

# File # 2026-0217: STATION NAMING RIGHTS – CATHAY PACIFIC

May 21, 2026

Executive Management  
Committee



# File # 2026-0217: CATHAY PACIFIC CORPORATE SPONSORSHIP PROPOSAL FOR LAX/MTC NAMING RIGHTS

## RECOMMENDATION

**APPROVE** the Cathay Pacific Corporate Sponsorship Proposal for the naming rights of the LAX/Metro Transit Center Station for five years upon execution of the agreement.

# Proposed Cathay Pacific LAX/MTC Sponsorship Elements






- Five-year term
- All existing domination media at the station
- Official station name change on maps, signage, and announcements
- Portion of deployed station digital assets
- 13 train wraps
- Retail space excluded, as is the roof



# Media Value/Production Cost/Metro Revenue Share Breakdown

Year	Total Media Revenue	LA Metro Share of Media Revenue %	LA Metro Share of Media Revenue \$	Production Cost	Total
Year 1 ('26-'27)	\$1,531,500	60%	\$918,900	\$369,401	\$1,900,901
Year 2 ('27-'28)	\$1,546,545	60%	\$927,927	\$356,389	\$1,902,934
Year 3 ('28-'29)	\$1,592,941	70%	\$1,115,058	\$363,517	\$1,956,458
Year 4 ('29-'30)	\$1,640,730	70%	\$1,148,511	\$370,787	\$2,011,517
Year 5 ('30-'31)	\$1,689,952	70%	\$1,182,966	\$378,203	\$2,068,154
<b>Total Cost *</b>	\$8,001,668		\$5,293,362	\$1,838,297	\$9,839,964

# Comparison to Other Transit Agency Sponsorship Naming Rights Deals

Transit Authority	Brand	Description	Initial Term	Average Annual Revenue
	Cathay Pacific	Proposed deal to rename LAX MTC Station for a 5-year term.	5 Years	\$1.7M
	NRG	NRG's sponsorship transformed the Broad Street Line's southern terminal into NRG Station, creating a high-impact connection between the brand and Philadelphia's sports and entertainment district while cementing visibility across all rider touchpoints	5 years + extensions	\$1M
	Penn Medicine	The University of Pennsylvania Health System renamed the University City Station as Penn Medicine Station.	5 years + 4 year extension	\$680K
	Drexel University	Naming rights deal for the SEPTA portion of 30th Street Station in Philadelphia	5 years + 5 year extension	\$600K
	BetMGM	BetMGM's sponsorship of the Meadowlands Rail Line integrated the brand into New Jersey's sports and entertainment ecosystem, placing it top-of-mind for fans traveling to MetLife Stadium and beyond	3 years	\$1M

# Examples of potential signage





Thank you/Questions

May 2026