Proskauer

Proskauer Advises UNIQLO in Historic “UNIQLO Field at Dodger Stadium” Partnership

April 10, 2026

NEW YORK, April 10, 2026 – Proskauer advised Fast Retailing, the parent company of UNIQLO, in negotiating a historic naming rights partnership with the Los Angeles Dodgers.

Bringing together two world-class brands, each with loyal supporters around the globe, the alliance is the first major sports partnership for UNIQLO in the United States. The partnership agreement includes a display of the name “UNIQLO Field at Dodger Stadium” in the ballpark. In addition, UNIQLO will have other naming displays in various stadium locations, including above the batter’s eye in center field, on the facade beneath the press box, and on the grass along the baselines.

The new partnership also includes:

- A focus on Dodgers fans: An in-stadium event will be hosted early in the coming season at UNIQLO Field at Dodger Stadium. This will be a large-scale event, introducing UNIQLO to thousands of Dodgers fans with giveaways of UNIQLO LifeWear items.
- Efforts to engage UNIQLO customers: Dedicated in-store spaces at select UNIQLO locations in California, with a focus on the Los Angeles area, to showcase and promote the partnership.
- A genuine commitment to the Los Angeles community: Joint contributions to the Los Angeles community will be an ongoing priority of the partnership. UNIQLO and the Dodgers are now working on a range of community-impact initiatives that specifically benefit the citizens and communities of Los Angeles, with a key focus on the next generation.

UNIQLO is a brand of Fast Retailing Co., Ltd., a leading Japanese retail holding company with global headquarters in Tokyo, Japan. UNIQLO is the largest of eight brands in the Fast Retailing Group, the others being GU, Theory, PLST, Comptoir des Cotonniers, Princesse tam.tam, J Brand and Helmut Lang. Fast Retailing is one of the world's largest apparel retail companies, and UNIQLO is Japan's leading specialty retailer.

The Proskauer team was led by partner Wai Choy (Technology, Media & Telecommunications); partner Benjamin Freeman (Sports); partner Robert Freeman (Sports; Technology, Media & Telecommunications) and partner Baldassare ("Baldo") Vinti (IP Litigation).

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 900+ lawyers in key financial centers around the world, we are highly regarded for our expertise combined with 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

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