

# Steelers, Kraft Heinz in Discussions About Extending Stadium Naming Rights

Tuesday, March 15, 2022

David Franklin discusses the 20-year naming rights agreement between the Steelers and Kraft Heinz in the *Pittsburgh Post-Gazette*. Since the stadium's opening in 2001, Heinz acquired naming rights to the home turf of the Steelers. Both parties agreed to extend the agreement to the end of 2021 and are now having conversations about renewing the deal once again.

“For them, it’s been a great relationship. In my opinion, you’re not going to find an outsider who comes in who wants to pay New York money or California money for naming rights. I don’t see it happening,” David said.

“But by reinvesting in the relationship, Kraft Heinz could continue to get value out of the deal, particularly the national exposure that comes with prime-time broadcasts,” David continued.

“The Steelers could continue to collect revenue from a longtime partner without having to spend a lot of money to change the signage in and around the stadium,” he added.

To read the full article, [click here](#).

## Related Practice Areas

- Business
- Corporate

## Industry Sectors

- Sports