



NEWS & EVENTS

Posted Feb. 9, 2015

UVA Law Symposium on Sports, Entertainment Will Feature Marketing Pioneer



Representatives from Fox Sports, Sony Pictures Television, UnderArmour, law firms and those connected to professional sports teams and leagues are scheduled to participate in the event.

Sports marketing pioneer Sonny Vaccaro will headline a symposium focusing on change in the sports and entertainment industries on Feb. 20 at the University of Virginia School of Law.

The symposium, sponsored by the Virginia Sports & Entertainment Law Journal, will bring together sports and entertainment executives, attorneys and scholars in the field for a discussion of issues including morals and ethics in sports contracts, franchise sales and stadium financing, and content distribution.

"Game Changer: Developments in the Sports and Entertainment Industries" will be held in Caplin Pavilion from 9:30 a.m. to 6 p.m. The event is open to the public. Attendees can register for free [online](#).

Representatives from Fox Sports, Sony Pictures Television, UnderArmour, law firms and those connected to professional sports teams and leagues are scheduled to participate in the event. ([Full Schedule](#))

"At UVA, we have a rich reservoir of alumni involved in sports and entertainment issues to draw from to invite back for events like this," said Peter Ott, programs editor for the journal. "We invited many of these alumni, as well as other forward-thinking people in these industries to participate in this symposium. The chance to not only hear their thoughts on current issues, but also to meet them and network with them following the event is invaluable to any student interested in working in these industries."

Vaccaro was an executive for Nike, Adidas and Reebok over a career spanning more than 30 years. He signed Michael Jordan to his first sneaker deal, and is known for revolutionizing the

sports marketing industry with shoe contracts, team affiliations and other promotional partnerships that benefited athletes, collegiate programs and professional teams. Now director of Vaccaro Sports Partnerships, he makes regular appearances on radio and television sports talk programs.

He also founded The Dapper Dan Roundball Classic and the ABCD All America Camp, both showcases of top high school basketball players. The camp, which ran from 1984-2007, featured future NBA stars Kobe Bryant, Dwight Howard and LeBron James. A longtime advocate of young athletes, Vaccaro will speak about compensating college athletes at 1:10 p.m.



Sonny Vaccaro, who helped Michael Jordan sign his first sneaker deal, will serve as keynote speaker.

The day will close with a panel on careers in the sports and entertainment.

Schedule: "Game Changer: Developments in the Sports and Entertainment Industries"

All events take place in Caplin Pavilion.

Friday, Feb. 20

8:30-9:30 a.m.

Check In

9:30-9:40 a.m.

Opening Remarks

9:40-10:50 a.m.

Panel 1: The Evolving Landscape of Content Distribution

- Ken Basin, Vice President of U.S. Business Affairs, Sony Pictures Television; Adjunct Professor, Harvard Law School
- Robert Hacker, Vice President of Business and Legal Affairs, Fox Sports
- Alicia Jessop, Professor, University of Miami; Sports Contributor to Forbes
- *Moderator:* Kirk Schroder, Partner, Schroder Fidlow

11 a.m.-12:10 p.m.

Panel 2: Developing Issues in Franchise Sales and Stadium Financing

- Robert Forbes '07, Assistant General Counsel, Washington Redskins
- Matt Parlow, Associate Dean for Academic Affairs and Professor of Law, Marquette Law School
- Frank Saviano, Associate, Proskauer Rose
- *Moderator:* J. Gordon Hylton '77, Visiting Professor of Law, University of Virginia School of Law; Professor of Law, Marquette Law School

12:10-1:10 p.m.

Lunch

1-2:10 p.m.

Keynote Address: "Giving College Athletes Their Due"

Sonny Vaccaro, Former Director of Basketball Programs at Nike, adidas and Reebok; Retained Unpaid Consultant in *Ed O'Bannon v. NCAA* litigation

2:20.-3:30 p.m.

Panel 3: The Growing Importance of Well-Negotiated Morals Clauses

- Andrew Brandt, The Jeffrey S. Moorad Center for the Study of Sports Law, Villanova Law School; ESPN Business Analyst
- Kelly Jones, Associate Counsel, UnderArmour
- Stephanie Vardavas, Former Assistant General Counsel at Nike and Major League Baseball
- *Moderator:* Brian Socolow '90, Chair of the Sports Practice, Loeb & Loeb

3:40-4:50 p.m.

Panel 4: Pursuing a Career in the Ever-Changing Sports and Entertainment Industries

- Ken Basin, Vice President of U.S. Business Affairs, Sony Pictures Television; Adjunct Professor, Harvard Law School
- Andrew Brandt, Director, The Jeffrey S. Moorad Center for the Study of Sports Law, Villanova Law School; ESPN Business Analyst
- Alicia Jessop, Professor, University of Miami; Sports Contributor to Forbes
- Stephanie Vardavas, Former Assistant General Counsel at Nike and Major League Baseball
- *Moderator:* Patrice Hayden, Director of Law Firm Recruiting, University of Virginia School of Law

4:50-5 p.m.

Closing Remarks

5-6 p.m.

Networking Reception for Panelists and Students