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City Council to Consider Proposal for Renaming of Stadium

PROPOSAL TO RENAME THE FACILITY SDCCU STADIUM TO BE ON COUNCIL'S TUESDAY DOCKET

SAN DIEGO – The San Diego City Council will vote Tuesday on a proposal to rename the City's stadium in Mission Valley. In a naming rights agreement with San Diego County Credit Union, the new proposed name would be SDCCU Stadium.

San Diego County Credit Union would pay \$500,000 for stadium naming rights. Per the City's Stadium Sponsorship Sales Agreement with Fox Sports, the City would retain 75 percent of the revenue, which equals \$375,000. Under the agreement, naming rights would expire on Dec. 31, 2018.

"We are extremely excited about this agreement. There was tremendous interest and we had countless conversations with qualified businesses. Now, we are hoping for approval to move forward with one of the most recognizable brands in San Diego," said Kyle Sherman, President of Home Team Sports and Fox Sports College Properties. **"SDCCU believes in the importance of being an influential corporate citizen within the communities they do business."**

First named San Diego Stadium when it opened in 1967, the facility was officially renamed San Diego Jack Murphy Stadium in 1981 in honor of the late *San Diego Union* sportswriter who was instrumental in helping bring the Chargers football team to San Diego. In 1997, after a major renovation and expansion of the stadium, a 20-year deal was made with Qualcomm for naming rights. That deal expired this year.

"We are excited SDCCU has been announced as the preferred naming rights partner for the City Council's upcoming vote on stadium naming rights," said Teresa Halleck, SDCCU President and CEO. **"This new partnership illustrates SDCCU's ongoing support of the greater San Diego community."**

On Aug. 1, a request for proposals was issued for stadium naming rights. Four proposals were received and evaluated, taking into consideration each proponent's qualifications, scope of services, term of agreement and financial proposal.

There are several major events scheduled at the stadium this year, including concerts by rock bands U2 and Coldplay on Sept. 22 and Oct. 8 respectively. Also scheduled are San Diego State University Aztecs football home games on Sept. 30, Oct. 14 and 21, and Nov. 18 and 25; the 5K Color Fun Run on Nov. 11; and the San Diego County Credit Union Holiday Bowl on Dec. 28.

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