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Bank is happy with RBC Center deal

From Staff Reports

RALEIGH - RBC Centura says it's getting its money's worth out of the \$4 million it spends each year for the naming rights for the RBC Center, the home of the Carolina Hurricanes and the N.C. State University basketball team.

A study commissioned by the Raleigh-based bank valued the exposure RBC Centura received from September 2005 through August 2006 at \$5.3 million. The analysis, performed by Raleigh-based Sports & Properties, examined overall exposure, including through the media and via interior and exterior signs.

RBC Centura signed the \$80 million naming rights deal in 2002. It expires in 2022.

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