



MLB	ATL 5 - 7 NYM 4	LAD @ WAS 4:35 ET	BOS @ TOR 7:07 ET	ATL @ NYM 7:40 ET	CLE @ CWS 8:10 ET	PHI @ MIL 8:10 ET	SD @ ARI 9:40 ET	KC @ SEA 10:10 ET	NYV 4 BAL 5 F	LAD 7 WAS 4 F
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Forbes: Cowboys most valuable US franchise

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By Jon Machota

FOXSportsSouthwest.com Special Contributor

Jerry Jones is laughing straight to the bank.

Based on team values from the 2010 season, the Cowboys are the NFL's most valuable franchise for the fifth consecutive year.

According to an annual survey by Forbes magazine, Jones' team is worth \$1.85 billion. No other professional sports franchise in the U.S. is worth more.

Previous Forbes rankings show that the Cowboys are second in the world only to Manchester United of the English Premier League, which is valued at \$1.9 billion.

While the Cowboys' value increased 2 percent from last year, they also amassed the highest revenue (\$406 million) and operating income (\$119 million) among NFL franchises.

According to the Forbes.com article, Cowboys Stadium's 320 suites and 15,000 club seats rake in \$115 million in revenue annually. And despite the venue not being able to sign a naming rights partner, Jones' stadium still made \$50 million in sponsorship revenue.

The Washington Redskins (\$1.55 billion), New England Patriots (\$1.4 billion), New York Giants (\$1.3 billion) and New York Jets (\$1.22 billion) rounded out the top five NFL teams.

The Jacksonville Jaguars had the least amount of value at \$725 million, well below the league average of \$1.04 billion.



(Ronald Martinez/Getty Images)
Cowboys Stadium's 320 suites million in revenue annually.

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Tags: NFL, Dallas Cowboys, Jerry Jones, Cowboys Stadium

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Jerry Jones is smart

Take my Steeler hat off to Jerry Jones. That is some sweet stadium he has had built in Arlington, Texas. Still, he needs to pr Steelers.

Posted by [Blackjack](#) at 2:31 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Us

True we have had to pay a few bucks extra to get the stadium, though the old Texas stadium was beloved. No one is going to hate us, love us, cheer for us, whatever, it's hard to be humble and a Cowboys fan, even in a losing season. I guess

Posted by [Yvonneb](#) at 1:22 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Funding for Cowboy Stadium

@Doomsday 07, better check your facts again. Sales Tax, Hotel Tax and Car Rental Taxes were ALL raised to give Jerry Jones. Pretty easy to find that info if you look...

Posted by [Chudd38](#) at 12:53 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

right,

Arlington did give Jerry just over 300million. It was part of the bargaining they did to get Jerry to put the stadium in Arlington. He paid the difference of the 1.2 billion himself, mostly with credit.

Posted by [Blakksheep](#) at 1:03 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

THE BOYS ARE BACK

I have been a Cowboys fan since the late 60's and haven't missed very many games. My dream is to take my 2 sons to a live game with my grand kids and my beloved rottweiler (EMIT) after "THE BOYS" and when I die I will be buried in my Dallas Cowboy Jacke

Posted by [emit](#) at 12:46 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

tell the truth

just admit it, the cowboys are one of the best sports teams ever. the trouble is you love them or you hate them, just like oth carolina. the problem is if you dont like someone, you put them down and dont give them credit. their record speaks for itself you are someone like the redskins, who cant seem to find their a** with both hands.

Posted by [bakerboy1](#) at 12:43 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

How 'bout them.....

Cowboys did not name themselves America's team. That name came during the Days of Landry when they won. It trickled down to you want the HOGS to be America's team win something. Suprising that the Steelers are not on the top list in value. Jerry Jones He is an oil monger.

Posted by [bongoman1950](#) at 12:29 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Oil

Yes, that is what Texas is about, duh? Oil and cowboys, and the Dallas Cowboys. It's great to live in a country where you can be wealthy or not, and still be happy. Most of Cowboy fans are average people. I hope for that man to go to the kids. It is a great experience. I am a school teacher and can afford some of their seats. I have been to 5 games. I am a nephew. America's team is something that is never going to be changed as a label. They did not ask for it, they earned it.

