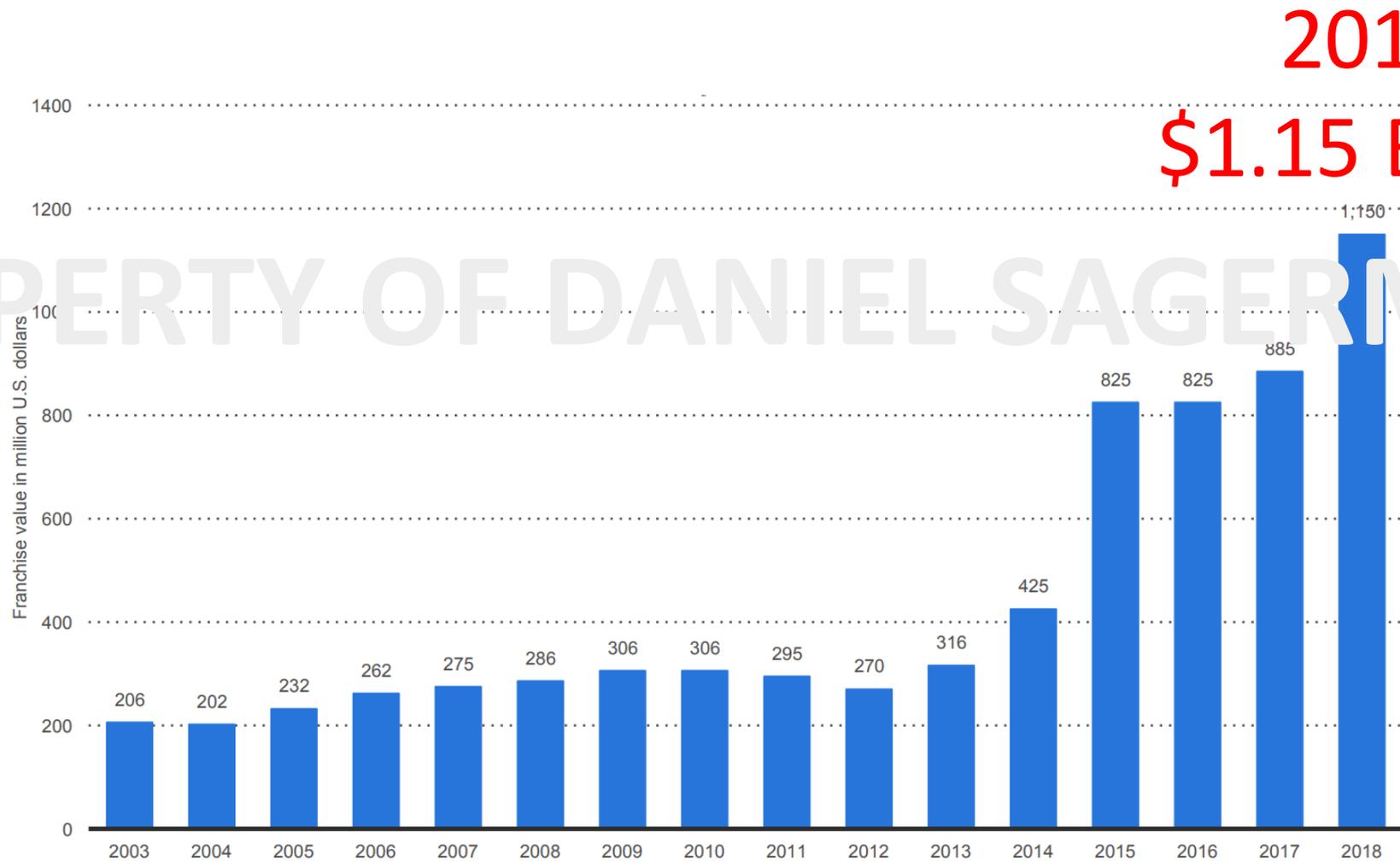


# Franchise Trends

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Franchise value of the Atlanta Hawks (NBA) 2003-2018

