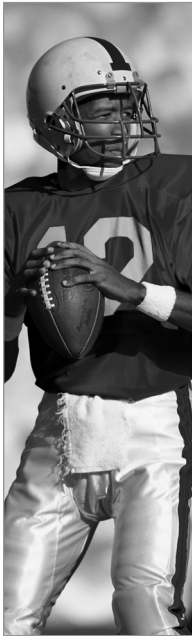


**WINSTEAD**

ATTORNEYS



## Sports Business & Public Venues

The Law Firm to the Sports Business & Public Venues Industry

## IT ADDS UP – TEAMWORK AND WINNING

Teamwork is as critical to the business side of our great industry as it is to the competition and entertainment side. At the end of the day, it all adds up to one question. Did we succeed for our client?

At Winstead, our knowledge of the business of sports and venues has allowed us to develop a national public venues practice to help all of our clients succeed. Those clients include team owners, venues of all sizes, vendors, governmental entities, investment banks and public finance entities—all of whom must find the proper business balance between public and private interests.

Our profession is law. Simply knowing the law, however, is not enough. The deals' complexities, sophisticated financing structures, league requirements, construction issues, and issues regarding public law matters, government relations, intellectual property rights, revenue protection, operations and management, all require experienced professionals with a sense of teamwork. Integrating into your team and taking your vision as our own demonstrates the way in which Winstead helps you succeed.

Winstead is a full-service firm with nearly 300 attorneys, offices in seven cities, and affiliate law firm relationships that give us access to markets and experience literally around the world.

So, add it all up and then let us answer one question.

*How can we help you succeed?*

# WHAT THEY SAID

## Houston Texans

"Every decision is critical when it comes to building a first class franchise. I knew I had to have the right team. Winstead understood our unique situation and took the lead in helping us bring the NFL back to Houston. They realized this wasn't just about a football team . . . but a football town. Their town. They're an important part of our winning team."

- Robert C. McNair, Owner



## Dallas Morning News

"They are the best at what they do in their areas," said (Jerry) Jones, who is taking a leading role in the stadium development. "For every one of these functions, we interviewed several candidates and picked the best."

- From a feature article describing the Cowboys Stadium Team, including Winstead

## North Texas Super Bowl XLV Bid Committee

"In an extremely tough competition, the North Texas Super Bowl Bid Committee won and successfully convinced NFL owners to bring Super Bowl XLV to the Cowboys' new \$1 billion stadium in 2011. As chair of this committee, I worked with Winstead attorneys who advised and prepared us for the legal aspects required to bring these several different stakeholders into a coordinated Super Bowl bid effort. They provided legal advice on the full spectrum of challenges and hurdles we faced presenting our plan to city leaders, businessmen and NFL owners, and they performed at the highest level of efficiency with our success as their number one focus."

- Roger Staubach, Chairman of North Texas' Super Bowl Bid Committee

## San Antonio Express-News

"Whoever did the negotiating for the Spurs gets an A," said Dennis Howard, professor of sports finance at the University of Oregon's Warsaw Sports Marketing Center, referring to the operating contract for the facility. "It was a good day to be a Spur when the deal was done."

- From an article describing the agreements negotiated by Winstead



## Dallas Business Journal

"The Dallas Business Journal awards Winstead with the Best Financing Deal of the Year' for the firm's work on the financing of the new Yankee Stadium in New York. This was a very complex transaction and its success indicates the exceptional quality of the professionals involved in putting it together."

- From an article featuring Winstead's Yankee Stadium financing transaction

# REPRESENTATIVE CLIENTS & PROJECTS



## Dallas Cowboys – New Stadium

Joined the Cowboys team in 2001 as legal counsel in various aspects of the stadium lease, development and financing. Continuing representation in general legal and stadium matters. The stadium opening is scheduled for the 2009 NFL season.



## New York Jets and Giants – New Stadium

Represented FGIC and FSA in the insurance of approximately \$1.3 billion in bonds, four reserve funds and five interest rate swap agreements with three banks in the largest sports facility financing in history. Also represented an additional bond insurer.



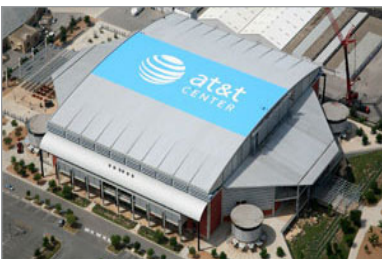
## New York Yankees – New Stadium

Engaged to represent the bond insurers in the financing of the new Yankee stadium, one of the largest municipal financings of 2006.



## Houston Texans – Reliant Stadium

Led the acquisition of the franchise, and negotiated all of the stadium documents and naming rights agreements for the team.



## San Antonio Spurs – AT&T Center

Led the negotiation of all project documents for the AT&T Center, home of the San Antonio Spurs.



## Wells Fargo Arena – Polk County

Represented Polk County relative to the \$220 million Iowa Events Center, including the 17,000-seat Wells Fargo Arena, home of an American Hockey League team.

