

Sports, Media & Entertainment Group



The world of sports, media, and entertainment has become a global, high-stakes business. As the complexity of these, increasingly intertwined industries, continues to grow, so too does the need for sophisticated legal partners who have significant experience with, and a deep knowledge of, the legal issues they face, the business issues that matter to them and the industries in which they operate.

These are just some of the matters that members of BCLP's Sports, Media and Entertainment Group have handled – and some of the experiences that we can draw upon – in representing our valued clients.

- Representations of 31 NHL hockey clubs, over 20 Premier League, La Liga, Championship and other international football (soccer) clubs across seven countries and 14 NFL teams and/or their owners, and teams and/or owners in each of Major League Baseball, Major League Soccer, the NBA, the NFL and the NHL.
- Service as national coordinating counsel for the NCAA for their nationwide sports injury and concussion claims, including in connection with a landmark wrongful death jury trial resulting in a complete defense verdict in favor of the NCAA.
- Represent the United States Olympic and Paralympic Committee and various National Governing Bodies and International Sports Federations in the worldwide Olympic movement.
- Over \$2.5 billion in naming rights transactions, including arena/stadium naming rights deals related to Acrisure Stadium (Pittsburgh Steelers), Benchmark International Arena (Tampa Bay Lightning), Citi Field (New York Mets), Energizer Park (St. Louis CITY SC), Fiserv Forum (Milwaukee Bucks and Marquette Golden Eagles) and GEHA Field at Arrowhead Stadium (Kansas City Chiefs) and the naming of the STIFEL U.S. Ski Team and the Stifel Charity Classic PGA Tour Champions golf tournament.
- Jersey sponsorships of LAFC, Minnesota United, the St. Louis Blues and the St. Louis Cardinals.
- Handled over 130 different legal projects involving over 400 lawyers for the Olympic Delivery Authority in the U.K.
- Major resort, stadium and event venue development, financing and leasing projects, including for Ballpark Village in St. Louis, Beaver Creek Resort, FA National Football Centre at St. George's Park in London, a Jack Nicklaus golf resort, STAPLES Center (now known as Crypto.com Arena), The O2, The Colosseum at Caesars Palace and a mixed-use development designed to attract an NHL franchise to Atlanta, and the development, redevelopment or relocation of stadiums for multiple Premier League and Championship international football (soccer) clubs.
- The sale and purchase of, and investments in, professional sports teams in each of Major League Baseball, the MLS, the NBA, the NFL and the NHL and major entertainment companies like Sony Pictures, Metro-Goldwyn-Mayer and The Walt Disney Company.

31

Represented 31 NHL hockey clubs and/or their owners

20+

Represented over 20 Premier League, La Liga, Championship and international soccer clubs

130+

Over 130 different legal projects in the build-up to the 2012 London Olympic and Paralympic Games

- Various cross-border international football (soccer) investments and acquisitions of multiple Premier League football (soccer) clubs and Championship football (soccer) clubs and international football (soccer) club acquisitions in Belgium, Uruguay and Brazil.
- Representations of sponsors and athletes in various name, image and likeness (NIL) deals.
- Hundreds of millions of dollars annually in financing deals involving various international football (soccer) clubs.
- Endorsement, "influencer" and "celebrity meets internet" deals involving celebrities such as Brazilian soccer player Ronaldinho, Jimmy Connors, Melissa "Missy" Franklin, Jimmie Johnson, Mike Krzyzewski ("Coach K"), NFL MVP Patrick Mahomes, Nick Saban, Deion Sanders, Brendan Shanahan, Kurt Warner, Sandra Bullock, Lady Gaga, Selena Gomez, Bridget Moynahan, Sarah Jessica Parker, Jessica Simpson and Mr. T and trademark work for Troy Polamalu.
- Representations of various professional sports teams and others in television and media rights contracts with FOX Sports, NBC, CBS, ABC and ESPN.
- Player contracts for Wayne Gretzky and David Beckham.
- Lead counsel for CNN in getting libel claims dismissed in a case brought by a Presidential campaign over an op-ed piece in *Donald J. Trump for President, Inc. v. CNN Broadcasting, Inc.*
- Representations of CNN in defeating defamation claims brought by President Donald J. Trump against CNN for election-related comments and scores of dismissals defeating defamation claims brought against media entities such as Google, YouTube, WarnerBros. Discovery and other media clients.
- Advising teams across several leagues (including MLB, the NBA and the NFL) on branding, trademark, consumer communications (including FTC regulations, TCPA and CAN-SPAM) and intellectual property issues.

