

## CHARLOTTE BUSINESS JOURNAL

BUSINESS PULSE SURVEY: [How confident are you in the integrity of consumer products made in China and sold in the U.S.?](#)

### BB&T to buy naming rights for stadium at Wake Forest

Charlotte Business Journal - September 7, 2007 by Staff report

BB&T Corp. has bought the naming rights to Wake Forest University's Groves Stadium for 10 years.

The field, where the Demon Deacons play their football games, will be known as BB&T Field.

Both the school and the bank decline to reveal financial terms of the deal.

"We are proud of our close relationship with Wake Forest University and the Demon Deacons athletics program," says Steve Wiggs, chief marketing officer for the Winston-Salem-based bank.

"This agreement takes BB&T's long association with the university to a higher level, just as the football team is realizing its best performance ever on the field," he adds.

Wake Forest's football team won the Atlanta Coast Championship last season. The Deacons' first home game of the 2007-08 season is Saturday against the University of Nebraska.

A brief renaming ceremony for the 31,500-seat stadium will be held between the first and second quarters of the game.

BB&T Chief Executive John Allison and Wake Forest President Nathan Hatch are scheduled to take part in the ceremony.

While it is common for professional sports teams to have stadiums with corporate names, it is less common in college football.

Wake Forest becomes the fifth team with such an agreement, according to [www.collegegridiron.com](http://www.collegegridiron.com), a Web site that tracks college football.

Triangle Business Journal - September 5, 2007  
<http://www.bizjournals.com/triangle/stories/2007/09/05/0905st019.html>

## TRIANGLE BUSINESS JOURNAL

BUSINESS PULSE SURVEY: [Which of the following Triangle roads is](#)

### BB&T buys naming rights to Wake Forest's stadium

Triangle Business Journal - September 5, 2007

In an unusual move for a college program, Wake Forest University has sold the naming rights to its football stadium.

The agreement with Winston-Salem's BB&T calls for the financial services firm to get the naming rights to the venue - now known as Groves Stadium - for 10 years.

The field will be known as BB&T Field. Both the school and the bank declined to reveal financial terms of the deal.

Wake Forest won the ACC championship in football last season, though it lost the opening game of its season last weekend at Boston College.

The Deacons' first home game of the 2007-08 season is this Saturday against Nebraska. A brief renaming ceremony for the 31,500-seat stadium will be held between the first and second quarters of the game, and BB&T CEO John Allison and Wake Forest President Nathan Hatch are scheduled to take part in the ceremony.

While it is common for professional sports teams to have stadiums with corporate names, it is less common in college football, though most bowl games are now named after corporate sponsors. Wake becomes the second ACC school to sell naming rights after the University of Maryland, which named its venue "Chevy Chase Field at Byrd Stadium."

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STAFF REPORT

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Wiggs