

WWL Radio: Caesars deal could mean big bucks for Saints

March 29, 2021



[John Healey](#), assistant professor of marketing, was interviewed by [WWL Radio](#) for a story about Caesars Entertainment winning the naming rights to the Louisiana Superdome. The 20-year deal is reported to be worth about \$200 million.

“This would actually be the first time a gambling organization sponsored a stadium in the NFL,” says Healey. “It’s happened in other sports before, but this would be the first time in the NFL, so that makes it a little bit interesting.”

To read the story in its entirety, visit [audacy.com](https://www.audacy.com/wwl/news/local/caesars-deal-could-mean-big-bucks-for-saints):

<https://www.audacy.com/wwl/news/local/caesars-deal-could-mean-big-bucks-for-saints>

Interested in advancing your education and/or career? Learn more about Freeman’s wide range of graduate and undergraduate programs. [Find the right program for you.](#)