Proskauer

Proskauer Advises BIG EAST on New Media Rights Agreement

June 27, 2024

NEW YORK, June 27, 2024 – Proskauer, a leading international law firm, announced today that it represented the BIG EAST Conference in connection with its new six-year media rights agreement. FOX Sports, the BIG EAST's television partner for the last 11 years, will continue as the Conference's lead network provider, with NBC Sports and TNT Sports also providing comprehensive BIG EAST basketball coverage for the first time. The agreement will provide major national broadcast, cable and direct-to-consumer streaming coverage of BIG EAST men's and women's basketball games and Olympic sport championship contests.

Proskauer has represented the BIG EAST Conference since 2013 and advised the Conference on all of its substantial matters, including its formation, the readmission of the University of Connecticut and its agreements with Madison Square Garden.

The Proskauer team was led by Joseph Leccese (Sports Group co-chair and Chairman Emeritus), partner Jason Krochak (Sports), associate Benjamin Freeman (Sports) and associate Jordan Horowitz (Technology, Media & Telecommunications).

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

For more than 60 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
- **Benjamin Freeman**
  Partner
- **Jordan M. Horowitz**
  Associate