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Bartie Shares Due Diligence Best Practices for Corporate Sponsors with Compliance Week

February 21, 2018

O'Melveny partner Jared Bartie discussed due diligence best practices for corporate sponsors in the February 21, 2018, issue of *Compliance Week*.

“In addition to conducting background diligence on potential partners, sponsors should ensure that their partners are aware of the sponsoring company’s values and should clearly articulate expectations as to partner behavior,” Bartie told *Compliance Week*. “Companies should also communicate regularly with partners regarding matters of concern, even if they do not rise to the level of terminating a sponsor relationship. If a potential negative situation can be prevented from occurring, it is best to do so to protect the company’s investment and reputation.”

Featured in *SportsBusiness Journal*'s “Power-Players: Outside Counsel” rankings and named “Sports Attorney of the Year” by the National Bar Association, Bartie has more than two decades of sports and media experience, as both an attorney and business executive. He regularly counsels sports clients on a variety of high-profile matters, including team investments, prominent naming rights and sponsorship transactions, and media rights agreements.