

News

BCLP ADVISES SOFI IN LANDMARK NAMING RIGHTS AND PRESENTING SPONSORSHIP DEAL WITH NEW TGL GOLF LEAGUE

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A collaborative BCLP Sports & Entertainment and Data Privacy Team advised SoFi Technologies, Inc. in the first presenting sponsorship deal with TGL – the new tech-forward, primetime, team golf league developed by Tiger Woods and Rory McIlroy’s TMRW Sports. Under the agreement, the league will be called TGL presented by SoFi, with competitions to take place at the newly named SoFi Center.

TGL presented by SoFi is a new golf league that fuses advanced tech and live action with teams of PGA TOUR stars across a season of matches played largely in prime time. This is the second major naming rights deal BCLP advised on for SoFi, which also has naming rights to SoFi Stadium in Los Angeles where the NFL’s Rams and Chargers play. The TGL sponsorship supports SoFi’s goal to become a household name through building brand awareness. The transaction value remains confidential, but the deal is a multiyear, wide-ranging commercial partnership.

The deal team was led by Partner Steve Smith, co-leader of the firm’s Sports & Entertainment Group and Managing Partner of the firm’s Colorado Springs office, and Associate Kaley Rickert, with assistance on data privacy and security matters by Partner Amy de La Lama, chair of BCLP’s Global Data Privacy and Security Practice and Associate Gabrielle Harwell.

SoFi, a digital personal finance company, and TMRW Sports Group (pronounced “tomorrow” sports), teamed up for a long-term partnership ahead of the golf league’s planned launch in January 2024. All six TGL teams will play their matches at SoFi Center in South Florida, which is currently under construction. The stadium promises a first-of-its-kind experience for golf enabled by a virtual course paired with a tech-infused, live action, short-game complex. TGL presented by SoFi matches will be televised on [ESPN](#). More details can be found on [SoFi’s press release](#). This agreement has been widely covered, including by the Sports Business Journal, [MSN](#), [Forbes](#) and [CNBC](#).

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