



# TERMS OF THE DEAL

## Fact Sheet

For the next 47 years, USC Football will call the Coliseum their home stadium. This 25-year agreement has extensions for an additional 22 years. Highlights of the deal include:

### **USC will:**

- Pay 8% of ticket sales in rent to the Coliseum
- Fully cooperate in the Naming Rights of the Coliseum
- Pay mutually agreed upon day of game expenses
- Retain all advertising and promotional rights
- Have consent over any other major college football or NFL team at the Coliseum

### **LAMCC will:**

- Continue to run the day-to-day operations of the Coliseum
- Retain 100% of concession sales
- Phase in the mutually agreed upon improvements to the Coliseum. All improvements will be staged in the off-season
- Offer USC a rental offset option if improvement costs are not covered by the Naming Rights, Coliseum reserves and other operating income.

### **LAMCC and USC together will:**

Work in partnership on securing a corporate partner for naming rights to generate revenue needed for Coliseum improvements. 100% of the Naming Rights revenue will be dedicated to Coliseum improvements. The Top Five Improvements are:

1. New Video Board
2. More public restrooms
3. More Concession stands
4. New seats
5. New locker rooms

#####