

News

BCLP REPRESENTS ACRISURE IN DEAL TO RENAME HOME STADIUM OF PITTSBURGH STEELERS

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International law firm BCLP advised Acrisure, LLC in a high-profile 15-year naming rights deal with the Pittsburgh Steelers to rename the NFL team's home stadium Acrisure Stadium in advance of the 2022 NFL season.

Fast-growing Acrisure is a Fintech that operates a top 10 global insurance broker and specializes in intelligence-driven financial services, providing customers with a broad array of products, including Insurance, Real Estate Services, Cyber Services and Asset Management. Acrisure is a global company headquartered in Grand Rapids, Michigan, with operations in 14 countries and over 14,000 employees. Earlier this year, BCLP advised Acrisure in connection with its acquisition of the naming rights for Acrisure Arena near Palm Springs, California.

BCLP's involvement in the Acrisure Stadium deal enhances BCLP's position at the forefront of the industry's top naming rights deals, with BCLP's involvement also including the naming rights deals for SoFi Stadium in Los Angeles (home of the Los Angeles Rams and Los Angeles Chargers of the NFL), GEHA Field at Arrowhead Stadium in Kansas City (home of the Kansas City Chiefs of the NFL), Citi Field in New York (home of the New York Mets in MLB), Fiserv Forum in Milwaukee (home of the Milwaukee Bucks of the NBA and the Marquette Golden Eagles), Enterprise Center (home of the St. Louis Blues of the NHL), Dolby Theater (home of the Academy Awards) and The O2 in London, among several others.

BCLP's representation of Acrisure in the Acrisure Stadium deal was led by BCLP Partner Ryan Davis, co-leader of the firm's Sports & Entertainment Group, with support from Mark Paskar (Intellectual Property), Jordan Buchheit (Corporate) and a broader team. Financial terms of the transaction were not disclosed.

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 it is recognized as a leader in the industry and has handled naming rights deals with an aggregate value of nearly \$5.25 billion, representing clients on both the sponsor side and the team/venue side.

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