

Sports & Esports Year in Review

From record-breaking deals to game-changing sponsorships, 2024 was a landmark year for the business of sports and esports. Our sports practice group was at the forefront, advising clients on high-profile transactions, strategic partnerships and industry-defining agreements that shaped the sports landscape. Whether navigating stadium developments, securing marquee endorsements or negotiating media rights, we helped our clients push boundaries and seize opportunities in an ever-evolving market.

This year, we were honored to play a pivotal role in major team acquisitions, including the sale of the National Women's Soccer League's (NWSL) San Diego Wave FC and Dwyane Wade's investment in the WNBA's Chicago Sky. We continued to advise on transformative stadium projects, including the Buffalo Bills' new state-of-the-art venue—a project we've been proud to support for several years. Our work also extended to groundbreaking media ventures, such as the launch of the Chicago Sports Network, and high-profile sponsorships with global icons like Lionel Messi, F1's McLaren Racing Team and major sports leagues, ensuring our clients stayed ahead in an increasingly competitive space.

Across industries and disciplines, we helped professional athletes, teams and brands navigate complex negotiations, protect their intellectual property and expand their reach. From working with Caleb Williams on the largest rookie contract in Chicago Bears history to negotiating a multiyear FIFA partnership for a global logistics provider, we remained committed to delivering innovative legal solutions that drive success.

As we reflect on a remarkable year, we're excited to share standout moments from our work in 2024 led by our dedicated team of lawyers. Read on for a closer look at the deals, partnerships and achievements that defined the year.



2024 Representations

Stadiums and Arenas

- Represented the **Buffalo Bills** in connection with the development, financing construction and lease of a new stadium, which includes a year-to-year extension on the team's current lease and a 30-year lease agreement for the new stadium.
- Represented an NFL franchise in connection with the preliminary plans to build a multisport, state-of-the-art, multiuse hotel, retail and practice facility.

Broadcast and New Media Licensing and Integrations

- Represented **Chicago Sports Network**, the newly established television and streaming network for the Chicago Blackhawks, Bulls and White Sox.
- Represented a professional music organization in connection with a multiyear media license with Amazon Prime Video and a venue agreement with an NFL franchise.

Attorney Advertising



LOS ANGELES
NEW YORK
CHICAGO
NASHVILLE

WASHINGTON, DC
SAN FRANCISCO
BEIJING
HONG KONG

loeb.com

- Represented **National Havoc Robot League** in its broadcast agreement with ESPN.
- Represented **Viii Sports** in its broadcast agreement with ESPN.
- Represented a popular social media network in connection with sponsorship agreements with the National Hockey League, Red Bull, Scotiabank Arena and Unified Events.

Team Acquisitions, Dispositions and Ownership Bids

- Represented **Ron Burkle, owner of the NWSL team the San Diego Wave FC**, in the successful completion of the team's sale to Lauren Leichtman and her husband, Arthur Levine, founding partners of Levine Leichtman Capital Partners.
- Represented basketball superstar **Dwyane Wade** in connection with his ownership stake in the WNBA basketball team Chicago Sky.
- Represented **Weidner Sports** in connection with its purchase of the USL defending champion, Colorado Springs Switchbacks.
- Represented **Monarch Collective** in connection with its acquisition of a minority interest in Angel City FC.

Marketing, Sponsorships and Endorsements

- Represented a telecommunications company in negotiating a variety of sports marketing deals, including sponsorship and marketing agreements with the PGA of America; a sponsorship agreement for the 2025 Ryder Cup; a sponsorship agreement with McLaren Racing F1 Team; a sponsorship agreement with Las Vegas Grand Prix for the F1 Race; Super Bowl commercial services agreements with multiple celebrities; and a strategic partnership agreement with Univision for Liga MX sponsorship rights.
- Represented **Simmons Bank** in connection with its naming rights to Simmons Bank Liberty Stadium and women's collegiate athletic sponsorship agreements.
- Represented **MidFirst Bank** in connection with its founding sponsorship agreement with the Oklahoma City Thunder.
- Represented a freight forwarding and shipping company in its multiyear partnership agreement with FIFA, the international governing body of soccer, designating it as the Official Logistics Provider for FIFA World Cup 2026 and FIFA Club World Cup 2025.

- Represented **T. Rowe Price** in connection with negotiation of a Jersey Patch and Sponsorship Rights Agreement with the Baltimore Orioles.
- Represented **Ultimate Fighting Championship (UFC)**, the world's premier mixed martial arts organization, in various sponsorship and promotional matters.
- Represented **VISA Inc.** in negotiating a Sponsorship Rights Agreement with Inter Miami CF, as well as multiyear title sponsorships with Scuderia Alpha Tauri and Oracle Red Bull Racing Formula One Teams.
- Represented **DraftKings**, an online sports betting, daily fantasy sports and gaming platform, in a multiyear endorsement deal with NBA legend LeBron James centered around American football.

Professional Athlete Representation

- Represented numerous professional athletes—including **Dwyane Wade, Christian McCaffrey, Kenny Pickett, Viktor Hovland, Ludvig Åberg, Rose Zhang, Coby White, Frederick Richard** and **Daniil Medvedev**—in endorsement deals, commercial transactions and investments, and general corporate advice.
- Represented **Caleb Williams** in connection with NFLPA group licensing program and related endorsement and sponsorship agreements. Loeb is also continuing to advise Caleb in connection with corporate, real estate and charitable foundation matters.
- Represented **Tyler "Ninja" Blevins** in connection with matters pertaining to his recently launched *Blevins Bros. Sports Show* in addition to his first branded *Fortnite* map in Gamefam's *Infinite Zonewars* video game.

Brand Protection and Intellectual Property Licensing and Enforcement

- Represented the **NCAA** in connection with various intellectual property matters.
- Represented a fan engagement technology platform in connection with corporate, e-commerce and intellectual property matters in the U.S.
- Represented high-performance golf and equipment company **Parsons Xtreme Golf (PGX)** in connection with a variety of corporate, licensing, distribution and IP matters.
- Represented **Ferrara Candy Company** in connection with the music licensing for its Super Bowl commercial, which featured the same song used by another well-known brand. The Loeb team helped ensure that Ferrara could use the song and was not stopped from airing the commercial.

Technology and Innovation

- Represented a fan engagement technology platform in connection with corporate, e-commerce and intellectual property matters focused on Copa America.

NIL Matters Involving College Athletes

- Represented NIL collectives, agencies and brands in connection with NIL sponsorships and corporate and regulatory matters.

Estate, Tax and Charitable Planning

- Represented college and professional athletes in connection with estate and tax planning, and charitable organization formation and compliance.

Financing

- Represented the lenders in connection with secured credit facilities, the proceeds of which were used to purchase minority ownership interests in the Philadelphia Eagles and Buffalo Bills.

Litigation and Dispute Resolution

- Represented former Northwestern football coach **Patrick Fitzgerald** in 25 lawsuits related to allegations of hazing in the football program. Successfully resolved the allegations through voluntary dismissals and a global settlement agreement.

This is a publication of Loeb & Loeb and is intended to provide information on recent legal developments. This publication does not create or continue an attorney client relationship nor should it be construed as legal advice or an opinion on specific situations.

© 2025 Loeb & Loeb LLP. All rights reserved. 7904 REV1 041525