## Atlanta Hawks franchise value from 2003 to 2018 (in million U.S. dollars)\*



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Note: United States; 2003 to 2018

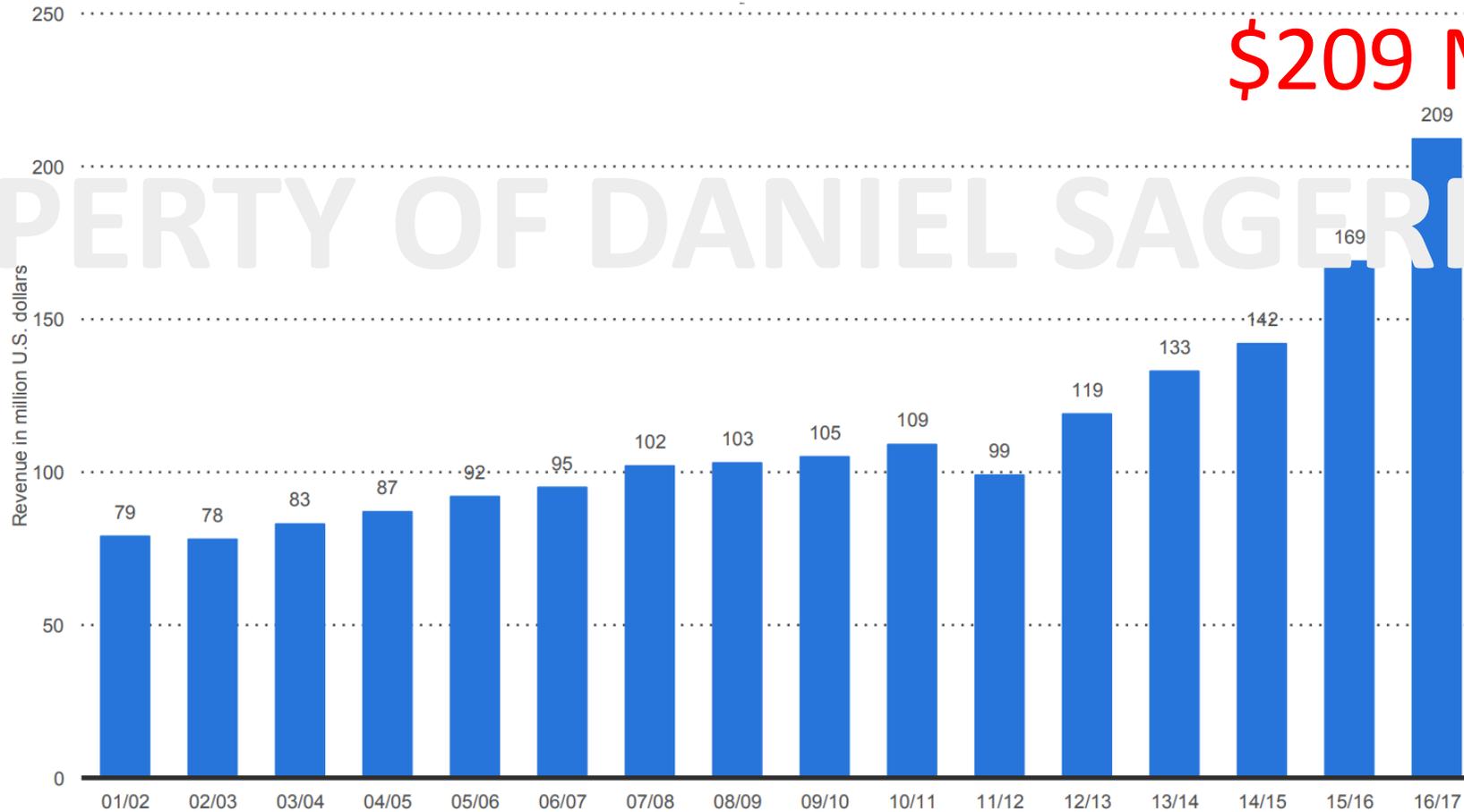
Further information regarding this statistic can be found on [page 62](#).

