

## SPORTS & ENTERTAINMENT

### OVERVIEW

Representations of **31 NHL hockey clubs, over 20 Premier League, La Liga, Championship and other international football (soccer) clubs across seven countries** and teams and/or owners in each of **Major League Baseball, the NBA, the NFL, the NHL and Major League Soccer**. Service as **national coordinating counsel for the NCAA** for their nationwide sports injury and concussion claims, including in connection with a landmark wrongful death jury trial resulting in a complete defense verdict in favor of the NCAA. Over 130 different legal projects involving over 400 lawyers for the Olympic Delivery Authority. United States Anti-Doping Agency's cases against **Tour de France winners Lance Armstrong and Floyd Landis, Marion Jones** and other gold medal winners. The **BALCO scandal** and the **Mitchell Report** on steroid use in baseball. Among the largest known naming rights deals on each side of the Atlantic for **SoFi Stadium, Citi Field and The O2** and the naming of the **Dolby Theatre, home of the Academy Awards**. Sponsorships of the **STIFEL U.S. Ski Team, Super Bowl Halftime Show, NFL Pro Bowl and MLB All Star balloting** and USA Basketball's marketing and licensing deal with the NBA covering the **Men's and Women's Olympic Basketball Teams**. Jersey sponsorships of **LAFC, Minnesota United, the St. Louis Blues and the St. Louis Cardinals**. Major resort, stadium and event venue development, financing and leasing projects, including for **Ballpark Village** in St. Louis, **Beaver Creek Resort, FA National Football Centre** at St. George's Park in London, **a Jack Nicklaus golf resort, STAPLES Center** (now known as Crypto.com Arena), **The O2 and The Colosseum at Caesars Palace**, and the development, redevelopment or relocation of stadiums for multiple Premier League and Championship international football (soccer) clubs. The sale and purchase of, and investments in, professional sports teams such as the **Anaheim Ducks, Arizona Coyotes, Arizona Diamondbacks, Denver Broncos, Los Angeles Angels of Anaheim, Los Angeles Kings, Los Angeles Lakers, New England Patriots, New Jersey Devils, Phoenix Suns, St. Louis Blues, St. Louis Rams and Vegas Golden Knights** and major entertainment companies like **Sony Pictures, Metro-Goldwyn-Mayer and The Walt Disney Company**, as well as a variety of cross-border international football (soccer) investments and acquisitions of **multiple Premier League football (soccer) clubs and Championship football (soccer) clubs and international football (soccer) club acquisitions in Belgium, Uruguay and Brazil** and the **largest minor league baseball club sale in history**. Representations of sponsors and athletes in various name, image and likeness (NIL) deals. Hundreds of millions of dollars annually in financing deals involving various **international football (soccer) clubs**. Endorsement, "influencer" and "celebrity meets internet" deals involving celebrities such as **Brazilian soccer player Ronaldinho, Jimmy Connors, Melissa "Missy" Franklin, Jimmie Johnson, Mike Krzyzewski ("Coach K"), NFL MVP Patrick Mahomes, Nick Saban,**

**Deion Sanders, Brendan Shanahan, Kurt Warner, Sandra Bullock, Lady Gaga, Selena Gomez, Bridget Moynahan, Sarah Jessica Parker, Jessica Simpson and Mr. T** and trademark work for **Troy Polamalu**. TV contracts with **FOX Sports, NBC, CBS, ABC** and **ESPN** and player contracts for **Wayne Gretzky** and **David Beckham**. Lead counsel for **CNN** in getting libel claims dismissed in a case brought by a Presidential campaign over an op-ed piece in *Donald J. Trump for President, Inc. v. CNN Broadcasting, Inc.* These are just some of the matters that members of BCLP's Sports and Entertainment Group have handled - and some of the experiences that we can draw upon - in representing our valued clients.

