

News

BCLP REPRESENTS STIFEL FINANCIAL IN TITLE SPONSORSHIP WITH U.S. SKI & SNOWBOARD

SPONSORSHIP ENCOMPASSES ALL ELITE LEVELS OF ALPINE SKI RACING COMPETITION IN NORTH AMERICA

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International law firm BCLP advised Stifel Financial in a high-profile official sponsorship with U.S. Ski & Snowboard.

Moving forward, the U.S. Alpine Ski Team will be renamed the Stifel U.S. Alpine Ski Team, which includes decorated athletes such as three-time Olympic medalist Mikaela Shiffrin, 2022 Olympic silver medalist Ryan Cochran-Siegle and eight-time FIS World Cup podium finisher Breezy Johnson. In addition, U.S. Ski & Snowboard and Stifel will collaborate on a career and financial education program, designed to help athletes with savings and investing strategy. Stifel Financial is a leading wealth management and investment banking company.

Stifel also has been named the title sponsor of the U.S. NorAm Tour, which is the pipeline for young athletes to earn their spot on the Stifel U.S. Alpine Ski Team with hopes of representing the USA internationally in the World Cup, World Championships and Olympics. Stifel also will become the presenting partner of the Toyota U.S. Alpine Championships, where national titles are awarded annually in downhill, super-G, giant slalom and slalom.

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

BCLP's representation of Stifel in the deal was led by BCLP Partner Ryan Davis, co-leader of the firm's Sports & Entertainment Group and Managing Partner of the firm's St. Louis office, with

support from Mark Paskar (Intellectual Property) and Jordan Buchheit (Sports & Entertainment/Corporate). Financial terms of the transaction were not disclosed. BCLP also advised in connection with the recent jersey sponsorship deal between Stifel and the St. Louis Blues hockey team. The firm has a long-standing client relationship with Stifel, which includes representing Stifel in connection with numerous M&A transactions.

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 U.S. and the U.K. 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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Ryan S. Davis

St. Louis

ryan.davis@bclplaw.com

[+1 314 259 2818](tel:+13142592818)



Mark A. Paskar

Chicago

mark.paskar@bclplaw.com

[+1 312 602 5165](tel:+13126025165)



Jordan C. Buchheit

St. Louis

jordan.buchheit@bclplaw.com

[+1 314 259 2382](tel:+13142592382)

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