

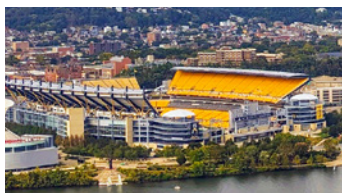
# Naming Rights and Sponsorship Practice



BCLP is a leader in naming rights and sponsorship transactions, representing both sports and entertainment properties and corporate sponsors.

## Naming Rights

With naming rights representations with an aggregate value of over \$2.5 billion and significant experience on both the sports and entertainment property and the sponsor side, we are among the most active law firms in the world in advising with respect to naming rights transactions, as well as various restructurings of significant naming rights agreements (including to address the impact of COVID-19). Representative naming rights engagements we have handled include the following:



Acrisure Stadium  
(Pittsburgh Steelers)



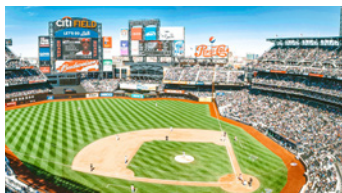
Baird Center  
(Wisconsin)



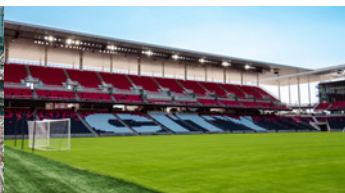
Benchmark International Arena  
(Tampa Bay Lightning)



Centene Community Ice Center  
(St. Louis Blues Practice Facility)



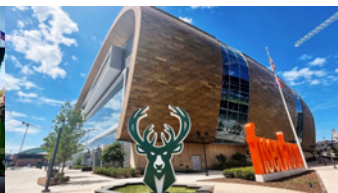
Citi Field  
(New York Mets)



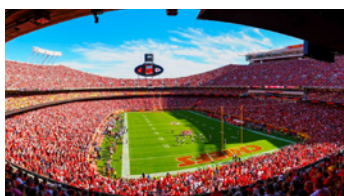
Energizer Park  
(St. Louis CITY SC)



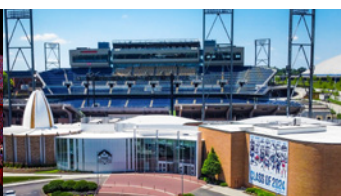
Enterprise Center  
(St. Louis Blues)



Fiserv Forum  
(Milwaukee Bucks & Marquette Golden Eagles)



GEHA Field at  
Arrowhead Stadium  
(Kansas City Chiefs)



Johnson Controls  
Hall of Fame Village  
(Pro Football Hall of Fame)



Stifel Theatre  
(St. Louis)

# Sponsorships

Recognized as one of the leading sports sponsorship practices, we have significant experience on both the sports and entertainment property and the sponsor side, having negotiated significant sponsorships of Olympic events, professional sports teams, athletes and events (including jersey sponsorship and betting and gaming industry sponsorship transactions). Representative engagements include:

## Olympic and national governing body sponsorships

- Advised National Governing Bodies and various corporate sponsors in connection with a variety of sponsorship matters
- Advised Stifel Financial on its title sponsorship of U.S. Ski & Snowboard renaming the U.S. Ski Team as the STIFEL U.S. Ski Team

## Professional sports event sponsorships

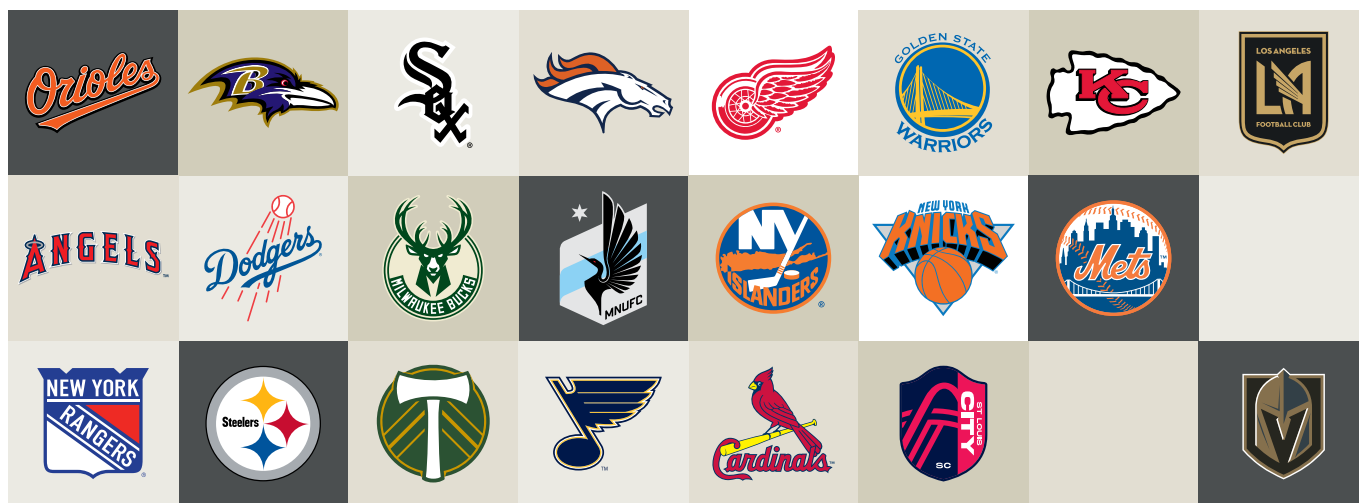
- Represented Bellerive Country Club in connection with the hosting of the 2008 BMW Championship and the U.S. Senior Open
- Represented Stifel Financial in connection with its title sponsorship of The Stifel Charity Classic PGA Tour Champions golf tournament
- Represented the sponsor of one of Europe's largest city cycle-sharing systems

## International football club and athlete sponsorships

- Represented various sponsors in relation to arrangements with international football club personalities, club shirt and stadium sponsorships
- Advised a number of leading international football (soccer) club stars in connection with their sponsorship activities, including Gareth Bale

## Other professional sports team sponsorships

- Counseled both teams and corporate sponsors in connection with sponsorship transactions (including jersey sponsorship and betting and gaming industry sponsorship transactions) involving teams in Major League Baseball, the MLS, the NBA, the NFL and the NHL, including the following:



## Our team

Our Naming Rights and Sponsorship team consists of lawyers across the United States and in London, with significant contractual and intellectual property experience. For additional information, please contact our team leaders:

### Ryan Davis

Sports, Media & Entertainment  
Group and Naming Rights and  
Sponsorship Practice Co-Leader  
rsdavis@bclplaw.com  
T: +1 314 259 2818

### Douglas Mishkin

Naming Rights and Sponsorship  
Practice Co-Leader  
douglas.mishkin@bclplaw.com  
T: +1 212 541 1155

### Graham Shear

Sports, Media & Entertainment  
Group Co-Leader  
graham.shear@bclplaw.com  
T: +44 (0)20 3400 4191