The world of sports and entertainment has become a world of big business, and it has quickly become a truly global business. This is true both for sports and entertainment businesses whose ability to compete on the field or the stage is dependent on their ability to generate revenues and compete in the business world and for businesses in other industries increasingly looking to sponsorship opportunities as a means to advertise their products and services. As the complexity - and the stakes - of the business of sports and entertainment continue to grow, we believe that so too does the need for sophisticated counsel with a deep understanding of the issues that matter to you, the experience necessary to effectively and efficiently help you achieve your goals and a track record of delivering results for our clients on the matters that mean the most to them.

We are recognized internationally as a leader in sports and entertainment law. We are one of only two law firms in the world recognized by Chambers, a directory of the most widely recommended law firms and lawyers with rankings based on client input, as having one of the leading sports practices in both the United States and the United Kingdom. Chambers commented that the Sports Practice ***"offers the best possible client service."*** Hundreds of clients across multiple sports and around the world have relied on our lawyers to help grow their businesses, protect their interests and compete. We offer our clients the unique experience and relationships of our over 100 Sports and Entertainment Group members across the United States, in the United Kingdom and across Europe, Asia and the Middle East, practicing in a variety of transactional, litigation, regulatory, real estate and financial institutions practice groups. As a part of one of the largest law firms in the world with over 1,200 lawyers, we can provide our clients the full service capabilities that they require.

## RECOGNITION

- One of only two law firms worldwide recognized by *Chambers* as having leading sports practices in both the United States and the United Kingdom.
- Recognized in the United States and United Kingdom by *Legal 500* as a leading law firm in Sports
- Recognized as "Power Players" in sports law by *Sports Business Journal*
- Previously recognized as International Law Firm of the Year by The Lawyer European Awards

- Previously recognized as UK Law Firm of the Year by British Legal Awards, *Chambers* Europe Awards for Excellence, *Chambers* Global Awards and The Lawyer Awards
- Previously recognized as highest-ranked law firm for innovation by Legal Business survey of 9,000 clients
- Twice-ranked as the World's Most Innovative Law Firm by the International Legal Technology Association
- Previously recognized by BTI Consulting Group's "Client List A-Team", an elite group of 30 law firms most recognized by clients for delivering the best levels of client service

## MEET THE TEAM



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## **AREAS OF FOCUS**

- Anti-Doping Practice
- Collegiate Sports Practice
- Entertainment Industry Practice
- Naming Rights and Sponsorship Practice
- Olympic and National Governing Body Practice
- Professional Sports Team Practice
- Sports and Entertainment Contract, Endorsement and Celebrity Representation Practice
- Sports and Entertainment Litigation Practice
- Sports and Entertainment M&A Practice
- Sports and Entertainment Specialty Counseling Practice
- Sports and Event Financing
- Sports and Event Venue Real Estate Infrastructure and Operation

## **REPRESENTATIVE CLIENTS**

Members of the Sports and Entertainment Group currently represent and/or have represented each of the following representative clients:

### *Professional Sports Teams and/or their Owners*

- 31 National Hockey League Clubs
- Arizona Diamondbacks (MLB)
- Atlanta Braves (MLB)
- Atlanta Falcons (NFL)
- Atlanta Hawks (NBA)
- Atlanta United (MLS)
- Brooklyn Nets (NBA)

- Chicago Red Stars (NWSL)
- Dallas Cowboys (NFL)
- DC United (MLS)
- Denver Broncos (NFL)
- DS Penske (American Auto Racing)
- FC Porto (Primeira Liga)
- Golden State Warriors (NBA)
- Houston Texans (NFL)
- Kansas City Chiefs (NFL)
- Kansas City Royals (MLB)
- Las Vegas Raiders (NFL)
- Los Angeles Angels of Anaheim (MLB)
- Los Angeles Chargers (NFL)
- Los Angeles Galaxy (MLS)
- Los Angeles Lakers (NBA)
- Memphis Grizzlies (NBA)
- Minnesota Vikings (NFL)
- New England Patriots (NFL)
- Newcastle United (Premier League)
- Phoenix Suns (NBA)
- Reading Football Club (EFL League One)
- San Francisco 49ers (NFL)
- Seattle Seahawks (NFL)
- St. Louis Cardinals (MLB)