We are recognized internationally as a leader in sports, media and entertainment law. We are one of only three law firms in the world recognized by Chambers, a directory of the most widely recommended law firms and lawyers with rankings based on client input, as having one of the leading sports practices in both the United States and the United Kingdom. Chambers commented that the Sports Practice "offers the best possible client service." Hundreds of clients across multiple sports and around the world have relied on our lawyers to help grow their businesses, protect their interests and compete. We offer our clients the unique experience and relationships of our nearly 100 Sports, Media and Entertainment Group members across the United States, in the United Kingdom and across Europe and the Middle East, practicing in a variety of transactional, litigation, regulatory, real estate and financial institutions practice groups. As a part of one of the largest law firms in the world with approximately 1,200 lawyers, we can provide our clients the full-service capabilities that they require.





Recognition

- One of only three law firms worldwide recognized by Chambers as having leading sports practices in both the United States and the United Kingdom
- Recognized by Legal 500 U.S. and Legal 500 United Kingdom as a leading law firm in sports law
- Multiple attorneys recognized by Chambers as among the top sports attorneys in the United States
- Multiple attorneys recognized as “Power Players” in sports law by Sports Business Journal
- Recognized by Chambers as having a leading first amendment litigation practice
- Multiple lawyers individually ranked by Chambers as leaders in the first amendment litigation space
- Previously recognized as International Law Firm of the Year by The Lawyer European Awards
- Previously recognized as UK Law Firm of the Year by British Legal Awards, Chambers Europe Awards for Excellence, Chambers Global Awards and The Lawyer Awards
- Previously recognized as highest-ranked law firm for innovation by Legal Business survey of 9,000 clients
- Twice-ranked as the World’s Most Innovative Law Firm by the International Legal Technology Association
- Previously recognized by BTI Consulting Group’s “Client List A-Team”, an elite group of 30 law firms most recognized by clients for delivering the best levels of client service



The firm has really good depth and resourcing. It is able to tackle any kind of nuanced role a case requires.
Chambers USA 2025

Representative clients

We currently represent and/or have represented each of the following representative clients:

Professional sports teams and/or their owners

- 31 National Hockey League Clubs
- Arizona Diamondbacks (MLB)
- Atlanta Braves (MLB)
- Atlanta Falcons (NFL)
- Atlanta Hawks (NBA)
- Atlanta United (MLS)
- Baltimore Ravens (NFL)
- Brooklyn Nets (NBA)
- Chicago Red Stars (NWSL)
- Dallas Cowboys (NFL)
- DC United (MLS)
- Denver Broncos (NFL)
- DS Penske (American Auto Racing)
- FC Porto (Primeira Liga)
- Golden State Warriors (NBA)
- Houston Texans (NFL)
- Kansas City Chiefs (NFL)
- Kansas City Royals (MLB)
- Las Vegas Raiders (NFL)
- Los Angeles Angels of Anaheim (MLB)
- Los Angeles Galaxy (MLS)
- Los Angeles Chargers (NFL)
- Los Angeles Lakers (NBA)
- Memphis Grizzlies (NBA)
- Minnesota Vikings (NFL)
- New England Patriots (NFL)
- Newcastle United (Premier League)
- Phoenix Suns (NBA)
- Reading Football Club (EFL League One)
- San Francisco 49ers (NFL)
- Seattle Seahawks (NFL)
- St. Louis Cardinals (MLB)
- Tampa Bay Buccaneers (NFL)
- Tennessee Titans (NFL)
- Texas Rangers (MLB)
- Tottenham Hotspur FC (Premier League)
- West Ham Football Club (Premier League)

Collegiate clients

- NCAA
- Various athletic conferences
- Various universities

Olympics organizations and clients

- United States Olympic and Paralympic Committee (USOPC)
- LA28 Olympic Organizing Committee
- Various U.S. Olympic National Governing Bodies
- Olympic Delivery Authority

Professional athletes (current or former)

