

# SPORTS & ENTERTAINMENT GROUP



Representations of **31 NHL hockey clubs, over 20 Premier League, La Liga, Championship and other international football (soccer) clubs across seven countries** and teams and/or owners in each of **Major League Baseball, the NBA, the NFL, the NHL and Major League Soccer**. 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. Over 130 different legal projects involving over 400 lawyers for the Olympic Delivery Authority. United States Anti-Doping Agency's cases against **Tour de France winners Lance Armstrong and Floyd Landis, Marion Jones** and other gold medal winners. The **BALCO scandal** and the **Mitchell Report** on steroid use in baseball. Among the largest known naming rights deals on each side of the Atlantic for **SoFi Stadium, Citi Field and The O2** and the naming of the **Dolby Theatre, home of the Academy Awards**. Sponsorships of the **STIFEL U.S. Ski Team, Super Bowl Halftime Show, NFL Pro Bowl and MLB All Star balloting** and USA Basketball's marketing and licensing deal with the NBA covering the **Men's and Women's Olympic Basketball Teams**. Jersey sponsorships of **LAFC, Minnesota United, the St. Louis Blues and the St. Louis Cardinals**. 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** and **The Colosseum at Caesars Palace**, 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 such as the **Anaheim Ducks, Arizona Coyotes, Arizona Diamondbacks, Denver Broncos, Los Angeles Angels of Anaheim, Los Angeles Kings, Los Angeles Lakers, New England Patriots, New Jersey Devils, Phoenix Suns, St. Louis Blues, St. Louis Rams and Vegas Golden Knights** and major entertainment companies like **Sony Pictures, Metro-Goldwyn-Mayer and The Walt Disney Company**, as well as a variety of 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** and the **largest minor league baseball club sale in history**. 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**. TV contracts with **FOX Sports, NBC, CBS, ABC and ESPN** and 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.* These are just some of the matters that members of Bryan Cave Leighton Paisner's Sports and Entertainment Group have handled - and some of the experiences that we can draw upon - in representing our valued clients.





The world of sports and entertainment has become a world of big business, and it has quickly become a truly global business. This is true both for sports and entertainment businesses whose ability to compete on the field or the stage is dependent on their ability to generate revenues and compete in the business world and for businesses in other industries increasingly looking to sponsorship opportunities as a means to advertise their products and services. As the complexity – and the stakes – of the business of sports and entertainment continue to grow, we believe that so too does the need for sophisticated counsel with a deep understanding of the issues that matter to you, the experience necessary to effectively and efficiently help you achieve your goals and a track record of delivering results for our clients on the matters that mean the most to them.

We are recognized internationally as a leader in sports and entertainment law. We are one of only two 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 over 100 Sports and Entertainment Group members across the United States, in the United Kingdom and across Europe, Asia 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 over 1,200 lawyers, we can provide our clients the full service capabilities that they require.

## RECOGNITION

- ▶ One of only two law firms worldwide recognized by *Chambers* as having leading sports practices in both the United States and the United Kingdom.
- ▶ Recognized in the United States and United Kingdom by *Legal 500* as a leading law firm in Sports
- ▶ Recognized as "Power Players" in sports law by *Sports Business Journal*
- ▶ 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



## REPRESENTATIVE CLIENTS

Members of the Sports and Entertainment Group 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)
- ▶ 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 Chargers (NFL)
- ▶ Los Angeles Galaxy (MLS)
- ▶ 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

- ▶ Arizona State University
- ▶ Big Sky Conference
- ▶ Big West Conference
- ▶ College Football Hall of Fame
- ▶ Georgia Tech Athletic Association
- ▶ Mountain West Conference
- ▶ National Collegiate Hockey Conference
- ▶ National Football Foundation
- ▶ NCAA
- ▶ Rocky Mountain Athletic Conference
- ▶ Stanford University
- ▶ University of Denver
- ▶ University of Tennessee
- ▶ Yale University

### Olympics Organizations and Clients

- ▶ United States Olympic and Paralympic Committee (USOPC)
- ▶ Olympic Delivery Authority
- ▶ Over 20 U.S. Olympic National Governing Bodies, including USA Basketball and USA Swimming

### 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

### Anti-Doping Movement Clients

- ▶ Australian Anti-Doping Agency
- ▶ U.S. Anti-Doping Agency
- ▶ World Anti-Doping Agency