- Tampa Bay Buccaneers (NFL)
- Tennessee Titans (NFL)
- Texas Rangers (MLB)
- Tottenham Hotspur FC (Premier League)
- West Ham Football Club (Premier League)

#### *Collegiate Clients*

- Arizona State University
- Big Sky Conference
- Big West Conference
- College Football Hall of Fame
- Georgia Tech Athletic Association
- Mountain West Conference
- National Collegiate Hockey Conference
- National Football Foundation
- NCAA
- Rocky Mountain Athletic Conference
- Stanford University
- University of Denver
- University of Tennessee
- Yale University

#### *Olympics Organizations and Clients*

- United States Olympic and Paralympic Committee (USOPC)
- Olympic Delivery Authority

- Over 20 U.S. Olympic National Governing Bodies, including USA Basketball and USA Swimming

#### *Professional Athletes (Current or Former)*

- Gareth Bale
- Ashley Cole
- Jimmy Connors
- Peter Crouch
- Kieron Dyer
- Melissa “Missy” Franklin
- Jackie Joyner Kersee
- Orlando Pace
- Troy Polamalu
- Brendan Shanahan
- Jonjo Shelvey
- Patrick van Aanholt
- Michael Vick
- Joey Votto
- Adam Wainwright
- Kurt Warner

#### *Anti-Doping Movement Clients*

- Australian Anti-Doping Agency
- U.S. Anti-Doping Agency
- World Anti-Doping Agency

#### *Corporate Sponsors*



- Acrisure
- AirBnb
- Ameritrust
- Banc of California
- Bank of America
- Dolby Laboratories
- Enterprise Holdings, Inc.
- Hanesbrands
- Lucozade Sport
- MetLife
- New York Life Insurance Company
- Nike
- Nutrien
- Progressive
- STIFEL
- Target
- TD Ameritrade
- Visa
- XBTO (a global leader in cryptofinance)

#### *Professional Sports and Entertainment Organizations*

- Anschutz Entertainment Group (AEG)
- ASICS
- ATP Tour
- Career Sports and Entertainment

- Cricket & Hockey Holdings Limited
- Delaware North Companies/Sportservice
- Great White Shark Enterprises/Greg Norman
- Hi-Rez Studios (Esports)
- HOF Village, LLC (a joint venture of the Pro Football Hall of Fame and Industrial Realty Group)
- Howard Hughes Corporation
- INDYCAR
- LPGA Tour
- National Basketball Association (NBA)
- National Football Foundation
- National Football League (NFL)
- National Hockey League (NHL)
- National Hot Rod Association (NHRA)
- National Women's Soccer League (NWSL)
- New Era Cap Company
- Oak View Group
- Pacific Coast League
- Pebble Beach Company
- PGA Tour
- PING Golf
- SBOBET
- SMG Property Management, Inc.
- Sport Integrity Australia
- Sportradar

- Stellar Football Limited
- The FA
- The Hong Kong Jockey Club
- Ultimate Fighting Championship (UFC)
- United Soccer League (USL)
- US Club Soccer
- World Triathlon Corporation (IRONMAN)
- WTA Tour

*Real Estate Development and Financing Clients* (Sports and Entertainment Industry Matters)

- Aviva
- Balfour Beatty
- Barclays
- Canary Wharf Group
- CBRE Global Investors
- Crown Estate
- Investec
- Land Securities
- Tesco
- Transport for London
- Numerous lenders engaged in discounting receivables

*Entertainment Companies*

- British Telecom
- CNN
- Comcast Spectacor

- Metro
- Metro-Goldwyn-Mayer
- MP & Silva
- Sony Pictures and its subsidiaries, Columbia Pictures and Tri-Star Pictures
- The Walt Disney Company
- Turner Sports
- Universal Music Group
- WarnerMedia
- Various other motion picture, television and other media studios, producers, directors, distributors and broadcasters

## RELATED INSIGHTS

Insights

Mar 06, 2025

### **Getting the ball rolling: sports disputes resolution in Hong Kong SAR**

These are exciting times for sports in Hong Kong. With the Hong Kong team's success at the 2024 Paris Summer Olympics and Summer Paralympics, the opening of the Kai Tak Sports Park and the 15th National Games (which Hong Kong is co-hosting together with Guangdong and Macao) in 2025, it is expected that interest in sports and the sports industry in Hong Kong will continue to grow. From the selection of athletes by sports clubs to the determination of the outcome of a game, anti-doping tests and sports-related commercial deals, disputes can arise at many stages along the sports industry chain. Some observers and commentators have suggested that Hong Kong would be assisted by having a comprehensive dispute resolution system to resolve the sports-related disputes which unavoidably arise from the growing sports industry.

