

## SPORTS & ENTERTAINMENT

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**S**ports & Entertainment law is a wide-ranging practice area that encompasses fields such as amateur and professional sports, music, film, television, and the performing arts. Among these areas, Bray & Long, PLLC works primarily in the fields of motorsports, golf, professional agency, entertainment, film and television production.

Our location in Charlotte, North Carolina provides Bray & Long with unique opportunities in terms of working with clients throughout multiple sports and entertainment industries, namely motorsports as the majority of NASCAR's top teams are located in the region.

Bray & Long, PLLC works with race teams, drivers and industry players throughout the world of motorsports. Our attorneys have handled transactions and disputes in circuits as wide-ranging as NASCAR, ALMS and Rally America. The firm's emphasis is on the general corporate representation of drivers, teams and industry providers, and on the litigation and dispute resolution that often occurs in a sport where considerable dollars – and emotions – are invested. The majority of work within our motorsports practice is similar to that of our general corporate practice. It involves the negotiation of contracts and licensing agreements, dispute resolution, litigation, and corporate counseling.

William Bray, founder of the firm, has served as the Chair of the Sports and Entertainment Law Section of the North Carolina Bar Association, where he hosted of the first-ever continuing education seminar dedicated to motorsports law. Since then, Mr. Bray has served as a program coordinator and speaker at TRAC – The Racing Attorney Conference. TRAC was founded in 2008 and hosts an annual, two-day event that alternates between Charlotte and Indianapolis.

In addition, William serves as a regular contributor to The Paddock, a UK-based motorsports publication. His columns deal with legal and business issues unique to the racing industry in the United States. Between 1997 and 1999, William was an adjunct professor of sports law at the University of North Carolina at Charlotte.

Within the entertainment industry, our attorneys routinely assist film and television producers with all aspects of their production, from creation of private placement memorandums for investment solicitation to the drafting and negotiation of talent and distribution contracts. In addition,

### **Bray & Long, PLLC**

2820 Selwyn Avenue, Suite 400  
Charlotte, NC 28209  
704.523.7777

### **PRACTICE AREAS**

Corporate  
Commercial Litigation  
Sports & Entertainment  
Mergers & Acquisitions  
Intellectual Property  
Construction  
Commercial Real Estate  
Trusts & Estates

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we have worked within the independent music industry for more than a decade, where we have represented artists, labels, agents and publishers on the regional and national level.

The unique combination of a sports practice and an entertainment practice has gained the firm a reputation as a facilitator between the worlds of sports and entertainment, which are becoming more entwined as sports and entertainment properties seek ways to cross market their product. Our attorneys are routinely consulted on ventures that bridge the gap between these two industries, and maintain the necessary contacts to assist their clients in this respect.

### **REPRESENTATIVE CLIENTS INCLUDE:**

- Joey Logano
- Gary Woodland
- Subaru Rally Team USA/Vermont SportsCar
- Egolf Professional Tour
- CORE autosport
- Scott Speed
- Travis Kvapil
- Landon Cassill
- Jason Leffler
- The Racers Group
- FULLCIRCLE Ventures, LLP
- Kyle Busch Motorsports
- Tailgating Ventures
- Spire Sports & Entertainment
- R3 Motorsports
- MoRisen Records
- FilmNC Capital Management
- Legacy Talent and Entertainment
- Visulite Theatre
- Neighborhood Theatre
- WHHI-TV/WBUW-TV