

NAMING RIGHTS AND SPONSORSHIP PRACTICE

Bryan Cave Leighton Paisner is a leader in naming rights and sponsorship transactions, representing both sports and entertainment properties and corporate sponsors.

NAMING RIGHTS

With naming rights representations with an aggregate value in excess of \$4.6 billion and significant experience on both the sports and entertainment property and the sponsor side, we are among the most active law firms in the world in advising with respect to naming rights transactions. We have been at the table for a number of the largest naming rights deals in history, including some of the largest known naming rights deals on each side of the Atlantic in the 20 year naming rights agreement for SoFi Stadium in Los Angeles, the \$400 million naming rights agreement for Citi Field in New York and the 15 year agreement to rename the London Millennium Dome to The O2, as well as the naming rights deal for the Dolby Theatre, home of the Academy Awards, and the Johnson Controls Hall of Fame Village adjacent to the Pro Football Hall of Fame, as well as various restructurings of significant naming rights agreements (including to address the impact of COVID-19).

Representative naming rights engagements we have handled include the following:



Ameritrust Field
(Texas Rangers)



Bank of America Stadium
(Carolina Panthers)



Citi Field
(New York Mets)



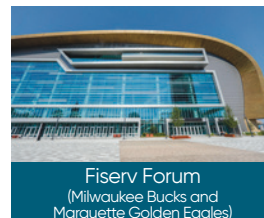
Coors Field
(Colorado Rockies)



Dolby Theatre
(Home of the Academy Awards)



Enterprise Center
(St. Louis Blues)



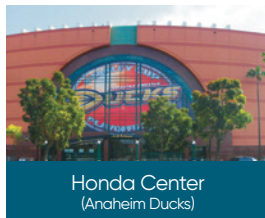
Fiserv Forum
(Milwaukee Bucks and
Marquette Golden Eagles)



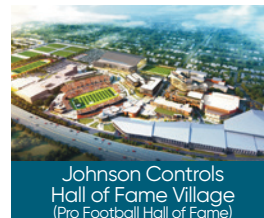
Gesa Field
(Washington State University)



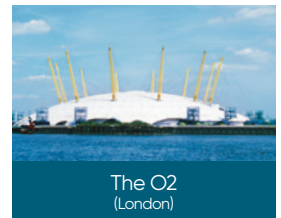
The Home Depot Center
(Los Angeles Galaxy)



Honda Center
(Anaheim Ducks)



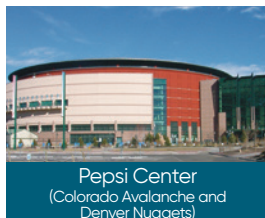
Johnson Controls
Hall of Fame Village
(Pro Football Hall of Fame)



The O2
(London)



Oracle Arena
(Golden State Warriors)



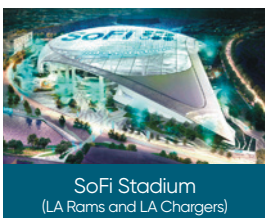
Pepsi Center
(Colorado Avalanche and
Denver Nuggets)



Progressive Field
(Cleveland Indians)



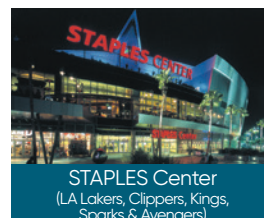
Qwest Field
(Seattle Seahawks)



SoFi Stadium
(LA Rams and LA Chargers)



Sprint Center
(Kansas City)



STAPLES Center
(LA Lakers, Clippers, Kings,
Sparks & Avengers)



Stifel Theatre
(St. Louis)

SPONSORSHIPS

Recognized as one of the leading sports sponsorship practices, we have significant experience on both the sports and entertainment property and the sponsor side, having negotiated significant sponsorships of Olympic events, professional sports teams, athletes and events. Representative engagements include:

National Governing Body Sponsorships

- Advised National Governing Bodies and various corporate sponsors in connection with a variety of sponsorship matters, including USA Basketball in its marketing and licensing deal with the NBA covering the 2008–2016 Men’s and Women’s Olympic Basketball Teams.

Professional Sports Event Sponsorships

- Negotiated Amerquest’s Super Bowl Halftime Title Sponsorship, sponsorship of the NFL Pro Bowl, NFL Pro Bowl balloting and NFL Kickoff weekend and MLB All-Star balloting and licensing agreement with Major League Baseball.
- Represented Bellerive Country Club in connection with the hosting of the 2008 BMW Championship and the U.S. Senior Open.
- Represented the sponsor of one of Europe’s largest city cycle-sharing systems.

International Football Club and Athlete Sponsorships

- Represented various sponsors in relation to arrangements with international football club personalities, club shirt and stadium sponsorships.
- Advised a number of leading international football (soccer) club stars in connection with their sponsorship activities, including Gareth Bale.

Other Professional Sports Team Sponsorships

- Counseled both teams and corporate sponsors in connection with sponsorship transactions involving teams in Major League Baseball, the MLS, the NBA, the NFL and the NHL, including the following:



OUR TEAM

Our Naming Rights and Sponsorship team consists of lawyers across the United States and in London, with significant contractual and intellectual property experience. For additional information, please contact our team leaders:

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