

Acquisition Opportunity

Stadium Naming Rights: Sports Authority Field at Mile High
OFFERS DUE: Monday, July 25, 2016 at 11:59PM ET



INTRODUCTION

Hilco Streambank has been retained by The Sports Authority, Inc. (“Sports Authority” or the “Company”) as its agent to market and sell its intellectual property assets including the naming sponsorship rights for Sports Authority Field at Mile High, home of the Super Bowl Champion Denver Broncos. The Company is currently operating as a Debtor under Chapter 11 in the United States Bankruptcy Court for the District of Delaware (the “Bankruptcy Court”).

CURRENT SITUATION

The stadium naming rights contract was originally entered into by Invesco Funds in 2001, and was assigned to the Sports Authority in 2011. A buyer of these rights would assume the contractual payments for the final 5 years of the contract and replace the signage with their own.

Contract details for the Stadium Naming Rights include:

- Five (5) football seasons remaining on the contract (Through 2020/21 Season)
- Prominent signage on both interior and exterior of the stadium
- Contract terms from the original 2001 contract well below current market rates (See chart below for comparable deals)

This is a unique opportunity to own the naming rights to the stadium of the reigning Super Bowl Champions.

Comparable NFL Stadium Deals - Last 5 Years**

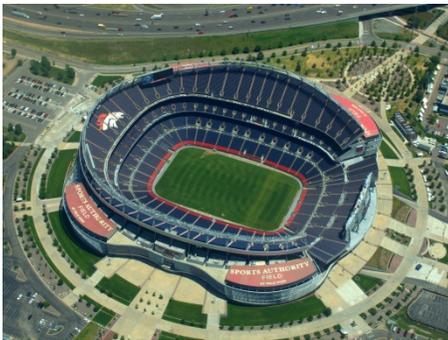
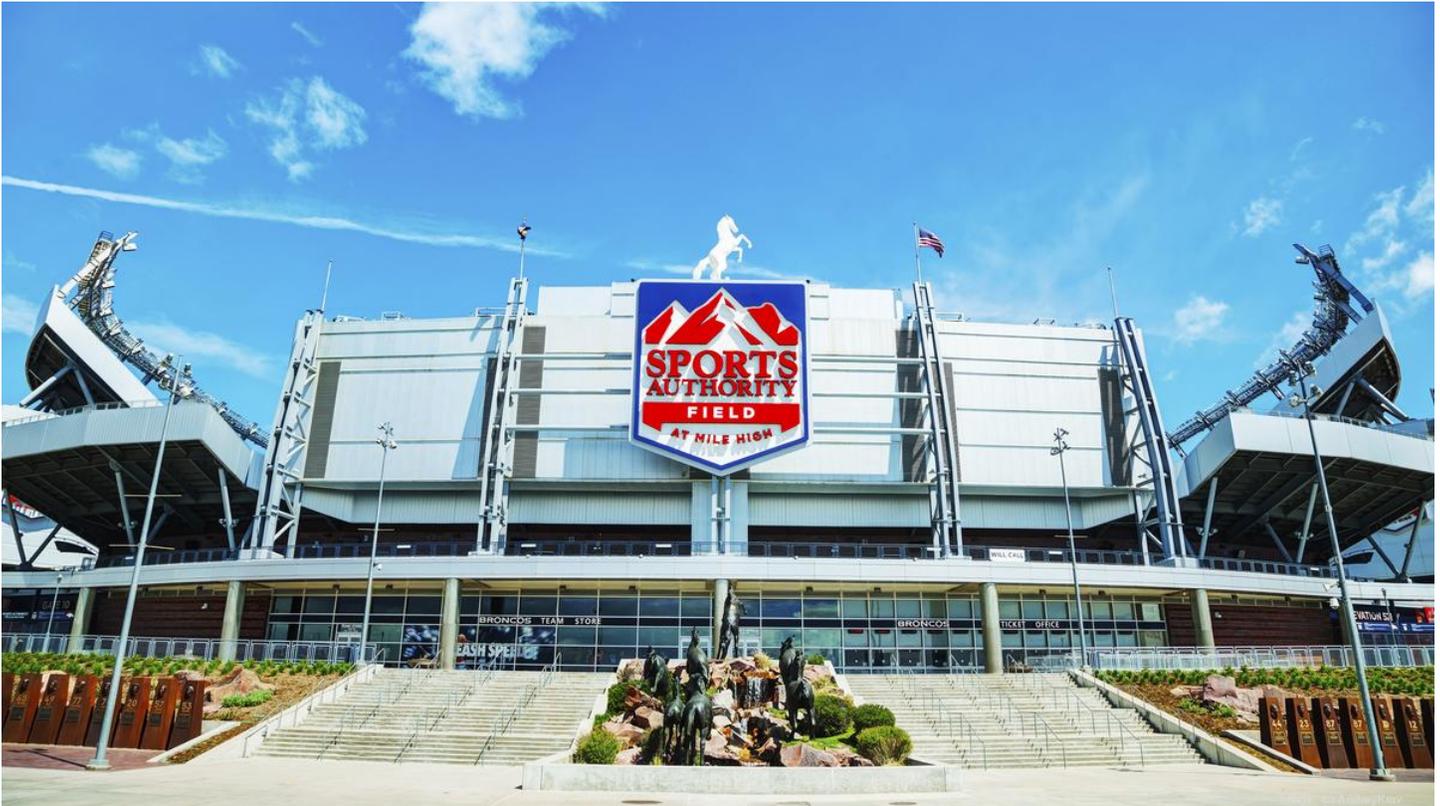
Team Name	Stadium Name	Date Started	Avg. Annual Value
New York Jets/Giants	Metlife Stadium	2011	\$20,000,000.00
Dallas Cowboys	AT&T Stadium	2013	\$19,000,000.00
San Francisco 49ers	Levi's Stadium	2014	\$11,000,000.00
New Orleans Saints	Mercedes-Benz Superdome	2011	\$11,000,000.00
Minnesota Vikings	U.S. Bank Stadium	2016	\$8,800,000.00
Oakland Raiders	Overstock.com Coliseum	2011	\$7,200,000.00
Cleveland Browns	FirstEnergy Stadium	2013	\$6,000,000.00
Tennessee Titans	Nissan Stadium	2015	\$5,000,000.00
Jacksonville Jaguars	EverBank Field	2014	\$4,300,000.00
Denver Broncos	Sports Authority Field	2001	\$3,000,000.00

*Deals may include other additional sponsorship elements

**Based on publicly available information

DILIGENCE & SALE PROCESS

Access to the Virtual Data Room will be provided upon execution of a non-disclosure agreement.



Interested parties should contact the following Hilco Streambank representatives for more information:

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