Insights

Jan 17, 2025

### **OCR Confirms Title IX Applies to Institutions' Direct NIL and Revenue-Sharing**

Insights

Jan 09, 2025

### **Reimagining Hong Kong's tourism landscape**

As we step into the new year, the Hong Kong Government unveiled its ambitious 132-page Development Blueprint for Hong Kong's Tourism Industry 2.0. This comprehensive plan aims to overcome the current challenges posed by economic slowdown, heightened competition, geopolitical tensions and recruitment difficulties. With the collaborative efforts of many stakeholders in implementing the Blueprint, the expected value added by the tourism

industry is projected to rise by approximately 60% over the next 5 years, from HK\$75.3 billion in 2023 to HK\$120 billion. Employment in the sector is also set to rise significantly, with an estimated 44% increase over the same period, bringing the total to approximately 210,000 jobs (up from 145,600 in 2023). The overarching strategy for Hong Kong's tourism development over the next five years is to solidify its status as a world-class premier tourist destination. The ...

Insights

Oct 21, 2024

## **Lassana Diarra foils FIFA's transfer rules**

It is pretty rare for judgments of the European Court of Justice ("ECJ") regarding the freedom of movement for workers and competition rules to grab news headlines. However, the ECJ's ruling in C-650/22 ("Diarra") has certainly kick-started global debate on the restrictions inherent in football's transfer system, and whether they are compliant with wider legal requirements. The ECJ on 4 October 2024 clarified that certain of FIFA's transfer rules which (in effect) disincentivised unilateral termination of a player's contract (by club or player) without "just cause" are incompatible with Article 45 and 101 of the Treaty on the Functioning of the European Union ("TFEU"), that is, the rules on the freedom of movement for workers and the prohibition on anti-competitive no-poach agreements within the EU. Subject to the Belgian Court of Appeal ruling that these rules are capable of objective justification (which is unlikely in light of the...

News

Oct 02, 2024

## **The Legal 500 UK ranks BCLP in 52 practice areas and recognizes 69 lawyers as "leading individuals"**

News

Sep 24, 2024

## **BCLP Brings Unique Combination of Legal and Sports Sector Knowledge to a Major Premier League Deal**

Insights

Sep 03, 2024

## **AI Surveillance and Data Privacy at the Games**

As the Paris 2024 Summer Olympic and Paralympic Games (the "Games") turn onto the final straight, the Games have yet again captured widespread global attention, on and off the track. With over 15.3 million visitors in Paris this summer for the Games, data security has emerged as a critical concern. To enhance the safety of athletes, spectators and residents, the French government implemented specific measures, including a bill relating to the Games (the "OG law"), a legislative measure passed on 19 May 2023, to bolster security during the Games[1]. The "OG law" introduces advanced security measures, notably the use of experimental algorithmic video surveillance systems. This article focuses on the deployment of these augmented surveillance systems during the Games and examines the associated GDPR compliance and privacy dilemmas that subsequently arise.

Insights

Aug 07, 2024

## **AI and the Games - embracing a new age for sports**

The Games have kicked off in true Parisian style and is promising to be a groundbreaking spectacle, not just for the inspirational athletic feats we are certain to see but also for the innovative use of artificial intelligence (AI) tools that will feature more prominently than ever before. These advancements are set to play a transformative

role in the Games, enhancing athletes preparation for, and experience in, the Games as well as for spectators and viewers worldwide. We have taken a closer look at some of the use cases of AI in the Games.

Insights

Jul 17, 2024

## **Corruption in Sport**