Selling metro-stations’ naming rights

Case-studies and debates
Presentation outline

1/ Selling naming rights : a world-wide practice

2/ Metro stations’ naming rights : international case-studies

3/ Conclusions and debates
1/ Selling naming rights: a world-wide practice

Sports stadiums

Allianz Riviera Stadium, Nice, France (Since 2012)

Emirates Stadium, London (since 2004)
1/ Selling naming rights: a world-wide practice

Convention and art centres

O'Keefe Centre (1960-1996)
Hummingbird Centre (1996-2007)
Sony Centre (Since 2007), Toronto, Canada

Barclays Center (2012 – Present), New York

Auditorio Fundidora (1994-1995)
Auditorio Coca-Cola (1995-2007)
Auditorio Banamex (2010-Present), Monterrey, Mexico

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### New York (US)

#### Station statistics

<table>
<thead>
<tr>
<th>Address</th>
<th>Atlantic Avenue, Pacific Street, Flatbush Avenue &amp; Fourth Avenue, Brooklyn, NY 11217</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borough</td>
<td>Brooklyn</td>
</tr>
<tr>
<td>Locale</td>
<td>Downtown Brooklyn</td>
</tr>
<tr>
<td>Coordinates</td>
<td>40.684462°N 73.978758°W</td>
</tr>
<tr>
<td>Division</td>
<td>A (IRT), B (BMT)</td>
</tr>
<tr>
<td>Line</td>
<td>BMT Fourth Avenue Line, BMT Brighton Line, IRT Eastern Parkway Line</td>
</tr>
<tr>
<td>Services</td>
<td><em>(2) (all times)</em>, <em>(3) (all except late nights)</em>, <em>(4) (all times)</em>, <em>(5) (weekdays until 8:45 p.m.)</em>, <em>(B) (weekdays until 11:00 p.m.)</em>, <em>(Q) (all times)</em>, <em>(D) (all times)</em>, <em>(N) (all times)</em>, <em>(R) (all times)</em></td>
</tr>
</tbody>
</table>
| Transit connections             | **NYCT Bus**: B37, B41, B45, B83, B67  
|                                 | **MTA Bus**: B103  
|                                 | **LIRR**: City Terminal Zone (at Atlantic Terminal)                                       |

**Station**: Atlantic Avenue-Barclays Center  
**Responsible authority**: Metropolitan Transport Authority (MTA)  
**Contract details**: 4 M$ per station for 20 years
# Metro station naming rights: case-studies

Many cities started selling metro station names:

<table>
<thead>
<tr>
<th>City</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dubai</td>
<td>2008</td>
</tr>
<tr>
<td>New York</td>
<td>2009</td>
</tr>
<tr>
<td>Wuhan</td>
<td>2012</td>
</tr>
<tr>
<td>Madrid</td>
<td>2013</td>
</tr>
<tr>
<td>Shanghai</td>
<td>2012</td>
</tr>
<tr>
<td>Chicago</td>
<td>2013</td>
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<tr>
<td>London</td>
<td>2015</td>
</tr>
<tr>
<td>Delhi</td>
<td>2016</td>
</tr>
<tr>
<td>Mumbai</td>
<td>2017</td>
</tr>
<tr>
<td>Kuala Lumpur</td>
<td>2018</td>
</tr>
</tbody>
</table>

Dubai is the first city to sell metro station names in 2008.

**Stations:** 23 stations (13 already sold)  
**Responsible authority:** Roads and Transport Authority (RTA)  
**Contract details:**  
10M $ per station for 10 years (1M $ per station per year = minimum amount)
2/ Metro station semi-naming rights: case-studies

**New Delhi (India)**

**Station:** 7 stations outside Delhi bounders (8 more upcoming)

**Responsible authority:** Delhi Metro Rail Corporation, Ldt

**Contract details:**
0.3M $/year for 10 years

**Gurgaon (India)**

**Station:** Vodafone, Micromax, Airtel and IndusInd Bank

**Responsible authority:** Rapid MetroRail Gurgaon Ltd. (RMGL)

**Contract details:**
0.3 to 1M $/year depending on station location for 5 years

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Wuhan (China)

Station: Zhou Hei Ya & Jianghan Road (line 2)
Responsible authority: Wuhan Metro Group Co., Ltd
Contract details: 0.2M $ / year per station for 4 years (2012-2015)

Madrid (Spain)

Station: Vodafone Sol (Lines 1, 2 & 3)
Responsible authority: Regional Consortium of Transportation for Madrid
Contract details: 1.1 M$ / year per station (2013-2016)
2/ Metro station naming rights: case-studies

**London (UK)**

**Station:** Canada water renamed Buxton water (for 24 hours)

**Responsible authority:** Transport for London (TfL)

**Contract details:**
110 000 £ for 1 day (London Marathon 2015)

**Chicago (US)**

Emirates Air Lines signed a 44M $ sponsoring deal with TfL for the London Cable Car for 10 years

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Contracting clauses and elements

- **Costs** of the rights linked with the location and the dimension of the station (one or several lines, number of passengers per day)
- **Duration** of the contract (from 24 hours to 20 years)
- Purchasable **rights** (name only, advertisement/marketing spaces (exclusivity or priority), renewal/branding of the station, etc.)
- Restriction on the **choice of stations** (avoid historical sites or station with strong meaning or identity)
- Restriction on the **choice of the brands** (no cigarettes or alcohol brands for example following ethics, health and cultural local values)

Main critics

- **Invading advertisement**
- ** Poor image of the city**
- **Lost of identity**
- **Dependency of public entities from big private companies**

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Duration/Cost Ratio

Source: CODATU, Hoyez M., Salazar-Fero P., 2016

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Main characteristics of the mechanism

- **Duration** of the contract (from 24 hours to 20 years)
- Restriction on the **choice of stations** (protect historical sites)
- Restriction on the **choice of the brands** (no Cigarettes brands for example)
- Purchasable **rights** (name only, advertisement spaces (exclusivity or priority), renewal of the station, etc.)
- **Costs** of the rights linked with the location and the dimension of the station (one or several lines, number of passengers per day)

Main critics

- **Invading advertisement**
- **Lost of geographical or historical references**
- **Lost of identity for users**
- **Dependency of public entities from big private companies**
Thank you for your attention

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