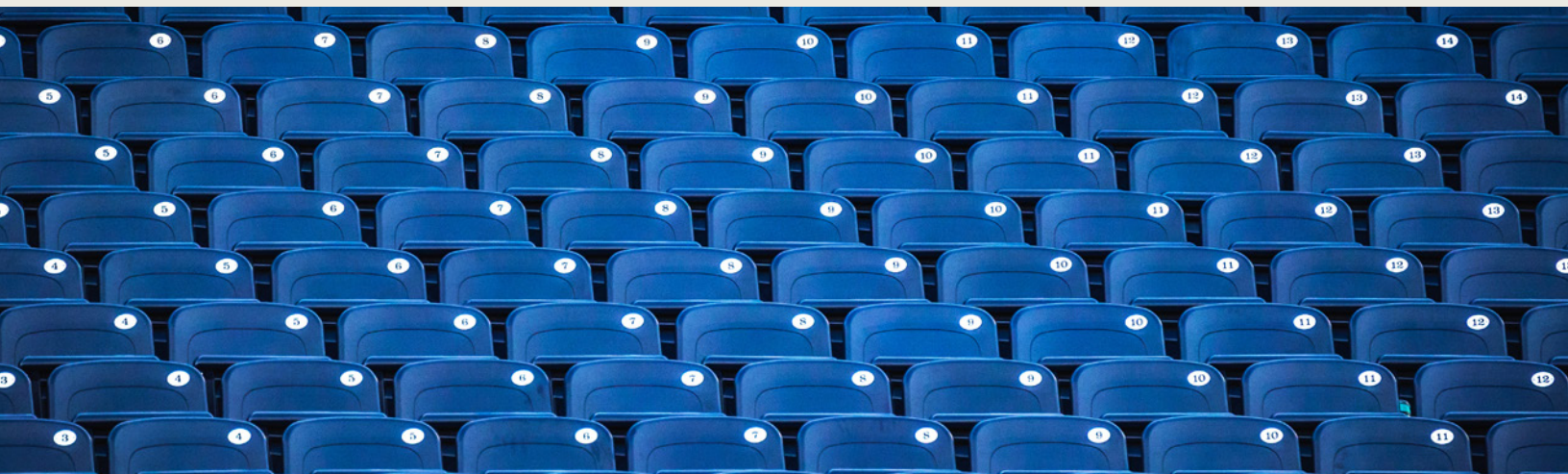
- Gareth Bale
- Ashley Cole
- Jimmy Connors
- Peter Crouch
- Kieron Dyer
- Melissa "Missy" Franklin
- Jackie Joyner Kersee
- Orlando Pace
- Troy Polamalu
- Brendan Shanahan
- Jonjo Shelvey
- Patrick van Aanholt
- Michael Vick
- Joey Votto
- Adam Wainwright
- Kurt Warner

Corporate sponsors

- Acrisure
- Banc of California
- Bank of America
- Energizer
- Enterprise Holdings, Inc.
- Hanesbrands
- Lucozade Sport
- MetLife
- New York Life Insurance Company
- Nike
- Nutrien
- STIFEL
- Target

Professional sports and entertainment organizations

- Anschutz Entertainment Group (AEG)
- ASICS
- ATP Tour
- Career Sports and Entertainment
- Delaware North Companies/Sportservice
- Great White Shark Enterprises/Greg Norman
- Hi-Rez Studios (Esports)
- HOF Village, LLC (a joint venture of the Pro Football Hall of Fame and Industrial Realty Group)
- INDYCAR
- LPGA Tour
- National Basketball Association (NBA)
- National Football League (NFL)
- National Hockey League (NHL)
- National Women's Soccer League (NWSL)
- New Era Cap Company
- Oak View Group
- Pebble Beach Company
- PGA Tour
- PING Golf
- SBOBET
- SMG Property Management, Inc.
- Sportradar
- Stellar Football Limited
- The FA
- The Hong Kong Jockey Club
- Ultimate Fighting Championship (UFC)
- United Soccer League (USL)
- US Club Soccer
- World Triathlon Corporation (IRONMAN)
- WTA Tour



Real estate development and financing clients (sports and entertainment industry matters)

- Aviva
- Balfour Beatty
- Barclays
- Canary Wharf Group
- CBRE Global Investors
- Crown Estate
- Investec
- Land Securities
- Tesco
- Transport for London
- Numerous lenders engaged in discounting receivables