Posted by [Yvonneb](#) at 1:29 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Your reply headline

The cowboys did name themselves "America's" team. That name was given to them by Tex Schramm the original general manager. It was all publicity at the time, the man was brilliant. He did a lot for the NFL period, but "America's Team" was his idea.

Posted by [Blakksheep](#) at 12:49 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Lets get a few things straight

Taxpayers did NOT subsidize or in any way pay for Cowboys Stadium. Jerry Jones did that all by himself. The City of Arlington including water, sewer and roads leading to the stadium, to the tune of around 300 million. That is the cost of bringing a team to the stadium. Second, NFL Films coined the "America's Team" phrase in 1978. It's not something the Cowboys developed. That is his idea. He is also a self made billionaire. Self made. So if you are not a self made billionaire, shut yer yap. Next question.

Posted by [Doomsday07](#) at 12:22 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Thank you

Doomsday, thank you for your facts. People are just a bit jealous of the term. I admire Jerry, but at times get frustr on the sidelines with the boys early in the fourth quarter when we are losing for support. He doesn't smile and face defense this year, Doomsday!

Posted by [Yvonneb](#) at 1:37 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

boo-hoo

Super bowls have nothing to do with Americas team...cry baby!!! let me put it terms so you will understand...WERE IT!!

Posted by [cowboyfan1982](#) at 12:16 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Cowboys Rule

I am not a huge fan of Jerry Jones, but he does know how to make money. And as far as the Cowboys are concerned, their i

Posted by [number1fan](#) at 12:13 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

It's not crying...It's the painful truth

You have your 5 Superbowls...yeah. Pittsburgh has 6. that puts you in 2nd place di**wad. And...dallas never beat Washingtc
you losers...twice. Why don't you man up and go help put out a fire you whining 2nd grade bit**

Posted by [StanleyCap](#) at 12:06 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

stop crying

The cowboys are Americas team and always will be..were bigger than life and America and the world loves us..DANNY boy (r
dream..his stadium sucks and his rules suck...he is the cry baby of the NFL owners !!

Posted by [cowboyfan1982](#) at 11:50 am Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

How 'bout them losers

It puzzles me why they call themselves "Americas Team". It just reinforces the fact that the only thing BIG in Texas is their e
bunch of mismanaged losers. And like McDonalds, they are profitable because of great marketing, but still put out a lousy pr

Posted by [ralpiggy](#) at 10:56 am Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Really?

That's the way it works in America!

Posted by [SourceOfAllTruth](#) at 11:21 am Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

?

If Jones is making so much on this stadium, why are taxes payers subsidizing the cost of it?

Posted by [jekay24](#) at 10:24 am Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)

Subsidized millionaires

The NFL is heavily subsidized by state and local taxpayers. The city of Arlington, TX built Jerry Jones a huge stadium that he
subsidy has added much of the value of the Cowboys franchise.

Posted by [Joltin-Joe](#) at 10:23 am Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)



well,

Thats also not exactly true. Jerry paid for most of the 1.2 billion dollars with credit markers. Arlington kicked in arou
picked up by Arlington taxpayers.

Posted by [Blakksheep](#) at 12:54 pm Sep 08, 2011 | [Report Abuse](#) | [Log in to reply](#)



Subsidized millionaires

HA!! The Cowgirls are like the Chicago Cubs of the south---everybody loves them, (not me though) but what a bunch of LOS

Posted by [joewaterford](#) at 10:09 am Sep 08, 2011 |  [Report Abuse](#) |  [Log in to reply](#)

America's team??? haha what a Joke

Jerry Jones is a complete arrogant fool!! all about ego and status ...makes me sick!! needs to pay attention to team, they suc

Posted by [TITANS GIRL65](#) at 10:04 am Sep 08, 2011 |  [Report Abuse](#) |  [Log in to reply](#)