Source: Forbes [ID 194554](#)

Atlanta Hawks' revenue 2001-2017

## Revenue of the Atlanta Hawks from 2001/02 to 2016/17 (in million U.S. dollars)\*

2017:  
\$209 Million



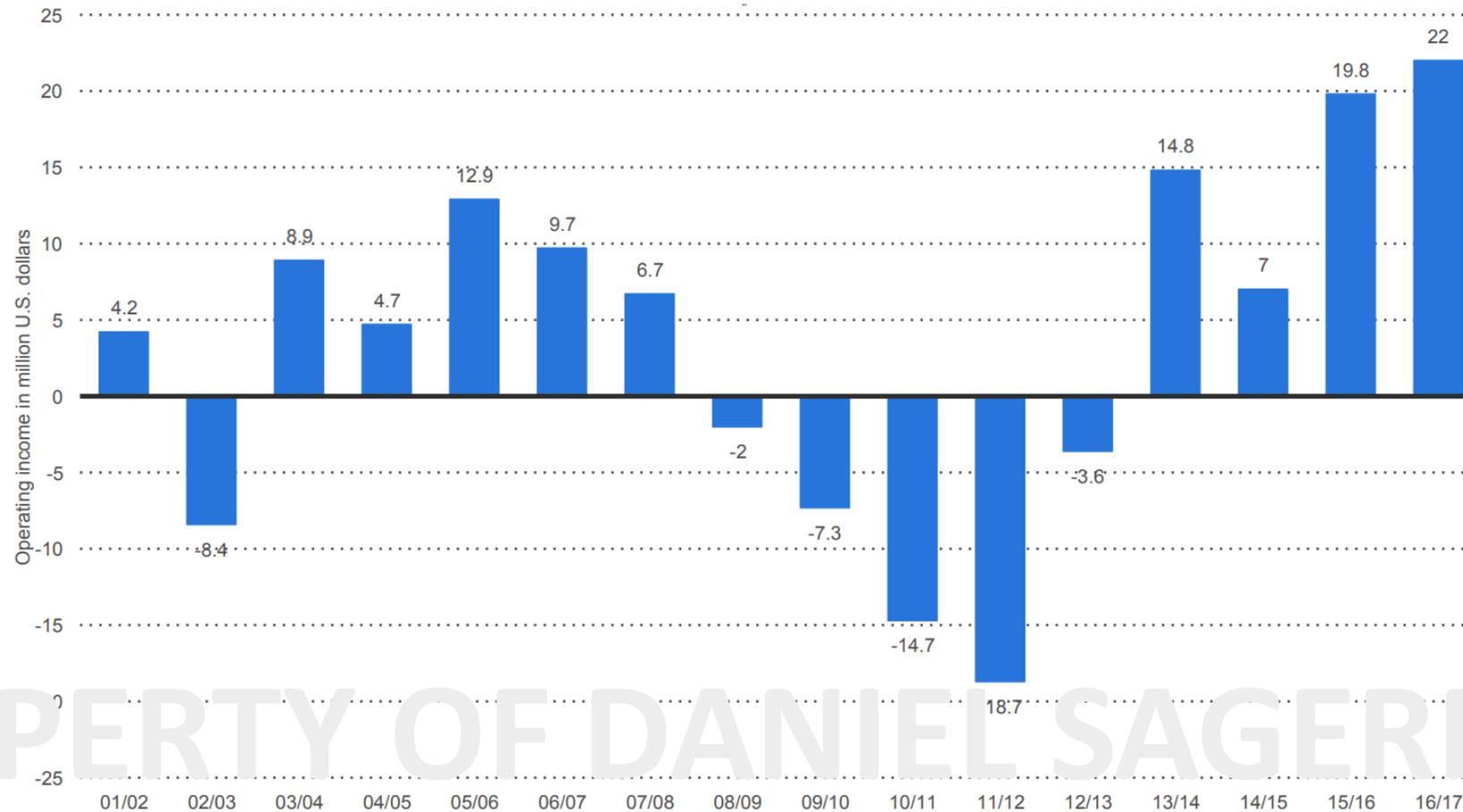
Note: United States; 2001 to 2017

Further information regarding this statistic can be found on [page 63](#).

