

Sheppard Mullin and Bird & Bird Advise on Landmark Investment Bringing Snoop Dogg into Swansea City AFC Ownership

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Sheppard Mullin and Bird & Bird jointly advised Swansea City AFC on a landmark investment, welcoming global music icon Snoop Dogg as an investor and co-owner.

This latest investment follows former Ballon d’Or winner Luka Modri ’s April 2025 investment in the club, where Sheppard Mullin and Bird & Bird also advised Swansea City AFC. Snoop Dogg and Luka Modri now form part of the US-based majority ownership group, led by entrepreneurs and controlling shareholders Brett Cravatt and Jason Cohen.

Sheppard Mullin and Bird & Bird previously represented the majority owners in their acquisition of a controlling interest in Swansea City AFC and their capital infusion into the club, which closed in November 2024. Founded in 1912, Swansea City AFC currently competes in the English Football League (EFL) Championship.

The Sheppard Mullin team was led by partners Jason Jones, Linda Michaelson and Brian Anderson with further contributions from partner John Crisp, and associates Luke Fishman and Matt Rebelo.

The Bird & Bird team was led by partner Matt Bonass and senior associate Will Holder, with support from tax partners, Zoe Feller, Jesse Dalton, Montserrat Turrado and Sarah Ferguson, tax senior associate Andrew Rink and corporate associate Will Alms.

“We are proud to support Swansea City and its ownership group in advancing their bold vision and ambition for the club. The addition of such high-profile figures to the ownership group marks a new chapter for the club, and we’re thrilled to have played a role in making it happen,” said Jones.

“This is a transformative moment for Swansea City. The involvement of global icons like Snoop Dogg and Luka Modri not only brings international attention to the club but also reflects the strength of its long-term vision and leadership. We’re proud to have supported this exciting transaction alongside Sheppard Mullin. This deal truly highlights Bird & Bird’s profile in the global sports sector,” said Bonass.

Attorneys

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