

WWL Radio: Caesars deal could mean big bucks for Saints

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[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):

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