

News

BCLP SPORTS & ENTERTAINMENT GROUP ADVISES GEHA IN NAMING RIGHTS AGREEMENT WITH KC CHIEFS

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The international law firm BCLP advised firm client GEHA (Government Employees Health Association, Inc., pronounced G.E.H.A.) in a naming rights deal with the Kansas City Chiefs to rename the home of the reigning AFC champion Kansas City Chiefs “GEHA Field at Arrowhead Stadium,” beginning with the 2021 NFL season.

GEHA is a national leader in providing medical and dental plans to more than 2 million federal employees, retired military and their families worldwide. A BCLP Sports & Entertainment Group team of lawyers led by Ryan Davis, partner and Sports & Entertainment Group co-leader, and Mark Paskar, partner and Intellectual Property Group attorney, represented GEHA in the transaction. Financial terms of the transaction have not been publicly announced.

BCLP’s Sports & Entertainment Group is one of just two sports practices worldwide recognized by *Chambers* as a leader in sports law in both the US and the UK. The group is particularly active in the naming rights and sponsorship space, where they are recognized as leaders in the industry and have handled more than \$4.25 billion in naming rights deals, representing clients on both the sponsor side and the team/venue side.

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