Proskauer

Benjamin Freeman Named to Sports Business Journal's 2026 'Forty Under 40' List

June 1, 2026

NEW YORK, June 1, 2026 – Proskauer is proud to announce that *Sports Business Journal* has named partner Benjamin Freeman to its 2026 "Forty Under 40" list, an annual celebration of distinguished rising leaders in sports business.

As a partner in Proskauer's Sports Group, Benjamin works on a variety of corporate and transactional matters, focusing primarily on media and commercial deals. Throughout his career, he has guided professional and collegiate sports organizations through their most complex transactions.

Benjamin has extensive experience across the media industry. He has worked on numerous media rights agreements, including on behalf of the Big Ten Conference, Big 12 Conference, Big East Conference, United States Golf Association, NWSL, CW, Westminster Kennel Club, USA Track & Field, Chivas, Breeders' Cup and other prominent sports properties.

He has also advised several major professional sports leagues, including the NFL and NBA, on some of their most significant strategic transactions. His practice includes sponsorship and sports betting matters, recently representing UNIQLO on its landmark field naming rights partnership with the Los Angeles Dodgers and FanDuel on numerous initiatives.

Individuals selected for *Sports Business Journal's* annual "Forty Under 40" list were evaluated on several criteria, including accomplishments over their career, the scope of influence within their area of expertise and specific business results driven by the ideas and execution of the nominee. Past honorees include league commissioners and officers; team presidents and senior executives; top media executives; brand-side marketers and the heads of the industry's top agencies.

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

- **Benjamin Freeman**
  Partner