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NEWS

## NFL Tackles New Markets with Baker McKenzie

The National Football League is continuing its global push with first-ever regular season games in Spain and South America, quarterbacked by lawyers in the Baker McKenzie network.

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Deals and Transactions



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Baker McKenzie and its Brazilian arm, Trench, Rossi and Watanabe Advogados, are leading the United States' National Football League (NFL) in its first-ever regular season games to be played in Spain and South America.

The teams of Spanish and Brazilian lawyers made a joint pitch to the NFL to advise on the league's debuts in Madrid and São Paulo, and successfully secured what is a new client for the firm, Madrid-based partner David Díaz told Law.com International.

The games will be played in 2024 and 2025 at São Paulo's Corinthians Arena and Real Madrid C.F.'s Santiago Bernabeu stadium, respectively, [according to the NFL, which continues to expand its global footprint](#).

Díaz, who heads both the sports law and employment and compensation practices for Baker McKenzie in Madrid, leads the team that comprises sports law associate Carlos Hurtado, public law senior associate Pedro Calzada and corporate associate Javier Méndez, according to a Baker McKenzie spokesperson.

The firm has not interacted with other outside law firms for the game in Spain, Díaz told Law.com International, but the in-house legal teams from Real Madrid C.F. and public authorities from the capital city and region. The Baker McKenzie team, which includes some "die hard NFL fans," according to Díaz, advised the league on sponsor agreements, public procurement procedures, venue negotiation, tax, intellectual property and employment data protection.

"Spain is one the strongest European markets for NFL in terms of followers, media coverage and social media audience," Díaz said, noting that the game was long awaited by fans in the country.

Trench, Rossi and Watanabe Advogados—the Brazilian law firm working through a strategic cooperation with Baker McKenzie—is advising the NFL on the São Paulo game. The team includes Porto Alegre partner Thales Michel Stucky and Anna Tavares de Mello, managing partner of the firm's Rio de Janeiro office, [according to a public statement made by the firm](#), as well as the public law practice head Heloisa Barroso Uelze, compliance partner Felipe Noronha Ferenzini, and partner Flavia Amaral of the IP Tech group.

South America's premiere NFL regular season game will be played in the first week of the 2024 season and hosted by the Philadelphia Eagles, the NFL Commissioner [announced this month](#). During the upcoming regular season, four other games will be played outside of the United States: three in London and one in Munich, Germany.

It is not yet known which teams will play in Spain in 2025, but the Miami Dolphins and the Chicago Bears have international marketing rights in the country, [according to the NFL](#).

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