# REPRESENTATIVE CLIENTS

## Facilities and Venues

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- ▶ Alltel Arena, Little Rock, Arkansas
- ▶ Rangers Ballpark, Arlington, Texas
- ▶ Bossier City Arena, Louisiana
- ▶ Cheney Stadium, Tacoma, Washington
- ▶ Compaq Center, Houston, Texas
- ▶ Cowboys Stadium, Arlington, Texas
- ▶ Corpus Christi Arena, Texas
- ▶ Dynamo Stadium, Houston, Texas
- ▶ Everett Events Center, Washington
- ▶ Gaylord Entertainment Center, Nashville, Tennessee
- ▶ Iowa Events Center, Des Moines
- ▶ Laredo Entertainment Center, Texas
- ▶ Miami Arena, Florida
- ▶ Office Depot Center, Florida
- ▶ AT&T Center, San Antonio, Texas

## Management Companies and Associations

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- ▶ Arena Operating Company
- ▶ Greater Houston Convention and Visitors Bureau
- ▶ International Association of Assembly Managers
- ▶ Leisure Management International
- ▶ Oregon Arena Company
- ▶ SMG
- ▶ Global Spectrum
- ▶ Stafford Sports
- ▶ Aramark
- ▶ Sports Services
- ▶ Turner Construction
- ▶ Schlegel Sports

## Sports Authorities, Government Entities and Insurers

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- ▶ Harris County-Houston Sports Authority
- ▶ Everett Public Facilities District
- ▶ Polk County-Des Moines
- ▶ Cameron County
- ▶ Dallas Sports Commission
- ▶ Financial Guaranty Insurance Company
- ▶ Financial Security Assurance
- ▶ MBIA
- ▶ Assured Guaranty

## Professional Sports Organizations

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- ▶ Austin Wranglers
- ▶ Dallas Cowboys
- ▶ Dallas Desperados
- ▶ Dallas Mavericks
- ▶ Fort Worth Brahmas
- ▶ Golden Boy Productions
- ▶ Houston Aeros
- ▶ Houston Livestock Show and Rodeo
- ▶ Houston Texans
- ▶ Round Rock Express
- ▶ San Antonio Spurs
- ▶ Tacoma Rainiers
- ▶ Tennessee Titans
- ▶ Texas Rangers
- ▶ Texas Tornado

## Convention Centers

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- ▶ Gwinnett Civic Center, Atlanta
- ▶ Miami Convention Center
- ▶ Palm Springs Convention Center
- ▶ Ponchartrain Center, New Orleans
- ▶ Monroe Civic Center, Louisiana

## Convention Center Hotels

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- ▶ Austin Convention Center Hotel
- ▶ Hilton Americas Convention Center Hotel
- ▶ Sugar Land Town Square – Hotel/Convention Center Development
- ▶ The Woodlands Town Center – Hotel/Convention Center Development

## Universities

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- ▶ Rice University
- ▶ Texas Tech University
- ▶ University of Houston
- ▶ University of North Carolina

## Major Events

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- ▶ North Texas Super Bowl XLV Host Committee
- ▶ Houston Super Bowl XXXVIII Host Committee
- ▶ 2010 NBA All-Star Game
- ▶ 2014 NCAA Men's Final Four
- ▶ Super Bowl XLIII, XLV and XLVI Bid Committee
- ▶ 2011 NCAA Final Four Host Committee
- ▶ AT&T Cotton Bowl Classic
- ▶ Dallas and Houston Olympic Bid Committees

## REPRESENTATIVE SERVICES



### Industries/Organizations Served:

- ▶ Professional sports franchises
- ▶ Venue developers
- ▶ Facility operators
- ▶ Colleges and universities
- ▶ Governmental entities
- ▶ Contractors
- ▶ Concessionaires
- ▶ Broadcast networks
- ▶ Entertainment organizations
- ▶ Public facilities
- ▶ Vendors
- ▶ Naming rights holders and sponsors
- ▶ Bond/conduit issuers
- ▶ Bond underwriters
- ▶ Bond insurers

### Areas of Experience:

- ▶ Venue and team financing
- ▶ Organizational agreements
- ▶ Facility management
- ▶ Leasing
- ▶ Naming rights
- ▶ Advertising and sponsorship
- ▶ Pourage and branding
- ▶ Licensing
- ▶ Concessions
- ▶ Legislative & regulatory consulting
- ▶ Intellectual property
- ▶ Media
- ▶ Insurance
- ▶ Operations
- ▶ Labor and employment
- ▶ Public law
- ▶ Real estate
- ▶ Taxation
- ▶ Construction
- ▶ Litigation
- ▶ Public finance
- ▶ OSHA
- ▶ ADA compliance
- ▶ Mixed-use development
- ▶ Major special event bidding and host committees
- ▶ Sustainability

# WINSTEAD OFFICES

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## **Winstead Commitment to Clients**

We are more than just your attorneys — our knowledge of your business and industry makes us an extension of your core business team. We are practical, roll-up-our-sleeves lawyers committed to using our broad legal experience to relentlessly pursue innovative solutions on your terms.

