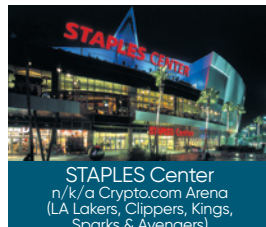
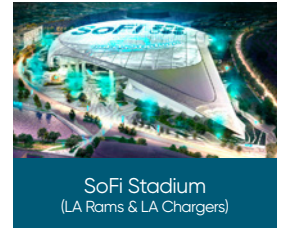
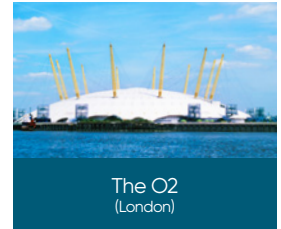
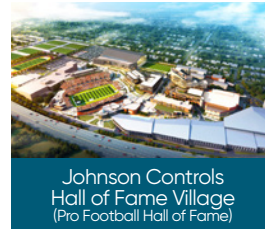
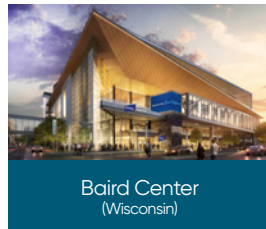


NAMING RIGHTS AND SPONSORSHIP PRACTICE

Bryan Cave Leighton Paisner 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 \$5.25 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. We have been at the table for a number of the largest naming rights deals in history, including some of the largest known naming rights deals on each side of the Atlantic in the 20 year naming rights agreement for SoFi Stadium in Los Angeles, the \$400 million naming rights agreement for Citi Field in New York and the 15 year agreement to rename the London Millennium Dome to The O2, as well as the naming rights deal for the Dolby Theatre, home of the Academy Awards, 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:



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, betting and gaming industry sponsorship and cryptocurrency category 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, including USA Basketball in its marketing and licensing deal with the NBA covering the Men's and Women's Olympic Basketball Teams
- ▶ Advised Airbnb, Inc. on its sponsorship agreement (publicly reported at over \$550 million) with the International Olympic Committee covering nine years and five Olympics games (Tokyo 2020, Beijing 2022, Paris 2024, Milan/Cortina 2026 and Los Angeles 2028)
- ▶ 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

- ▶ Negotiated Amerquest's Super Bowl Halftime Title Sponsorship, sponsorship of the NFL Pro Bowl, NFL Pro Bowl balloting and NFL Kickoff weekend and MLB All-Star balloting and licensing agreement with Major League Baseball
- ▶ Represented Bellerive Country Club in connection with the hosting of the 2008 BMW Championship and the U.S. Senior Open
- ▶ 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, betting and gaming industry sponsorship and cryptocurrency category 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:

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