

Buyer of NFL's Denver Broncos Could Write Off \$3 Billion, Sportico Says



Denver Broncos players run onto the field before a game against the Kansas City Chiefs at Empower Field at Mile High on Jan. 8. *Photographer: Dustin Bradford/Getty Images*

By [Donald Moore](#)

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Whoever buys the NFL's Denver Broncos in what's expected to be the most expensive team sale in U.S. sports history is in line for a tax write-off that could total as much as \$3 billion, according to Sportico.

Under Internal Revenue Service rules, the new owner will be allowed to deduct intangible assets, which can amount to more than 90% of a sports team's value, the online news site said in a [report](#) 📄 Wednesday. Sportico valued the Broncos at \$3.8 billion in September.

The write-off could reduce the team's income tax burden by as much as \$240 million annually for each of the next 15 years if the sales price were to reach \$4 billion, Sportico reported.

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The National Football League team, which was purchased by attorney Pat Bowlen in 1984, was placed in a trust before he died in 2019. It's currently owned by Bowlen's seven children.

The Broncos began interviewing bankers in November in advance of a [potential sale](#). Front Office Sports [reported](#) this month that Robert F. Smith had emerged as a possible bidder, which would make him the first Black owner in the league's history.

However, a person with knowledge of the matter said that Smith, the chief executive officer of [Vista Equity Partners](#), isn't currently interested in buying the team. Smith, 59, has a net worth of \$8.9 billion, according to the Bloomberg Billionaires Index.

The value of U.S. sports franchises has soared in recent years. Alibaba Group co-founder Joe Tsai paid a record \$3.3 billion in 2019 for the Brooklyn Nets basketball team and rights to operate the Barclays Center.

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