Source: Forbes [ID 194797](#)

Operating income of the Atlanta Hawks (NBA) 2001-2017

## Atlanta Hawks operating income\* from 2001/02 to 2016/17 (in million U.S. dollars)



2017:  
\$22 Million

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Note: United States

Further information regarding this statistic can be found on [page 64](#).

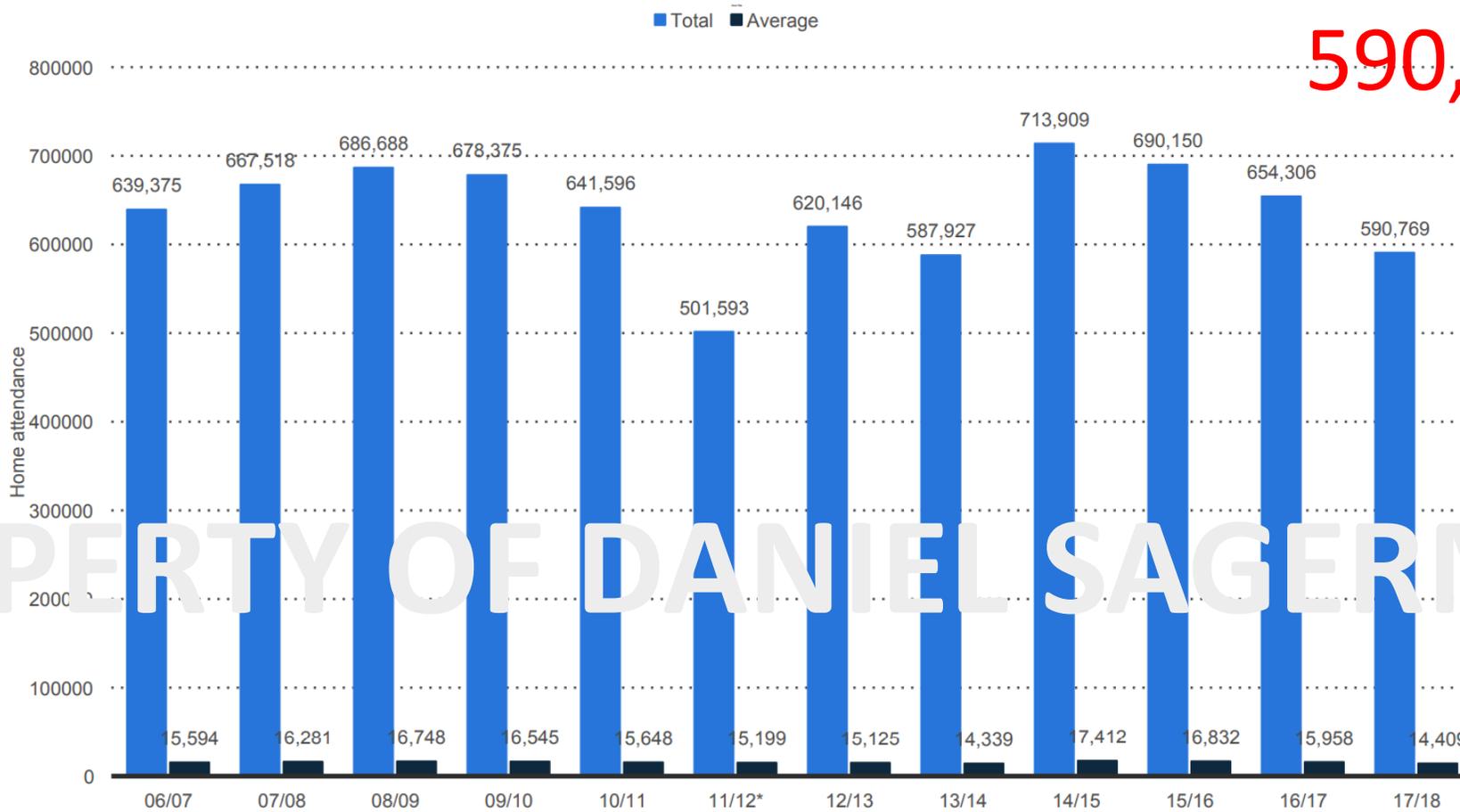
Source: Forbes [ID 286122](#)

