



Contact

Jason Krochak

Partner

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Jason Krochak is a partner in the Corporate Department and a member of the Sports Law Group. He has a broad-based corporate practice with a particular focus on clients in the sports industry.

Jason represents sports leagues and teams, private equity firms, financial institutions, gaming companies and corporate sponsors in a variety of corporate and commercial matters, including acquisitions, joint ventures, league expansions, financings, governance, naming rights agreements, licensing agreements and other commercial transactions.

Jason's experience includes representing the National Basketball Association, Major League Soccer, Soccer United Marketing, the Atlantic Coast Conference, the Big East Conference, the ATP Tour and the WTA Tour, as well as a number of professional sports teams and their owners, in their significant transactional and governance matters. Jason also has advised on numerous market-shaping sports betting deals, including FanDuel's first-of-its-kind media and sports wagering partnership in Canada with Bell Media and the Washington Nationals' exclusive partnership with BetMGM.

Jason maintains an active pro bono practice and serves on the Advisory Board of Legal Outreach, an organization that prepares urban youth from underserved

communities in New York City to compete at high academic levels. In partnership with Legal Outreach, he created the “Sports, Business and Law” clinic, an annual program where eighth-grade students participate in a mock NBA Expansion Workshop at Proskauer’s New York office.

Matters

Some recent examples of Jason’s work include representing:

Sports Betting

- FanDuel in the formation of a first-of-its-kind media and sports wagering partnership in Canada with Bell Media, including the marketing and integration of FanDuel on TSN networks and platforms and the designation of FanDuel as TSN’s official sportsbook partner
- Washington Nationals in exclusive market access and sponsorship agreements with BetMGM, including the opening of a BetMGM Sportsbook connected to Nationals Park, and the launch of a mobile app within the permitted area around the Park
- The Stars Group in the formation of a first-of-its-kind media and sports wagering partnership in the U.S. with FOX Sports, including the launch of sports betting platform FOX Bet
- Cleveland Browns in Ohio sports betting market access and sponsorship agreements with Bally’s Interactive
- Columbus Crew in Ohio sports betting market access and sponsorship agreements with Tipico Sportsbook
- Casino Metro in a Puerto Rico sports betting joint venture with Caesars Sportsbook
- Hard Rock Digital in an agreement with Genius Sports for official sports data, live betting and digital fan engagement services
- Hard Rock Digital in agreements with Sportradar for betting data and in-app live streaming rights

- PGA of America in various agreements for IMG Arena to serve as the exclusive global provider of betting data and live streaming rights for the PGA Championship and the Ryder Cup

Corporate Transactions

- Patrick D. Bowlen Trust in the sale of the Denver Broncos to the Walton-Penner family
- MLS in the league-controlled sale of Real Salt Lake to a group led by David Blitzer
- Bruin Capital in the acquisition of Full Swing Simulators, a golf simulator and sports technology company
- Ownership of the Carolina Panthers in the sale of the Panthers to David Tepper
- Ownership of the Miami Marlins in the sale of the team to a group led by Bruce Sherman and Derek Jeter
- Alan Kestenbaum in an investment in the Atlanta Falcons
- MLS in its grant of expansion teams to New York, Orlando, Atlanta, Los Angeles, Minnesota, St. Louis and Charlotte
- MLS in its grant of an expansion team to Columbus and the relocation of the existing Columbus team operator to Austin
- MLS in its acquisition and shutdown of Chivas USA
- OL Groupe, the parent company of French soccer club Olympique Lyonnais, in its acquisition of National Women's Soccer League club Reign FC
- The Madison Square Garden Company / Counter Logic Gaming in its acquisition of a franchise in *League of Legends*' North American eSports league

Other Agreements

- MLS in its agreements with Lionel Messi to play for Inter Miami FC
- MLS in the creation of Leagues Cup

- MLS in the creation of MLS Innovation Lab
- Levi Strauss & Co. in its \$220 million deal to name the San Francisco 49ers' stadium in Santa Clara, California
- Minnesota Vikings in its naming rights deal with U.S. Bank for the team's downtown Minneapolis stadium
- All Elite Wrestling in a media rights agreement with WarnerMedia, which includes the telecast of AEW's programming on TNT
- Motivate International, the operator of the "Ford GoBike" bicycle-sharing program in Northern California, in its title sponsorship and technology collaboration deal with Ford Motor Company

Practices

Corporate/Transactional

Industries

Sports, Private Capital

Education

Harvard Law School, J.D.

cum laude

University of Michigan, M.Acct.

University of Michigan, B.A.

With Highest Distinction

Admissions & Qualifications

New York

Memberships

Legal Outreach, Advisory Board

New York County Lawyers Association, Co-Chair of the Entertainment, Media,

Intellectual Property & Sports Section

Chambers USA: Nationwide: Sports Law 2024

Chambers USA: Nationwide: Sports Law: Up & Coming 2022-2023

The Legal 500 United States: Sports 2022-2024

Sports Business Journal Power Players: Outside Counsel 2021

Law360 Rising Star: Sports & Betting 2021

Sports Business Journal "Forty Under 40" 2021, 2023-2024