

# Inside UNM's deal with sports marketing firm Learfield

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The Pit will soon be renamed Dreamstyle Arena after Dreamstyle founder Larry Chavez's \$10 million gift to the University of New Mexico.

File photo

With Dreamstyle Remodeling owner and founder [Larry Chavez](#) agreeing to [donate \\$10 million for the naming rights of the football and basketball facilities](#) at the University of New Mexico, UNM Athletics, UNM Children's Hospital, The Anderson School of Management and Popejoy Hall are positioned to benefit from Chavez's donation.

Another beneficiary of Chavez's gift will be an entity called Lobo Sports Properties LLC.

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Lobo Sports Properties LLC is a wholly owned subsidiary of Plano, Texas-based Learfield Communications Inc., one of the largest collegiate sports marketing companies. Lobo Sports Properties LLC is set to receive 10 percent of Chavez's donation, [the Albuquerque Journal reported](#).

The Dreamstyle deal went through Lobo Sports Properties, which controls UNM's marketing rights.

Under the 10-year Dreamstyle deal, University Stadium will become Dreamstyle Stadium and WisePies Arena aka The Pit will be renamed Dreamstyle Arena.

Chavez said he chose UNM Children's Hospital, The Anderson School of Management and Popejoy Hall [as additional beneficiaries because they have a wide impact on the community, affecting kids, arts and business](#). He hopes to rotate each year to support other aspects of the school.

[Learfield's contract with UNM](#) says the company will control English-language radio, satellite and television broadcast rights and programming for UNM's football and basketball teams. The contract calls for Learfield to control media rights for program technology not yet invented. The contract gives Learfield control over the appearance of almost everything inside The Pit, down to logos and messaging on cups.

If UNM renames one of its athletic facilities, such as The Pit, UNM agrees to

compensate Learfield for replacing Learfield's inventory and UNM agrees not to enter into a naming deal that would exclude any of Learfield's sponsors.

Below is a table of yearly guaranteed licensing and rights fees to UNM in its deal with Learfield:

2012-2013	— \$4.74 million
2013-2014	— \$4.668 million
2014-2015	— \$4.668 million
2015-2016	— \$4.668 million
2016-2017	— \$4.768 million
2017-2018	— \$4.868 million
2018-2019	— \$4.968 million
2019-2020	— \$5.068 million

Learfield also will make a one-time \$500,000 bonus payment to UNM between August 2016 and August 2017.

[New Mexico State University](#) also has a contract with Learfield with a guaranteed fee to NMSU of \$1 million.

Read the entire contract below.