# 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/wwl/news/local/caesars-deal-could-mean-big-bucks-for-saints