



The Business of Minor League Sports

June 24, 2010 -- Herrick, Feinstein LLP

Location: 2 Park Avenue, New York, New York

Minor league sports are major business. With the potential to earn higher returns than traditional investments, more investors are turning their attention to owning and operating minor league sports teams and current owners and operators are looking to capitalize on their assets. Join our panel in a discussion involving the how-tos, financial risks and rewards, and current and future markets of the business of minor league sports.

Topics to be discussed:

- Issues involving buying and selling teams
- Stadium strategies
- Business models
- Programming
- Media and sponsorships
- Franchise values

Panelists:

- Steve Horowitz, Inner Circle Sports
- Brad Kwong, Northern Lights Hockey, LLC
- Art Matin, Mandalay Baseball
- Irwin Kishner, Herrick, Feinstein LLP
- Bobby Sharma, NBA Development League
- Moderated by Matthew Pace, Herrick, Feinstein LLP

Agenda:

- Networking and Breakfast: 8:00 am to 8:30 am
- Seminar: 8:30 am to 10:00 am

To register for this event, please e-mail rsvp@herrick.com