

## Rising Star: Proskauer's Frank Saviano

*Law360 (August 24, 2018, 1:19 PM EDT)* -- Proskauer Rose LLP partner Frank Saviano is an expert adviser to some of the most prestigious sports and media organizations, working on everything from the multibillion-dollar sale of the Carolina Panthers to brokering digital distribution of live sporting events, earning him a spot as one of four sports attorneys under age 40 honored as Law360 Rising Stars.

### **THE BIGGEST CASE OF HIS CAREER, SO FAR:**

The record-breaking, reported \$2.2 billion sale of the Panthers to David Tepper earlier this year that Saviano brokered while helming a team of Proskauer attorneys was the largest ownership transfer in NFL history, according to the firm.

Saviano said it's times like those when he's glad to have the broad, multidisciplinary resources of a firm like Proskauer, which helped him tremendously in representing the team's ownership for the sale.

"The Panthers deal has been one of the more significant matters that I've worked on. It was a competitive process, just managing an auction for such a high profile and valuable asset," he said.

"Every deal has its challenges," Saviano said. "Whenever you are running an auction, you just try and get the best result for your client. And in that case, we got a very good result."

### **OTHER NOTABLE CASES:**

Saviano also had a hand in bringing the NBA to downtown Detroit. He recently helped relocate the Detroit Pistons from the Palace at Auburn Hills to Little Caesars Arena.

"It's important because the city of Detroit is revitalizing its downtown. There's a new arena opening and now all four of the major professional

## RISING ★ ★ ★ ★ ★ STAR



**Frank Saviano**  
**Proskauer**

**Age:** 36

**Home base:** New York

**Position:** Partner

**Law school:** University of Virginia School of Law

**First job after law school:**  
Attorney at Proskauer Rose LLP

teams will be playing in downtown Detroit. I thought it was a result that was both great for our client, the team that gets to play in a state-of-the-art arena, but also for the other side, the owner of the Red Wings, who had a brand new arena, and now they get to share that arena,” he said.

“They also formed a joint venture for various concerts in Detroit, so on that deal, there were a lot of synergies and we were able to use all our industry expertise to counsel them for a beneficial outcome,” he added.

#### **WHAT MOTIVATES HIM:**

As Saviano sees it, he’s not just an attorney. He has to be an expert in the field of sports and media. And that means keeping up with the latest developments in an ever-evolving sector.

“What motivates me is to stay knowledgeable on the cutting edge of sports and media and corporate transactions, so I can advise our clients on the day-to-day solutions to their problems,” he said. “So they know when they call me or other members of our group, they know they are getting someone who is an expert in their field. I want to provide the best advice to our clients and the best value to them.”

#### **HOW HE THINKS SPORTS WILL CHANGE IN THE NEXT 10 YEARS:**

Just as we have seen huge changes in the way content is distributed among the masses over the past 15 years, he says, so will things continue evolving. And sports is as live as live entertainment can get, so it’s a hot commodity for those ever-changing platforms.

“Sports right now goes hand-in-hand with the changing way content is distributed and the way the consumption of media has changed,” he said. “Because sports is still really consumed live, it’s one of the most valuable live content there is. I think the sports industry will evolve as content distribution changes and evolves.”

“There’s been more of a significant portion of revenues coming from media now than there was 15 or 20 years ago. I think that will consistently evolve over time. If you’re going to be in this industry, you are going to have to understand the media eco-system, and whether sports plays a major role in that,” he added. “And I think it will, because its live content is key and will be a value driver for anyone trying to reach eyeballs on a live basis.”

— As told to John Petrick

*Law360's Rising Stars are attorneys under 40 whose legal accomplishments belie their age. A team of Law360 editors selected the 2018 Rising Stars winners after reviewing more than 1,200 submissions. This interview has been edited and condensed.*