Regular season home attendance of the Atlanta Hawks 2006-2018

# Atlanta Hawks regular season home attendance from 2006/07 to 2017/18

2018:  
590,769

14,409 per  
home game



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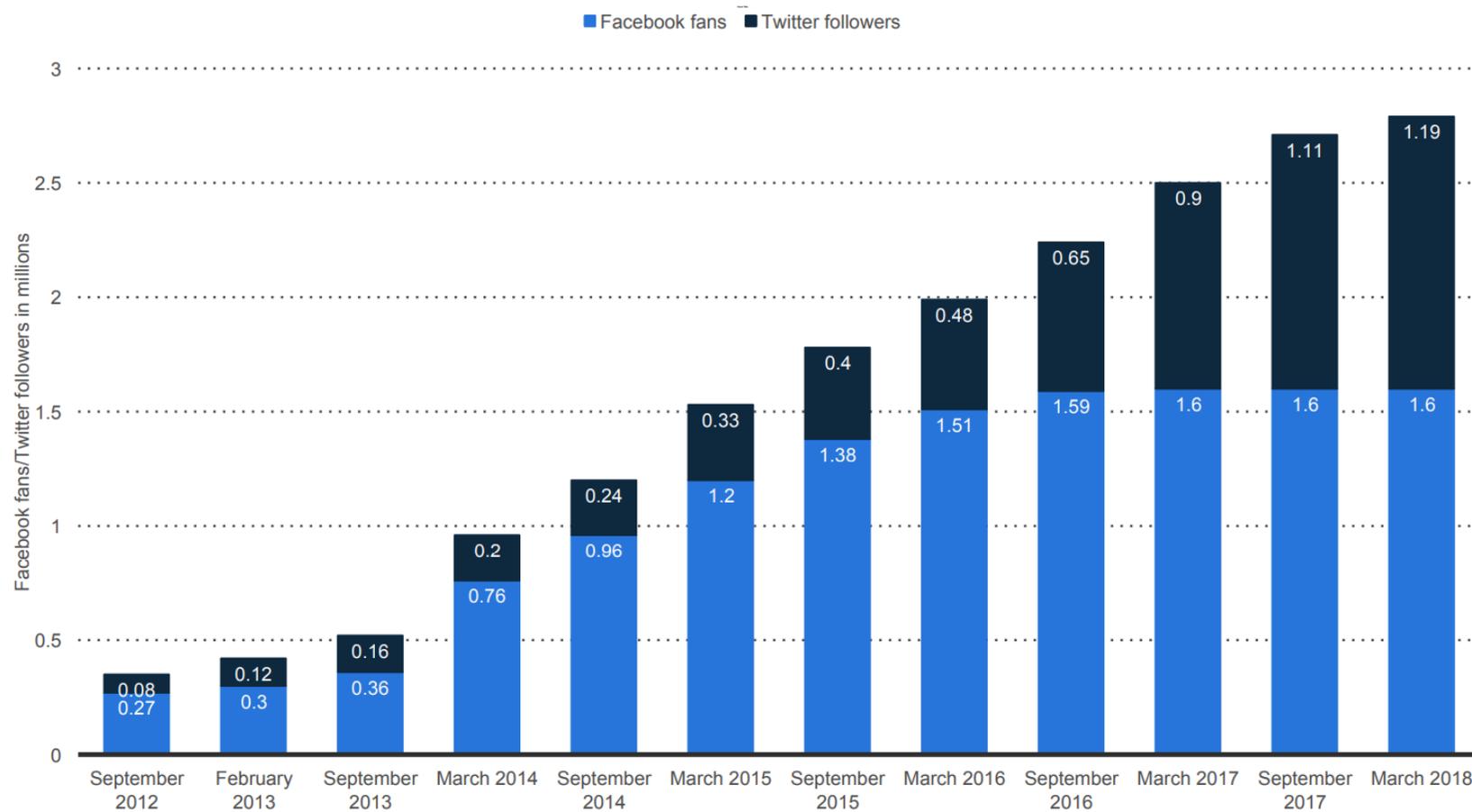
Note: United States; 2006/07 to 2017/18

Further information regarding this statistic can be found on [page 66](#).

