

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



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 revenues is significant: FY25 revenue: \$8.6M



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

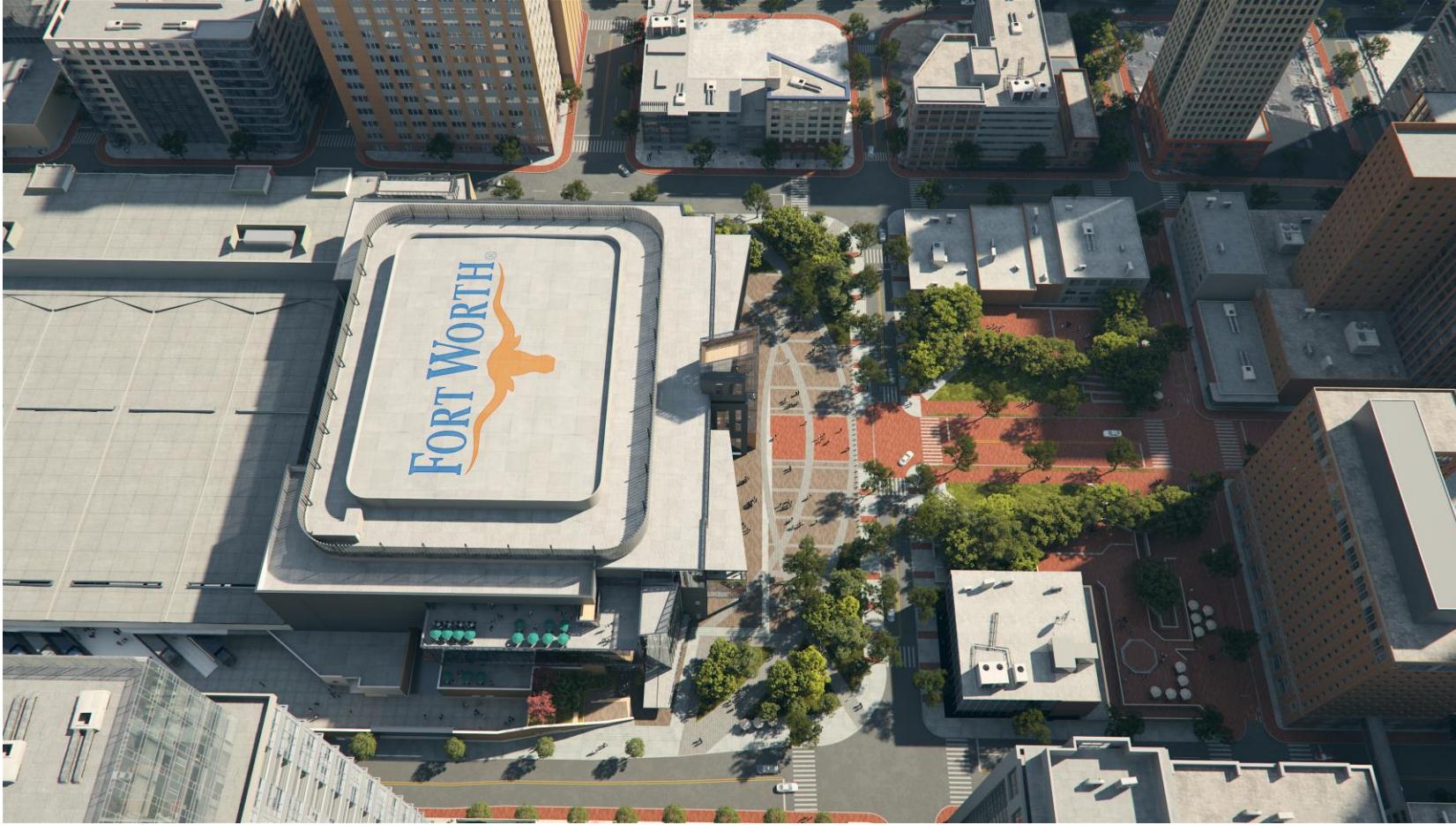
Does the City lose anything by taking Fort Worth off the Convention Center?

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

