

College Sports Law Practice

Success requires not only a winning team, but also an understanding of the laws, rules, and regulations covering the ever-changing college athletics landscape. Goulston & Storrs' College Sports Law Practice understands the laws, rules, regulations, and their impact on athletic programs at colleges, universities, and conferences. The College Sports Law Practice has a strong bench of seasoned experts to represent and advise colleges and universities, athletic departments and conferences on such top of mind issues as racial and gender diversity and inclusion issues in college athletic programs; creating a transparent, equitable and comprehensible NIL policy that is consistent with the institution's values, state and federal law and NCAA regulations and advisories; opportunities and risks in developing and upgrading college athletic facilities; and employment issues including the impact of Title IX, contracts and investigations.

Specifically, the College Sports Law Practice provides advice and representation to college athletic administrators and their legal counsel in the following important areas:

- **Diversity & Inclusion – Cultural Change:** In the increasingly public and toxic revelations of gender and race bias, Goulston & Storrs has developed a unique cultural assessment program, which is tailored exclusively for each school, to help colleges understand and respond to [diversity and inclusion issues](#). Also, Goulston & Storrs has investigated and reported on dozens of examples of perceived racial or gender bias.
- **NIL:** Goulston & Storrs works with colleges to create policies and processes that are transparent, fair and understandable to student-athletes, administrators, staff and third-parties and align with the institution's core values, state law, Title IX, best practices and NCAA regulations and guidance. We have worked with schools to create NIL policies and processes, educational literacy programs for student-athletes, coaches and third-parties which will educate and empower the student-athletes and create revenue streams for the athlete and school.
- **Sponsorship, Media Licensing, Product Licensing, and Concession Agreements:** Goulston & Storrs advises and represents colleges, universities and athletic conferences in numerous contractual relations they have including sponsorship deals, agreements with apparel and equipment manufacturers, vendor and concession agreements, multi-media agencies and product licensing arrangements.
- **Hospitality Services/Marketing:** Game Day concerns include ADA compliance, digital marketing and ticketing strategies, privacy and the collection of digital data and concession agreements. Goulston & Storrs can assist in addressing the legal concerns and liability risks, including health and safety, digital data ownership, Wire Act issues and state and federal regulations.

- **Facilities:** Many colleges conduct athletic programs in aging or noncompliant stadia and arenas. Goulston & Storrs can help reduce the risks of such facilities by working to ensure that stadia and arenas are compliant with federal, state, and local laws. Also, Goulston & Storrs assists its clients in negotiating agreements to finance the construction of new or retrofitted athletic facilities, inland acquisitions, and in dealing with environmental concerns.
- **Contract, Regulatory and Antitrust Advice and Guidance:** Goulston & Storrs helps schools by creating employment agreements which align with the colleges' values commitments. Goulston & Storrs also advises, litigates and arbitrates claims including representing schools when sponsors, apparel or other partners seek to avoid contractual obligations; enforcing and registering intellectual property rights to, among other things, brands, logos, marks and digital data; interpreting media and other licensing agreements; in dealing with their rights and obligations under the law, existing contracts, statutes, NCAA regulations, and court decisions.
- **Title IX:** Title IX represents federal policy. Goulston & Storrs can help steer through the morass of regulations to achieve compliance, including advising on LGBTQ rights, the impact of Title IX on NIL and investigations.
- **E-sports and NFTs:** [E-sports](#) and NFTs are developing into multi-billion-dollar industries. Goulston & Storrs helps its clients realize their revenue potential while educating them about compliance with NACE governance structure (for e-sports) and state and federal statutes.

Consultants

Len DeLuca, *Founder*, Len DeLuca & Associates, LLC



Len DeLuca has been a leader in sports entertainment for IMG, ESPN and CBS Sports since 1980. Since 2015 he serves as SVP of Original Content or Senior Consultant at Endeavor | IMG. DeLuca runs Len DeLuca & Associates, LLC in 2010, a media strategy firm that has represented TBT – The Basketball Tournament, UConn, Tennis Channel, New York Racing Association, Mountain West Conference, Professional Bowlers Association, and now Goulston & Storrs, PC.

DeLuca served as Senior VP, Programming & Acquisitions at ESPN from 1996-2010. He was responsible for “ESPN on ABC” in 2007, “Saturday Night Football”, MLB, Little League World Series, Tennis Grand Slams, the NBA, and NCAA Championship content. Len led the programming guidelines and conditions unit for the ESPN networks. He was one of the forces behind the creation of ESPN Original Entertainment.

Prior to ESPN, DeLuca served as a VP or Director, Programming at CBS Sports 1979-1996. He was responsible for CBS' first 15 NCAA Men's Basketball Championships, "The Road To The Final Four" and extensions through 2000. He made football deals with the NCAA, CFA, creating the SEC and Big East on CBS package in 1994. In 1995, *College Sports Magazine*, the forerunner of *Sports Business Journal*, named CBS Sports President Dave Kenin and DeLuca, the "most influential persons" in college sports.

Len is an assistant professor at the prestigious NYU Stern EMT. Len also teaches at NYU's SPS Tisch Institute for Global Sport since 2014, and at Seton Hall Stillman School of Business. A native Rhode Islander, Len practiced trial law after earning his B.A. *magna cum laude*, and J.D. from Boston College and Boston College Law School. He and his wife of 39 years, Geraldine, Vice Chair of St. Anselm College Board of Trustees, reside in Manhattan.

Tim Lewis, *Founder*, TLL Advisory Services



Dr. Tim Lewis is a consultant, business strategist, educator, speaker, and life-long learner. Dr. Lewis is the former Associate Director, Engagement and Strategic Partnerships with the NCAA.

Tim spearheaded a newly created department that leveraged relationships through strategic partnerships designed to increase NCAA certifications of high-profile football and basketball athletes. He cultivated relationships with college athletic departments, college and high school coaches, professional sports leagues, apparel companies, sports agents and multi-level athletes, particularly as they relate to high profile basketball and football athletes. Tim also has monitored legislative issues consistent with the practices of the eligibility center and NCAA national office.

Tim also worked closely with the NCAA Diversity and Inclusion Team. He was named Co-Chair of the People of Color Employee (POC) Resource Group that focused on diversity and inclusion within the NCAA National Office. He created a strategic plan for the POC group that advanced diversity and inclusion initiatives and increased POC membership. Tim also participated in cross-departmental diversity and inclusion initiatives and programs.

Before the NCAA, Tim was a strategic planner and business developer at the University of Alabama at Birmingham, where he aided in creating a global strategic plan for the health system that encompassed education, finance, and clinical and non-clinical operations. Tim spearheaded a shared service project that projected a savings of \$75,000,000 and led a budgeting process that forecasted annual volume and target market growth for 35 clinical services. Tim has coached over 25+ All-Conference athletes and six All American athletes.

Tim also played division-one basketball for Mike LaPlante at Jacksonville State from 2003-2006. Tim received his BS from Jacksonville State University, MS and MBA from The University of Alabama and Ed.D. from East Tennessee State University.