



Brand Finance[®]
Sporting Brands 2012
Press Release

On the World's most valuable sports brands

For Immediate Release

Cowboys beat Patriots in Brand Value Clash

- The Dallas Cowboys have the most valuable US sports team brand at \$510m
- The publicly owned Green Bay Packers are the only AAA rated US team
- NFL teams have the highest average brand values of any sport
- NHL brand values have been hit hard by the player lockout

For the first time, the brand values of all major sports teams worldwide have been calculated and compared. The BrandFinance® Sporting Brands 2012 was compiled by [Brand Finance plc](#), the world's leading brand valuation consultancy. 250 teams are included, from the NFL, NHL, NBA, MLB, IPL and international football leagues, the full table can be found [here](#).

Brand value quantifies the success and fan loyalty of a franchise. The Cowboys, because of their huge commercial scale, have the highest brand value. On the other hand the Packers might have a much smaller catchment area and fewer fans, but their 'everyman' appeal and the fanaticism of their supporters have secured the highest US brand rating (AAA).

Commenting on the results Brand Finance USA Managing Director Elise Neils stated, "While the NFL has faced a number of challenges to its brand, it continues to enjoy strong revenues. It is supported by the strength of key individual team brands such as the Cowboys, Patriots and Packers and their loyal fans."

The Yankees are the most valuable MLB brand thanks to their powerful heritage, New York location and growing international fan-base. Their \$398m brand value is nearly double that of nearest MLB rival the St Louis Cardinals. The LA Lakers have the most valuable brand in the NBA, at \$205m, thanks to the glamour and winning aura of the team.

In contrast to the success of the other leagues, the NHL has lost nearly half a billion dollars of brand value. Labor strife with the NHLPA has substantially raised the risk profile for the NHL, reducing the total brand value of its teams from \$1.6bn to \$1.15bn. As a result there are only two NHL franchises in the global top 100 with Montreal Canadiens 81st and Toronto Maple Leafs 82nd.

Commenting on the results Brand Finance Canada Managing Director Edgar Baum stated, "The NHL's frequent strikes and lockouts have resulted in more missed games than any of the other major leagues in North America. The gains in brand value made over the past six years have been jeopardized by interruptions in the delivery of hockey to fans, sponsors, and media."

BrandFinance® Top 5 Most Valuable MLB Brands			
MLB Rank 2012	Team	Brand Value (US\$ m)	Brand Rating
1	New York Yankees	398	AA
2	St. Louis Cardinals	213	AA-
3	Philadelphia Phillies	207	AA-
4	Boston Red Sox	205	BBB+
5	Los Angeles Dodgers	187	BBB+

BrandFinance® Top 5 Most Valuable NFL Brands			
NFL Rank 2012	Team	Brand Value (US\$ m)	Brand Rating
1	Dallas Cowboys	510	A+
2	New England Patriots	500	AA
3	New York Giants	471	AA
4	Green Bay Packers	460	AAA
5	Pittsburgh Steelers	410	AA+

BrandFinance® Top 5 Most Valuable NBA Brands			
NBA Rank 2012	Team	Brand Value (US\$ m)	Brand Rating
1	Los Angeles Lakers	205	AA
2	New York Knicks	178	BBB+
3	Miami Heat	157	BBB+
4	Chicago Bulls	143	A
5	Dallas Mavericks	137	A

BrandFinance® Top 5 Most Valuable NHL Brands			
NHL Rank 2012	Team	Brand Value (US\$ m)	Brand Rating
1	Montreal Canadiens	108	A+
2	Toronto Maple Leafs	105	BBB+
3	New York Rangers	83	A
4	Vancouver Canucks	81	BBB+
5	Chicago Blackhawks	52	A

Notes for Editors

The valuation date for the BrandFinance® Sporting Brands 2012 is 1st June 2012. The working definition of 'brand' used is, "trademark and associated intellectual property." Incorporating data from all listed companies globally, each brand is accorded a brand rating (a benchmarking study of the strength, risk and future potential of a brand relative to its competitor set) as well as a brand value (a summary measure of the financial strength of the brand). Brand Finance uses the Royalty Relief method to analyse the royalties that a corporation would have to pay to license its brand if it did not own it.

About Brand Finance

Brand Finance plc, the world's leading brand valuation consultancy, advises strongly branded organisations on maximising their brand value through effective management of their brands and intangible assets. Founded in 1996, Brand Finance has performed thousands of branded business, brand and intangible asset valuations worth trillions of dollars.

Brand Finance is headquartered in London and has a network of international offices in over 20 countries. For further information, please visit the [Brand Finance Website](#).

Media Enquiries

UK & International

Robert Haigh

Communications Manager

T: +44 (0) 20 7389 9400

M: +44 (0)7762211267

r.haigh@brandfinance.com

US

Elise Neils

Managing Director

Brand Finance (USA)

T: 312 256 3845

M: 312 671 2340

e.neils@brandfinance.com

Canada

Edgar Baum

Managing Director

Brand Finance (Canada)

M: +1 647 922 6238

e.baum@brandfinance.com