

## 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
- Ameriquest
- 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

Events

Apr 06, 2024

### **Partners present at Tulane Entertainment and Sports Law Conference**

Insights

Feb 07, 2024

### **NLRB Regional Director determines Dartmouth basketball players are employees**

Insights

Feb 07, 2024

### **Showing anti-competitiveness the red card**

The European Union's Court of Justice ("ECJ") went into the 2023 winter break in style, publishing a hat-trick of judgments (hereafter referred to as SuperLeague, ISU, and Royal Antwerp) regarding the application of competition law to the governance of sport. These judgments are an El Clasico of sorts for sports and competition law aficionados, with far reaching implications for rule-makers (such as FIFA, UEFA, the ISU, national sports associations and other sports governing bodies), players, clubs, fans, and other sectors more generally. This article details the factual background of the judgments, before assessing in turn, key implications in terms of sports governance and competition law. The judgments (ISU and SuperLeague in particular) strongly affirm the application of competition law to the governance of sports, and may subsequently result in many sports governing bodies revisiting the content and ap...

Insights

Dec 19, 2023

## **Check Complete: Arteta decision confirms strong criticism might not be misconduct under FA Rules**

Earlier this month, a Regulatory Commission issued a significant decision limiting the scope of liability for misconduct under the FA Rules. In dismissing the FA's charge against Arsenal FC manager Mikel Arteta, the Regulatory Commission confirmed that subject to certain limits and in the right context, the rules of the game allow for criticism of decisions, even if expressed in strong terms. In this blog, we consider the implications of the ruling for the right to voice criticism within the bounds of the FA rules. *The Football Association v Mikel Arteta*

News

Oct 19, 2023

## **Chambers UK Ranks BCLP in 41 practice areas and recognizes 74 lawyers**

News

Oct 06, 2023

## **BCLP advises SoFi in landmark naming rights and presenting sponsorship deal with new TGL Golf League**

News

Sep 15, 2023

## **BCLP advises on Everton Football Club deal**

Awards

Aug 17, 2023

## **The Best Lawyers in America® 2024**

News

Aug 09, 2023

## **Partner named 'Law360' Rising Star in Sports & Betting**



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