Media and entertainment companies

- AT&T
- British Telecom
- CBS
- CNN
- Comcast Spectacor
- Google LLC
- Metro
- Metro-Goldwyn-Mayer
- MP & Silva
- NBC Universal
- Sony Pictures and its subsidiaries, Columbia Pictures and Tri-Star Pictures
- The Walt Disney Company
- Universal Music Group
- WarnerBros. Discovery
- YouTube Inc.
- Various other motion picture, television and other media studios, producers, directors, distributors and broadcasters

Our practice

The Sports, Media and Entertainment Group offers the depth of experience needed to effectively and efficiently represent our clients in the wide range of matters that fall within the sports, media and entertainment realm. We have developed teams of lawyers committed to assisting clients in each of the following areas:

Our Professional Sports Team Practice

We currently represent and/or have represented 31 National Hockey League (NHL) clubs, over 20 international football (soccer) clubs across seven countries, including 8 Premier League clubs and a number of La Liga and other international football (soccer) league clubs, and several Major League Baseball (MLB), Major League Soccer (MLS), National Basketball Association (NBA) and National Football League (NFL) clubs and/or their owners. We regularly represent professional sports teams and their owners in connection with their litigation, arbitration and dispute resolution matters (including their music licensing disputes); their naming rights and sponsorship matters (including their jersey sponsorship and betting and gaming industry sponsorship matters); the sale and purchase of sports teams, investments in and ownership of sports teams and venues and expansion and relocation matters; the development, leasing and operation of their stadiums and event venues; complex financing projects and a variety of television, radio, streaming and other broadcast agreements and suite license, concession, retail and other commercial agreements, among other matters.

Our Naming Rights and Sponsorship Practice

We are a leader in representing sports and entertainment properties and sponsors in naming rights and sponsorship transactions. We have handled naming rights transactions with total revenues of over \$2.5 billion, including some of the largest known naming rights deals in history, and have negotiated significant sponsorships of Olympic events, professional sports teams, athletes and events. In his former role with the NFL, one of our partners handled every league gambling-related sponsorship deal, and counseled and advised each of the NFL's 32 member clubs in connection with sponsorship deals across a range of categories, including gambling, daily fantasy sports and blockchain.

Our Olympic and National Governing Body Practice

We have substantial experience in all aspects of the Olympic movement, in the United States, in the United Kingdom and around the world. In the United States, we counsel various national governing bodies (NGBs) and other professional and amateur sports organizations. In the United Kingdom, over 400 of our lawyers have acted on over 130 legal projects for the Olympic Delivery Authority. We also regularly appear before the Court of Arbitration for Sport, representing several international sport federations, and regularly advise NGBs around the world. We have handled a variety of Safe Sport matters, strategic infrastructure matters, television agreements, sponsorship and licensing matters and matters concerning relationships with strategic partners.



LALIGA





Our Sports, Media & Entertainment Litigation Practice

We regularly handle sports and entertainment industry class action litigation; high profile depositions of presidents, GMs, owners and former players of professional sports clubs; arbitrations of ownership disputes and executive disputes and player arbitrations; Olympic movement-related litigation; Safe Sport disputes; contractual and other commercial disputes, including with respect to recovery of unpaid sponsorship, suite license and other fees; music licensing disputes involving alleged copyright infringement; defamation matters; privacy matters (including specific privacy advice, as well as intervention both pre-publication and post-publication, while also acting on data related issues, reputation management and protection for corporate organizations in this sector); internal investigation matters; player injury insurance claims; enforcement of terms of financing related to international football (soccer) club player transfers; third party rights in international football (soccer) club players; planning permission appeals; and various communications matters, including phone hacking, social media management and player anonymity matters. We have extensive experience in advising and/or appearing before Commissioners of professional sports leagues, major regulatory bodies such as FIFA and The Premier League and numerous international tribunals, including Rule K arbitrations (contractual disputes and regulatory requirements under the Football Association's regulations), CAS arbitrations, FIFA hearings and High Court disputes in England and Wales, among others.

Our Sports & Entertainment M&A Practice

BCLP is regularly ranked among the top 20 legal advisors for M&A work involving a U.S. target, we regularly handle cross-border M&A matters and we have significant M&A experience in the sports and entertainment industry. Representative transactions include advising clients in connection with acquisitions and sales of, and investments in, professional sports teams in each of Major League Baseball, Major League Soccer, the NBA, the NFL and the NHL, various Premier League and other international football (soccer) clubs, various minor league baseball teams, and various arenas and entertainment businesses.

