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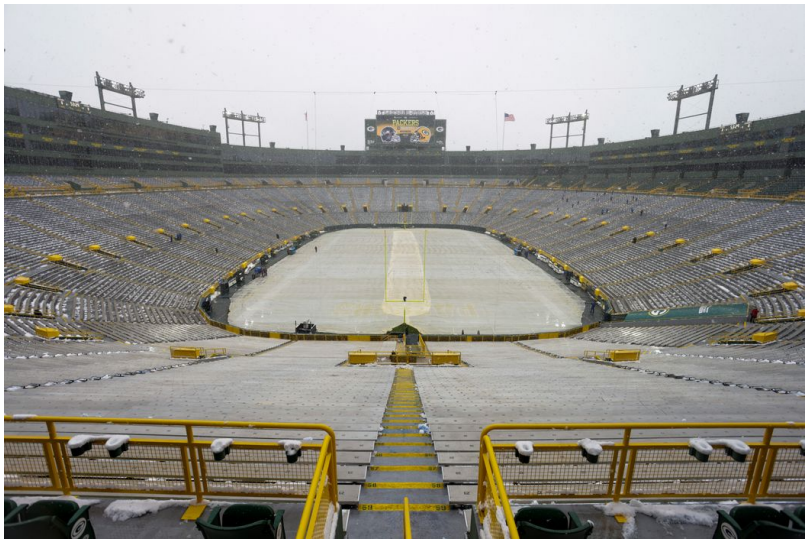
BUSINESS

You Can Buy Stock in the Green Bay Packers for $300

NFL franchise is offering shares of 'ownership' for the first time in nearly 10 years



A snowy Lambeau Field seen before Sunday's game between the Green Bay Packers and the Seattle Seahawks.

PHOTO: MATT LUDTKE/ASSOCIATED PRESS

By Talal Ansari

Nov. 16, 2021 5:30 am ET

You can own part of an NFL team—for just $300.

The Green Bay Packers will hold a stock sale Tuesday, offering shares of "ownership" in the NFL franchise for the first time in nearly 10 years. Funds raised will be used for stadium improvements.

An individual can buy a share of the Packers for $300, the sixth time the team has offered shares to fans in its history.

The shares have no financial value and can't be resold. Shareholders of the Green Bay franchise don't get paid dividends. The stock doesn't appreciate in value and isn't transferable, except to family members by gift or in the event of death.

Essentially, fans can get bragging rights for owning a piece of the team and a stock certificate commemorating the purchase.

"We appreciate the interest that fans have expressed in our sixth stock offering," said Packers president and Chief Executive Officer Mark Murphy. The team said: "Anyone considering the purchase of Packers stock should not purchase the stock to make a profit or to receive a dividend or tax deduction or any other economic benefits."

The organization plans to offer 300,000 shares at $300 apiece, and individuals have until Feb. 25, 2022, to buy a piece of the team. The sale is restricted to residents in the U.S., Guam, Puerto Rico and the U.S. Virgin Islands, the team said. No individual may buy more than 200 shares, including shares sold in the previous two offerings.

Previous stock sales in 1923, 1935 and 1950 were primarily used to financially support the fledgling team. The 1997 sale helped support the renovation of Lambeau Field, the home stadium for the Packers.

The most recent sale in December 2011, which the Packers said raised $67.4 million, contributed toward a new entrance tower and a viewing platform near the stadium's north end zone. The expansion added about 6,600 stadium seats and was completed in 2013.

SHARE YOUR THOUGHTS

Would you buy stock in the Green Bay Packers? Why or why not? Join the conversation below.

This year, the Packers are in first place in NFC North, but have recently been mired in controversy. They welcomed back star quarterback Aaron Rodgers in Sunday's victory over the Seattle Seahawks after he missed a week due to testing positive for Covid-19.

Mr. Rodgers early this month went on a sports talk show to assail both the NFL and what he called the "woke mob" after it was revealed that he was unvaccinated despite publicly stating over the summer that he had been "immunized." He also questioned vaccine effectiveness.

State Farm, the insurance company, aired fewer commercials that featured Mr. Rodgers over the first weekend in November than in prior weeks. A State Farm spokeswoman at the time didn't confirm whether the insurance company pulled some of its ads featuring

Mr. Rodgers. “We constantly review our marketing strategies and adjust advertising placements,” she said.

The NFL assessed modest fines to the Packers and Mr. Rodgers last week. “I made some comments that people might have felt were misleading,” Mr. Rodgers said at the time. “To anybody who felt misled by those comments, I take full responsibility for those comments.”

Mr. Rodgers returned to the field Sunday and led the team to a 17-0 victory. The Packers sport an 8-2 record.

Write to Talal Ansari at talal.ansari@wsj.com

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