

## Sports & Media

Aird & Berlis has one of the leading sports and media law practices in Canada. The successes and challenges of the sports and media industries are often intertwined. The members of our Sports & Media Group are prominent in their respective fields and together they provide seamless representation to our clients.

### Sports

The highly-regulated arena of professional and high performance sports and international sporting events is multifaceted and multi-jurisdictional. Our team is well-equipped to provide strategic advice to achieve your desired outcome. Our experience includes providing counsel on matters involving professional, national and international sports organizations, such as the NHL, the NBA, the CFL and the MLS as well as many high-profile sport and multi-sport events. Our roster of clients includes owners of professional sports teams, sports organizations, executives, professional and amateur athletes and coaches, directors, multi-sport event organizers, funding partners and broadcasters.

### Media

Members of our team have expertise and experience in guiding clients in the media sector. The dynamic evolution of digital distribution networks and platforms pose challenges and opportunities for creators and distributors of media and entertainment content. Our team advises broadcasters, cable/satellite companies and content producers and distributors, including film and television studios in Canada and internationally. Our expertise extends to advising clients on marketing and advertising issues. Our firm is a current member of Ad Standards, an organization that helps support the Canadian Code of Advertising Standards and truthful, fair and accurate advertising.

The bench strength of our sports and media practice comes, in part, from our team of legal experts in the areas of mergers and acquisitions, financing, broadcasting, tax, corporate and commercial law, communications, entertainment, corporate governance, litigation, tribunal and administrative proceedings, real estate, infrastructure, intellectual property, privacy and labour and employment.

Our familiarity with and passion for the industries of sports and media extends beyond the practice of law. Our members believe in giving back and are heavily involved with numerous non-profit industry associations, national and international federations, governing bodies and charitable organizations. Examples include the MLSE Foundation, the Greater Toronto Hockey League, the David Foster Association, the Ontario Hockey Federation, Alpine Ontario Alpin and the 13th Pan American Games. In addition, we have proudly provided financial and other non-legal support to high performance athletes, national teams and international sporting organizations, including sponsoring athletes and teams in Olympic Games since 2006.

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