

Credit Union Stadium Naming Rights

Background: In a recent [article](#) and [opinion piece](#) in the Arizona Republic, bankers called into question credit unions' tax exemption due to the fact that some credit unions have invested back into their communities through sponsorship of local sporting/community venues. It made the unfounded assumption that credit unions use fees collected, such as non-sufficient funds and overdraft charges, as a means to fund these partnerships. As you know, credit unions' not-for-profit, cooperative structure is what determines how they are taxed, not the services or products they provide.

In light of these articles, we GoWest worked to publish a response titled "[Let's set the record straight on credit union's ASU stadium naming deal](#)" authored by Troy Stang. Troy's piece offered a clear, factual perspective on the positive impact credit unions have on Arizona's economy and the communities they serve. It effectively addressed and dispelled misconceptions presented in the original article(s) while highlighting the value and not-for-profit, cooperative structure inherent in credit unions.

Talking Points:

- Banks have used innuendo to allege that credit unions have used their tax savings to purchase naming rights at sports and entertainment venues. The point they're overlooking is that such partnerships are about more than a sign on the venue.
- Through university partnerships, credit unions are investing in students and in the future which aligns with the credit union mission of helping people. These sponsorships enable much-needed benefits to universities and their students, such as helping to expand or continue athletic programs, funding scholarships based on financial needs, athletic ability, or academic achievement, and fostering community volunteer partnerships between the credit union and the college or university.
- Colleges and universities are economic engines in their communities, some of them the largest and most respected higher education providers in the county. They are readying the next generation to help businesses and people thrive. Investing in students is an honor, and a responsibility credit unions are proud to get behind.
- The headline isn't about the name on the arena, it's the scholarships that the partnership helps to fund, the donations made for points scored, the money invested in women's and men's athletics, and the facilities that are improved to benefit the entire community.