

Sheppard Mullin Represents the Rose Bowl Operating Company in Elevate Partnership

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A Sheppard Mullin corporate transactional and sports team represented the Rose Bowl Operating Company in its multi-year partnership with global brand network Elevate to develop strategy and drive sales for premium inventory throughout the Rose Bowl Stadium, including its planned new premium seating. The partnership will help drive continued innovation, growth and innovation in collegiate sports leveraging Elevate's working relationship with more than 40 Power Five conference school partners.

The agreement coincides with the stadium's \$80 million renovation and its role as host for the College Football Playoff Quarterfinal, the Rose Bowl Game, UCLA Bruin Football, international soccer, concerts, festivals and the 2028 Olympic Games. [Read more here.](#)

Partner David Sunkin, co-leader of the firm's Sports industry team, and associate Nayan Karanth led the Sheppard Mullin team

Attorneys

Nayan Karanth

David I. Sunkin

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