

# Convention Center Naming Partnership Opportunity

**CITY COUNCIL WORK SESSION BRIEFING**

February 3, 2026

Michael Crum, Director, Public Events Department



# Agenda

Naming partnerships overview

Naming partnerships for convention centers

Naming partnership opportunity for the Fort Worth  
Convention Center

Next Steps

# Naming Partnerships are common for entertainment venues



American  
Airlines  
Center



# Naming partnerships for convention centers are an emerging trend



Milwaukee, Financial Services



Memphis, Banking



Sacramento, Banking



Detroit, Banking

Energy, healthcare, restaurant, and casino companies have also invested in naming partnerships

# Valuations are different...



**\$19,000,000 /YR**



**\$1,500,000 /YR**

Naming valuations for professional sports venues are based primarily on television exposure

# Opportunity for Fort Worth Convention Center



Study conducted by The Superlative Group



Valuation: \$450,000–\$500,000 annually



|  |                         |
|--|-------------------------|
| Impact on FWCC<br>revenues is significant: | FY25 revenue:<br>\$8.6M |
|--|-------------------------|



Increased FWCC revenue makes C&T funds available for other investments, like marketing and capital programs

# **Does the City lose anything by taking Fort Worth off the Convention Center?**

**No**

**Conventions come to cities, not to venues.**

**“Join us for our 2027 show in Fort Worth!”**



# Roof = Naming activation





# Next Steps

**2027:** Contract with sponsorship marketing agency to assist in finding a naming partner

**2027–2028:** Market the naming opportunity to potential partners

**2028–2029:** Negotiate naming agreement

**2030:** Convention Center expansion and renovation completed, facility re-named

# Questions/Discussion