Source: ESPN.com [ID\\_194895](#)

Atlanta Hawks number of Facebook fans/twitter followers 2012-2018

## Number of Facebook fans/twitter followers of the Atlanta Hawks (NBA) from 2012 to 2018 (in millions)



June 2018:



1.21 Million



1.6 Million

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Note: United States

Further information regarding this statistic can be found on [page 68](#).

Source: Fan Page List [JD.322867](#)

# \$192 Million Renovation



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# **Our Values**

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# Giving Back

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## ATLANTA HAWKS FOUNDATION

### The Coca-Cola Foundation By The Numbers

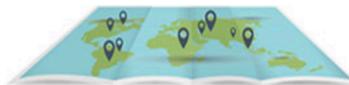
**2015 Impact:**

Nearly **300**  
organizations reached

**US \$84.5 million**  
funds donated



**70+**  
countries reached



20 regional foundations support local communities around the world

More than **\$830 million** in total charitable contributions awarded since 1984

*Data valid through December 31, 2015*

Learn more + join the conversation

[www.coca-colagivingback.com](http://www.coca-colagivingback.com)

#cocacolagivingback



# Community



**Community Space-Making:**  
Coca-Cola Consolidated  
Partners with Local Artists  
to Refresh Baltimore Park

Bocek Park looks much different than it did six months ago, thanks to the work of community activists and a \$130,000 donation from...



A Decade After the  
Wenchuan Earthquake,  
**Coca-Cola China Still Cares**



# Diversity & Inclusion

Coca-Cola Receives Perfect Score on Corporate Equality Index



## Hawks, Black Fives Celebrate Black History Month

We teamed with the Black Fives for a special halftime presentation about the history of the organization and era in honor of Black History Month.

# Sustainability



The Coca-Cola Co.   
@CocaColaCo

Following

On this **#WorldEnvironmentDay** 🌿, we're embracing a **#WorldWithoutWaste**. Learn about the progress we've made worldwide since announcing our packaging goals this past January:



Taking Action Toward a World Without Waste

[www.coca-colacompany.com](http://www.coca-colacompany.com)

10:57 AM - 5 Jun 2018

15 Retweets 50 Likes



# Family



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# Strategic Fit

- Two iconic Atlanta brands
- Upgrade partnership between Coca-Cola and Atlanta Hawks
- 1st major league sports venture for Coca-Cola
  - (Coca-Cola Field - Buffalo, Coca-Cola Park – Allentown, PA)
- Opportunity to guide Atlanta into the future

# Tentative Deal Terms

- 20 years, \$200 million (\$10 million per year)
  - Opt-out option after 10 years
- Exclusive sponsorship
- 15 complimentary lower-level tickets per game
- 2 courtside seats per game
- Additional benefits

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# Tangible Benefits

- Guaranteed commercial time during Hawks broadcasts
- Hawks game day broadcast name drops
- Logo featured prominently on game day tickets and programs
- Signage throughout arena exterior, interior, concourse, jumbotron
- Logo displayed on Hawks court
- Promotional items and giveaways at all arena events

# Intangible Benefits

- No clutter – exclusive deal
- Exposure in one of top tourist destinations in USA year-round
- Reach a wide variety of audiences, including ages 18-35 demographic
- Hometown love

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# Mockups

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*Coca-Cola*

**center**

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*Coca-Cola* center



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**ATLANTA HAWKS**

**ATLANTA HAWKS**



**PROPERTY OF DANIEL SAGERMAN**

*Coca-Cola* center



PROPERTY OF DANIEL SAGERMAN



Coca-Cola center

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Coca-Cola  
center

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Coca-Cola  
center

Coca-Cola  
center

BAR CENTER COURT

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*Coca-Cola*



**THANK YOU!**

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