### Corporate Sponsors

- ▶ Acrisure
- ▶ Airbnb
- ▶ Amerquest
- ▶ Banc of California
- ▶ Bank of America
- ▶ Dolby Laboratories
- ▶ Enterprise Holdings, Inc.
- ▶ Hanesbrands
- ▶ Lucozade Sport
- ▶ MetLife
- ▶ New York Life Insurance Company
- ▶ Nike
- ▶ Nutrien
- ▶ Progressive
- ▶ STIFEL
- ▶ Target
- ▶ TD Ameritrade
- ▶ Visa
- ▶ XBTO (a global leader in cryptofinance)

### Professional Sports and Entertainment Organizations

- ▶ Anschutz Entertainment Group (AEG)
- ▶ ASICS
- ▶ ATP Tour
- ▶ Career Sports and Entertainment
- ▶ Cricket & Hockey Holdings Limited
- ▶ 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)
- ▶ Howard Hughes Corporation
- ▶ INDYCAR
- ▶ LPGA Tour
- ▶ National Basketball Association (NBA)
- ▶ National Football Foundation
- ▶ National Football League (NFL)
- ▶ National Hockey League (NHL)
- ▶ National Hot Rod Association (NHRA)
- ▶ National Women's Soccer League (NWSL)
- ▶ New Era Cap Company
- ▶ Oak View Group
- ▶ Pacific Coast League

- ▶ Pebble Beach Company
- ▶ PGA Tour
- ▶ PING Golf
- ▶ SBOBET
- ▶ SMG Property Management, Inc.
- ▶ Sport Integrity Australia
- ▶ 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

### Entertainment Companies

- ▶ British Telecom
- ▶ CNN
- ▶ Comcast Spectacor
- ▶ Metro
- ▶ Metro-Goldwyn-Mayer
- ▶ MP & Silva
- ▶ Sony Pictures and its subsidiaries, Columbia Pictures and Tri-Star Pictures
- ▶ The Walt Disney Company
- ▶ Turner Sports
- ▶ Universal Music Group
- ▶ WarnerMedia
- ▶ Various other motion picture, television and other media studios, producers, directors, distributors and broadcasters



## OUR PRACTICE

The Sports 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 and entertainment realm. We have developed teams of lawyers committed to assisting clients in each of the following areas:

- ▶ **Our Professional Sports Team Practice.** Members of our Sports & Entertainment Group 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, betting and gaming industry sponsorship and cryptocurrency category 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 \$5.25 billion, including some of the largest known naming rights deals on each side of the Atlantic, 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 serve as outside general counsel for several national governing bodies (NGBs) and other professional and amateur sports organizations, including more than 20 National Governing Bodies in the Olympic movement. 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 in Lausanne, Switzerland, representing several international sport federations headquartered in Switzerland, and regularly advise NGBs around the world. We have handled a variety of Safe Sport matters, strategic infrastructure matters, athlete eligibility disputes, challenges to NGB status, television agreements, sponsorship and licensing matters, matters concerning relationships with strategic partners, Olympic and World Championship procedure matters, athlete agreements and employment contracts. We also regularly advise NGBs and other clients with respect to their relationships with their strategic partners and the United States Olympic and Paralympic Committee, general corporate and litigation work, trademark and copyright protection, contractual relationships and with respect to various regulatory matters.
- ▶ **Our Anti-Doping Practice.** Our Anti-Doping team literally wrote the book on doping matters, having served as the principal draftsmen of the World Anti-Doping Code in 2003 and the amendments thereto in 2009, 2015 and 2019 and currently working with foreign sport ministers and various sports organizations from around the world in updating the World Anti-Doping Code. We have also handled high profile cases for leading anti-doping agencies, Olympic organizations and other national governing bodies and advised a variety of clients in connection with anti-doping matters.
- ▶ **Our Sports & 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; anti-doping disputes; 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.** Bryan Cave Leighton Paisner 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, the Pacific Coast League and 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 universities, conferences, the National Football Foundation, the College Football Hall of Fame and the National Collegiate Hockey Conference, 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 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 Entertainment Industry Practice.** Our Entertainment Industry practice focuses on mergers and acquisitions, joint ventures and financing transactions in the entertainment and media 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 TEAM

Our Sports and Entertainment Group consists of over 100 members across the United States, in the United Kingdom and across Europe, Asia 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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