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Olympics & World Cup

With Los Angeles set to host the 2028 Summer Olympic and Paralympic Games, and both Los Angeles and Santa Clara selected as host cities for the 2026 FIFA World Cup, California is poised to become a global epicenter for international sports, entertainment, and commerce. Musick Peeler's Olympics & World Cup Practice Group is uniquely positioned to guide clients through the legal complexities of these high-stakes, multi-jurisdictional events.

> ***"While one cannot foreclose all potential theories, it is hard to imagine a scenario where Los Angeles could terminate the HCC without facing substantial legal issues. Especially if the reason for ending the contract was a political disagreement between the federal, state and local branches of government."***
>
> **– Nathan O'Malley**
> Excerpt from *Los Angeles Times* article.

Multinational Legal Support for Global Events

The legal framework governing the Olympics and World Cup requires both local expertise and a global perspective. Our attorneys advise international and domestic clients on a wide array of issues—spanning contracts, real estate, regulatory compliance, and dispute resolution—all through the lens of California and U.S. law, with a deep understanding of the international context in which these matters arise.

Summer Olympics 2028 – Legal Services

We understand the unique challenges involved in navigating a wide arrange of contracts under California and U.S. law and offer the following services:

- **Contracts Governed by California Law**
  Drafting, reviewing, and negotiating agreements governed by California commercial law, including service provider contracts, vendor and supplier agreements, and government compliance frameworks.
- **Real Estate and Venue Licensing**
  Advising on short-term and long-term venue and facility use agreements, lease arrangements, licensing, and compliance with municipal zoning ordinances.
- **Sponsorship and Media Rights**
  Negotiating and protecting sponsorship contracts, branding and licensing rights, image rights, and media distribution agreements with a focus on California intellectual property protections.
- **Dispute Resolution and Arbitration**
  Representing parties in commercial and employment-related disputes, including arbitrations under the AAA, ICDR, and CAS rules, and litigation in California and U.S. federal courts.
- **Regulatory and Compliance Issues**
  Counseling on compliance with California's consumer, labor, and anti-corruption laws, including those affecting promotional activities, privacy, and employment regulations.

Related Professionals

Nathan D. O'Malley
Practice Group Leader

E. Garrett Barlow

Whit Bivens

Tim T. Chang

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Kristine E. Kwong

Daniel Taylor

Jane Ellison Usher

Related Practice Groups

Insurance Litigation & Coverage

Intellectual Property

International

Labor & Employment

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FIFA World Cup 2026 – Legal Services

With matches scheduled in Los Angeles (SoFi Stadium) and Santa Clara (Levi's Stadium), the 2026 World Cup brings new legal opportunities and challenges. Our attorneys provide strategic counsel in the following areas:

- **Venue and Facility Use Agreements**
  Drafting and negotiating agreements for event use of stadiums, training grounds, and public/private venues, with attention to local permitting and insurance requirements.
- **Cross-Border Corporate Structuring and Investment**
  Advising international investors and sponsors on setting up U.S.-based subsidiaries, joint ventures, and investment vehicles tailored to the sports and entertainment sector.
- **Brand Protection and Licensing**
  Protecting trademarks and other IP rights through strategic licensing and enforcement actions, including cease-and-desist letters and UDRP complaints for domain misuse.
- **Hospitality and Temporary Use Permits**
  Helping hospitality groups, pop-ups, and temporary event spaces navigate California's business and alcohol licensing laws, short-term leasing restrictions, and safety codes.
- **Employment and Independent Contractor Agreements**
  Preparing compliant contracts for short-term hires, event personnel, consultants, and talent, while addressing wage-hour laws, indemnification, and classification issues.
- **Crisis Management and Dispute Avoidance**
  Assisting in real-time problem-solving, from vendor disputes and construction delays to PR crises and regulatory investigations.

Why Musick Peeler?

Musick Peeler attorneys offer a rare blend of local fluency and international capability. Our cross-disciplinary approach—spanning international arbitration, real estate, immigration, contracts, and regulatory matters—positions us as a full-service legal team for global events.

- Our team includes attorneys trained and licensed in multiple jurisdictions, fluent in several languages, and regularly retained by clients from Europe, the Middle East, Asia, and Latin America.
- We represent foreign sovereigns, global sponsors, national federations, and international vendors.
- We offer deep experience with event-driven legal needs, having advised on venue agreements, cross-border disputes, emergency measures, and urgent regulatory filings.

Stay Early. Stay Ahead.

We believe the time to prepare is now. Clients who engage counsel early can shape negotiations, secure advantageous positions, and avoid last-minute legal risk. Musick Peeler's Olympics & World Cup Practice Group offers forward-thinking guidance to help you navigate California's legal landscape well before the world arrives.

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