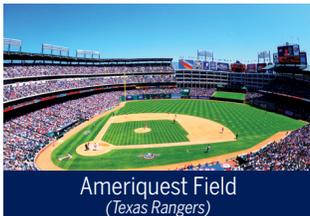


Bryan Cave is a leader in naming rights and sponsorship transactions, representing both sports and entertainment properties and corporate sponsors.

Naming Rights

With naming rights representations with an aggregate value in excess of \$1.6 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 naming rights transactions. We have been at the table for a number of the largest naming rights deals in history, including one of the largest known naming rights deal on each side of Atlantic in 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, and the Johnson Controls Hall of Fame Village. Representative naming rights engagements we have handled include the following:



Amerquest Field
(Texas Rangers)



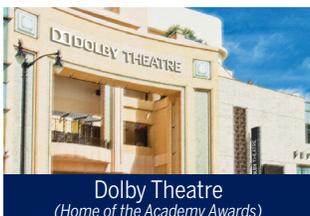
Bank of America Stadium
(Carolina Panthers)



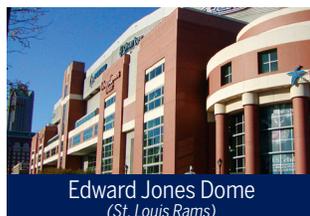
Citi Field
(New York Mets)



Coors Field
(Colorado Rockies)



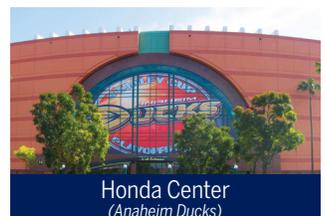
Dolby Theatre
(Home of the Academy Awards)



Edward Jones Dome
(St. Louis Rams)



The Home Depot Center
(Los Angeles Galaxy)



Honda Center
(Anaheim Ducks)



The O2
(London)



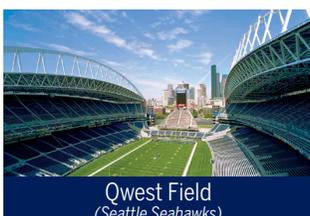
Oracle Arena
(Golden State Warriors)



Pepsi Center
(Colorado Avalanche and Denver Nuggets)



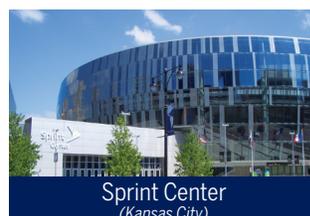
Progressive Field
(Cleveland Indians)



Qwest Field
(Seattle Seahawks)



Scottrade Center
(St. Louis Blues)



Sprint Center
(Kansas City)



STAPLES Center
(LA Lakers, Clippers, Kings, Sparks & Avengers)

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 and events. Representative engagements include:

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 2008-2016 Men’s and Women’s Olympic Basketball Teams.

Professional Sports Event Sponsorships

- Negotiated Ameritrust’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.

Professional Sports Team Sponsorships

- Counseled both teams and corporate sponsors in connection with sponsorship transactions involving teams in each of Major League Baseball, 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 Group leaders:

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About Bryan Cave

Bryan Cave is a global law firm with more than 900 highly skilled lawyers in 26 offices in North America, Europe and Asia. The firm represents publicly held multinational corporations, large and mid-sized privately held companies, emerging companies, nonprofit and community organizations, government entities, and individuals. With a foundation based on enduring client relationships, deep and diverse legal experience, industry-shaping innovation and a collaborative culture, Bryan Cave’s transaction, litigation and regulatory practices serve clients in key business and financial markets.