Our Sports & Event Venue Real Estate, Infrastructure and Operation Practice

We have extensive experience with the development, financing, leasing and operation of stadiums, arenas and other event venues and with infrastructure matters. We are considered one of the leading law firms in the world, and are the top ranked law firm in the United Kingdom, across real estate law, including with respect to a variety of planning, construction, commercial and litigation matters. With significant expertise across the United States, in the United Kingdom and across Europe, Asia and the Middle East, we have the expertise necessary to handle all aspects of these projects, having served as lead counsel in connection with a number of high profile event venue projects around the world.

Our Sports & Event Financing Practice

We have extensive experience in connection with complex financing projects in the sports and entertainment industry. Our team has been involved with some of the most high-profile financing projects across the United States, in the United Kingdom and across Europe, Asia and the Middle East. Our experience covers virtually every type of complex finance transaction required in sports and entertainment, including club acquisition finance, complex financial restructurings and insolvency advice, loan sales, securing regeneration grants, state aid and the public market listing of a sport business, as well as financing of future cash flows and receivables related to naming rights and sponsorship fees, ticket and broadcast revenues, commercial arrangements and installments of player transfer payments. We have a long tradition of acting for major financial institutions that are active in sport, and we apply our expertise to clubs and companies in areas such as banking, acquisition finance, restructuring and insolvency, real estate finance, refinancing and structured finance in the United States and in multiple European and South American countries.

Our Collegiate Sports Practice

We represent clients at all levels of collegiate sports. In addition to representing the NCAA itself, we also represent various athletic conferences and universities, among other collegiate clients.

Our Sports & Entertainment Contract, Endorsement and Celebrity Representation Practice

We have substantial expertise in drafting and negotiating contracts for our sports and entertainment clients, including television, radio, streaming and other broadcast contracts, naming rights and sponsorship agreements, suite license agreements, concession agreements, retail agreements and executive and player contracts. We also have handled several endorsement deals, including representations of both athletes and celebrities and the companies hiring them to endorse their products or services. Our representation of athletes, agents and other celebrities also extends beyond contractual and endorsement representations and includes advice in connection with a whole spectrum of legal and business matters.

Our Sports and Entertainment Specialty Counseling Practice

We have significant experience counseling sports and entertainment clients in connection with a variety of specialty areas, including planning and construction; infrastructure project advice; real estate counseling; financing and corporate finance advice; regulatory and compliance counseling; labor and employment and human resources advice; antitrust and competition counseling; insurance counseling; tax counseling; estate planning and administration; charitable foundation counseling; merchandising and licensing counseling; trademark, patent, copyright, website and other intellectual property counseling; legislative advice; leisure industry counseling, including with respect to a variety of licensing, health and safety, food safety, advertising and enforcement matters; and sweepstakes, contest and raffle counseling.

Our Media and Entertainment Industry Practice

Our Media and Entertainment Industry practice focuses on mergers and acquisitions, joint ventures and financing transactions in the media and entertainment industries, and on providing a wide array of services, including handling sophisticated litigation, intellectual property, regulatory, tax, bankruptcy and restructuring, labor and employment matters, to assist our clients throughout the world in developing their businesses, protecting, defending and commercializing their rights, operating efficiently within complex legal and regulatory environments and achieving liquidity.

Our Media and First Amendment Practice

Our Media and First Amendment Practice team represents a wide range of news and content companies, including publishers, broadcasters, technology companies, authors, content creators, artists, entertainers, and game developers, as well as other individuals and businesses facing First Amendment, intellectual property, and other content-related issues, including for litigation, transactional, counseling, and other matters. We are well-positioned to help our clients navigate through the many issues confronting both traditional and new media and provide the full range of advice and representation required by both online and traditional media clients.



Their capabilities are extraordinary across all disciplines, specifically on those matters that have a complexity and include international matters.

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Our team

Our Sports, Media and Entertainment Group consists of nearly 100 members across the United States, in the United Kingdom and across Europe and the Middle East practicing in a variety of transactional, litigation, regulatory, real estate and financial institutions practice groups. For additional information, please contact our Group leaders:

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