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## **CAA SPORTS ACQUIRES STRATEGIC MANAGEMENT CONSULTANCY BARRETT SPORTS GROUP, LAUNCHES CAA ICON**

**LOS ANGELES (October 2, 2017)** – CAA Sports, a division of leading entertainment and sports agency Creative Artists Agency (CAA), today announced that it has acquired Barrett Sports Group, LLC (BSG), a boutique strategic management consulting firm that provides venue advisory, valuation, and transaction due diligence services for public and private sports and entertainment facility owners/operators, professional franchises, and leagues. Founded by sports industry expert Daniel S. Barrett, BSG will combine forces with CAA Sports’ industry-leading owner’s representative and project management firm, ICON Venue Group, becoming part of CAA ICON.

CAA ICON consists of the Venue Development Group, previously operating as ICON Venue Group, and the Strategic Advisory Group, formerly BSG.

With a portfolio of many of the most successful venues throughout the world, CAA ICON’s Venue Development Group provides public and private sector clients comprehensive facility development services to guide a project from conception through planning, design, construction and opening. CAA ICON executives have managed the development of home venues for NFL, NBA, NHL, MLB MLS, MLL, AFL, CHL, NBDL, DEL and BBL franchises, totaling more than \$8 billion. The company was recently named the Owner’s Representative for the Golden State Warriors’ new Chase Center; Las Vegas Raiders’ new Las Vegas stadium; AS Roma’s new sports and entertainment complex in Rome; and Madison Square Garden’s new Las Vegas venue. Tim Romani, Founder and CEO of ICON Venue Group, which was acquired by CAA Sports in 2016, will guide the efforts of CAA ICON.

“CAA and ICON Venue Group are known for impeccable client services, and creating the CAA ICON brand enables us to expand upon the incredible reputation we’ve collectively created in our industry as we continue to offer best-in-class services for our current and future clients,” said Romani. “We are thrilled to add BSG’s services into the CAA ICON umbrella and know that this will allow us to continue providing an even greater range of accountable, objective, and trusted services.”

BSG was founded by Barrett in 2000 to provide strategic consulting services to the sports and entertainment industry across a broad range of areas, including market demand analysis; financial feasibility analysis; economic impact analysis; project finance; valuation; negotiations; operations; transaction due diligence; politics; and strategic planning. Barrett brings more than 27 years of experience in planning, financing, developing, and operating sports, entertainment, and real estate projects, in addition to expertise in the valuation of major and minor league sports teams and facilities, and acquisition/disposition advisory services, to CAA ICON’s Strategic Advisory Group. Barrett and his team have worked on more than 1,000 projects in the sports industry.

“The BSG team is very excited to join CAA Sports and ICON. The services that CAA Sports and ICON offer complement BSG’s core competencies, and will allow us to provide additional services and continuity to our clients,” said Barrett. “We look forward to continuing to provide objective, independent strategic advice to our clients as part of CAA ICON.”

CAA Sports is a diversified sports enterprise with global operations encompassing 17 divisions, including property sales, consulting, corporate hospitality, media rights, and athlete representation. CAA Sports’ award-winning Property Sales and Corporate Consulting arms represent such renowned properties as Formula 1, Red Bull Racing, FC Barcelona, NCAA, Madison Square Garden, USTA, Drone Racing League, and Riot Games’ League of Legends, the eSports industry-leader, in addition to three dozen global brands, including Bose, JPMorgan Chase, Jaguar Land Rover, New Era, Tissot, and Intel, respectively. Replicating its domestic U.S. success overseas, CAA Sports has furthered its reach and resources across the U.K. and Europe through complementary acquisitions and the establishment of key offices.

The agency continues to execute on its accelerated growth plan, and most recently announced that it had launched CAA China, a world class entertainment and sports platform, formed in partnership with CAA and CMC, to create opportunities for CAA and its clients within the burgeoning sports industry throughout Greater China.

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#### **ABOUT CAA SPORTS**

The five-time recipient of the award for “Best in Talent Representation and Management,” presented by the *Sports Business Journal*, CAA Sports represents more than 1,000 of the world’s best athletes in such sports as baseball, football, hockey, basketball, soccer, tennis, Olympics and action sports, and golf, in addition to coaches, on-air broadcasters, and sports personalities. Beyond traditional athlete representation, CAA Sports provides unique opportunities for clients off the field, in areas including licensing, endorsements, speaking, philanthropy, books, and video games. CAA Sports also works in the areas of broadcast rights, corporate marketing initiatives, and sports properties for sales/sponsorships, for which the agency won “Best in Property Consulting, Sales, and Client Service” at the 2016 Sports Business Awards.

CAA Sports is a division of leading entertainment and sports agency Creative Artists Agency (CAA). CAA represents the most creative and successful artists working in film, television, music, theatre, video games, and digital content, and provides a range of strategic marketing services to corporate clients. For more information about CAA Sports, visit [sports.caa.com](http://sports.caa.com).

#### **CONTACT**

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