

News

BCLP ADVISES ON ST. LOUIS BLUES JERSEY SPONSORSHIP DEAL

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International law firm BCLP advised on a deal announced yesterday by BCLP clients Stifel Financial Corp. and the St. Louis Blues pursuant to which Stifel has become the team's official jersey sponsor and Stifel's logo will be featured on the Blues' home and away game jerseys, starting with the 2022-2023 NHL season.

The deal is an extension of a long-standing partnership between the two longtime St. Louis institutions and Bryan Cave Leighton Paisner clients, a partnership that dates back almost 20 years and has included Stifel's acquisition of naming rights for Stifel Theatre and Stifel's branding of one of the innovative theatre boxes known as the "Bull and Bear" and located inside Enterprise Center, the home arena of the St. Louis Blues. The jersey sponsorship is one of the first of its kind in the National Hockey League.

As were the naming rights agreement for Stifel Theatre and the agreement for the "Bull and Bear" theatre boxes, this matter was handled by BCLP's Sports & Entertainment Group and Ryan Davis, Managing Partner of the Firm's St. Louis office and co-leader of the Firm's Sports & Entertainment Group. It is yet another example of the type of high-end, prominent work that has earned Bryan Cave Leighton Paisner the distinction of being one of only two law firms in the world recognized by *Chambers* as leaders in sports law in both the US and the UK and recognition as one of the leading law firms in the world in handling naming rights and sponsorship transactions.

For additional information about the transaction, please refer to the [press release](#) issued by the Blues.

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