

## Sports, Media and Entertainment Practice

K2 Integrity is the preeminent global risk, compliance, investigations, and monitoring firm—built by former regulators and industry leaders, driven by interdisciplinary teams, and supported by cutting edge technology to safeguard our clients' operations, reputations, and economic security.

### Rapid Change Brings New Challenges

The sports and entertainment industries are undergoing rapid transformation. Evolving technologies, new investment opportunities and explosive growth in the ways fans watch and interact with their favorite teams, TV shows, films and other entertainment options means new opportunities, challenges and risks for owners, investors and those employed in the industries.

Industry shifts such as the growing presence of private equity and sovereign wealth funds, legalized sports gambling, and name, image and likeness in collegiate athletics have had major implications in the industry. These changes have also prompted innovation in the way games are made available to fans, increasing the value of teams, resulting in more revenue for owners, leagues and universities and larger contracts for management and players. With these broad and sweeping innovations also comes magnified and emerging risks.

### Our Global List of Clients Includes:

- ▶ Sports Franchises
- ▶ Existing and emerging leagues
- ▶ Colleges and universities
- ▶ Athletes and players associations
- ▶ Investors
- ▶ Networks and streaming services
- ▶ Sportsbooks

## Our Services

Assignments we have undertaken for clients include the following:

### Construction Integrity Monitoring:

- **Construction monitoring** is designed to protect our clients' investments in facilities, whether offices or stadiums, and help ensure their projects' successful completion.

### Investigations and Crisis Management:

- **Investigations into bribery, corruption, misuse of funds, and misrepresentation** for multiple global sporting governing bodies.
- **Internal Investigations** into donor relations activities for sports organizations, including leagues and top tier university sports teams.
- **Whistleblowing Investigations** on behalf of sports governing bodies.
- **Security reviews**, both proactive and reactive and cyber and physical, to help clients prepare for and respond to the ever changing landscape

### Due Diligence and Strategic Intelligence:

- **Pre-transactional due diligence** for major sports leagues, organizations, and wealth funds who operate in the sports sector.
- **Ownership due diligence** and strategic intelligence for sports leagues and investors, looking at potential owners of teams and examining their business successes and failures, litigation and regulatory issues they have faced, as well as their professional and personal reputations.
- **Personnel due diligence** for teams, including performing background checks on key hires, including athletic directors, potential coaching hires, as well as players.
- **Consistent due diligence and strategic intelligence services** for sovereign wealth funds & private equity firms investing in the sports sector.

### Governance and Compliance Framework Assessment and Remediation

- **Governance framework review** and enhancement implementation for professional sports teams to ensure sufficient oversight of operational and financial activities.
- **Compliance review and assessment** for professional sports organizations to identify and mitigate potential financial and reputational risks.

## Multidisciplinary Teams

The sports, media and entertainment industries are global, and our clients' interests and concerns often extend beyond a single country or region. K2 is a global company, working throughout the world with work coordinated from offices in the United States, United Kingdom, Continental Europe, and the Middle East.



**Steve Herbst**  
Vice President, Client Engagement  
New York  
sherbst@k2integrity.com



**Mark Skertic**  
Managing Director  
Chicago  
mskertic@k2integrity.com



**Lindsay Di Fede**  
Associate Managing Director  
London  
ldifede@k2integrity.com



**Joseph Crotty**  
Senior Director  
New York  
jcrotty@k2integrity.com