Proskauer

Proskauer Advises NFL's 32 Equity on Formation of EverPass Media, a Joint Venture with RedBird Capital Partners

April 3, 2023

New Media Platform Will Deliver Sunday Ticket to Commercial Establishments

NEW YORK, April 3, 2023 – The National Football League ("NFL") has announced that its strategic investment arm, 32 Equity, will partner with RedBird Capital Partners ("RedBird"), to form EverPass Media, which will hold the exclusive right to distribute NFL Sunday Ticket to bars, restaurants, hotels and other commercial venues in the U.S. starting with the 2023 NFL season.

Proskauer Rose LLP advised 32 Equity in the transaction. Its team was led by Sports Law co-chair (and former Firm Chair) Joe Leccese and partners Kristian Herrmann (Mergers & Acquisitions) and Amanda Nussbaum (Tax). The team also included Aaron Lee (Tax); William Pelak (Mergers & Acquisitions); and law clerk Eric Zilber (Sports Law).

About Proskauer

We are 800+ lawyers serving clients from 12 offices located in the leading financial and business centers in the Americas, Europe and Asia. The world's leading organizations, companies and corporations choose us to be their representatives in their most critical situations. But more, they consider Proskauer a strategic partner to drive their business forward. We work with asset managers, major sports leagues, Fortune 500 companies, entertainment industry legends and other industry-redefining companies.

For more than 55 years, Proskauer has advised the world's premier sports organizations on their most critical and complex matters. Our lawyers play a pivotal role in the transactions, negotiations and litigations that are at the leading edge of the business of sports.

Related Professionals

- **Joseph M. Leccese**
  Chairman Emeritus of the Firm
- **Kristian M. Herrmann**
  Partner
- **Amanda H. Nussbaum**
  Partner
- **Muhyung (Aaron) Lee**
  Partner