



# Alert

## Sports, Sponsorship and Event Venue Group

To: Our Clients and Friends

December 7, 2011

### Combination Bolsters Bryan Cave's Sports, Sponsorship and Event Venue Group

Yesterday, Bryan Cave announced the combination of Holme Roberts & Owen LLP into Bryan Cave LLP, effective January 1, 2012. Following the combination, Bryan Cave will be among the 25 largest law firms in the world with 30 offices across the U.S., Europe and Asia. The combination will add important legal capabilities to the resources we have to offer our clients, while expanding our worldwide presence into the Rocky Mountain region and adding significant further depth and expertise in California.

In addition, as our Firm's chairman noted in the formal announcement of the combination included herewith, this combination will significantly enhance our capabilities in sports law. We are pleased to share with you a few of the highlights regarding the HRO sports group which will be combining with Bryan Cave's Sports, Sponsorship and Event Venue Group:

- Nationally and Internationally Recognized Industry Leader. The HRO sports group which will be joining Bryan Cave is recognized nationally and internationally as a leader in sports law and is ranked in the national category for Sports Law in the edition of Chambers USA 2011.
- Representative Clients. The HRO group represents clients in both the United States and throughout the world on many levels and aspects of sport, including professional, Olympic movement, anti-doping, collegiate and sports arena clients. Among others, their current and past clients include:
  - Professional Sports and Entertainment Clients. Several professional sports and entertainment organizations, such as Anschutz Entertainment Group (AEG), the Colorado Rockies, the Los Angeles Kings, the PGA Tour, the ATP Tour, DC United and the Los Angeles Galaxy;
  - Arena and Venue Clients. Various clients in connection with significant sports and entertainment venues, including Staples Center (Los Angeles), The O2 (London), The O2 World Arena (Berlin) and The Colosseum at Caesars Palace (Las Vegas);

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- *Naming Rights Agreement Clients.* Various clients in connection with significant naming rights agreements, including for The O2 (London), Qwest Field (Seattle), Progressive Field (Cleveland), Staples Center (Los Angeles), Bank of America Stadium (Charlotte), Coors Field (Denver) and Pepsi Center (Denver);
  - *Corporate Sponsor Clients.* Significant corporate sponsors, such as Visa, 24 Hour Fitness, Ameritrust and Progressive;
  - *Olympic Movement Clients.* Various U.S. based Olympics organizations, including USA Swimming, USA Basketball and USA Hockey;
  - *International Organization Clients.* Various international organizations, including FINA (International Swimming), IGF (International Golf), IWF (International Weightlifting) and WGA (World Golf Alliance);
  - *Anti-Doping Movement Clients.* Various anti-doping movement clients, including the World Anti-Doping Agency, the U.S. Anti-Doping Agency and the Australian Sports Anti-Doping Agency; and
  - *Collegiate Clients.* Various collegiate clients, including the NCAA, the Mountain West Conference, the University of Tennessee and the University of Denver.
- *Representative Matters.* The group has significant experience in a variety of sports industry matters, including the following representative matters:
    - *Litigation.* Represented various sports clients in connection with a number of high-profile litigation matters involving anti-doping, athlete eligibility, breach of contract and commercial matters, among others, including the representation of the United States Anti-Doping Agency in its case against cyclist Floyd Landis;
    - *Sports Facilities - Development, Financing and Operation.* Represented various clients in connection with the development, financing and operation of sports facilities, including those facilities noted above;
    - *Naming Rights and Sponsorships.* Represented various clients in connection with a number of arena/stadium naming rights deals, including those deals noted above, as well as sponsorship deals valued in excess of \$600 million in the last 24 months; and
    - *Television.* Represented various sports clients in negotiations regarding TV contracts, including deals involving broadcasts on NBC, CBS, ABC, ESPN/ESPN2 and OLN/Versus.

Our new colleagues share our passionate commitment to our clients and love of the sports, sponsorship and event venue industry. We are excited to join forces with them and to further enhance our ability to provide the type of world-class service and expertise that our clients have come to expect.

Please feel free to contact our group leader, Ryan Davis (at 314-259-2818 or [rsdavis@bryancave.com](mailto:rsdavis@bryancave.com)) or any of the other members of our Group if you'd like additional information regarding our expanded capabilities in the sports industry or if we otherwise may be of assistance. Thanks.

[The Bryan Cave Sports, Sponsorship and Event Venue Group](#)