

For Immediate Release

December 1, 2025

Contact: Jacquelyn Heard
+1.312.902.5450
jackie.heard@katten.com

Leonor Vivanco-Prengaman
+1.312.577.8371
leonor.vivanco-prengaman@katten.com

Katten Counsels Columbus Crew in Stadium Naming Rights Deal

(CHICAGO) Katten announced today that its Sports and Sports Facilities Partner and Co-Chair Daniel Render served as the legal advisor to Major League Soccer (MLS) team Columbus Crew (Crew) in the expansion of its 15-plus year partnership with leading lawn and garden products provider ScottsMiracle-Gro Company for a multiyear stadium naming rights agreement.

Beginning in the 2026 MLS season, the Crew's home stadium in downtown Columbus, Ohio, will be renamed ScottsMiracle-Gro Field.

"We were incredibly proud to advise the Crew, the first MLS club in history, on this longstanding partnership that reflects the organization's continued commitment to innovation, long-term stability and fan experience. The partnership aligns with this outstanding team's values, supports its strategic objectives, and strengthens its ties with the local community. The resulting agreement not only meets these standards but establishes a model for responsible, future-focused collaborations," Render said.

This transaction builds on Katten's successful representation of the Cleveland Browns in a similar transaction in 2024. The Browns and the Crew are each owned by the Haslam Sports Group. Learn more about that achievement [here](#).

Katten's nationally recognized sports industry attorneys work across key disciplines — in mergers and acquisitions/private equity, debt finance, real estate, tax, intellectual property, employment, health care, private wealth, and insolvency and restructuring. The team delivers strategic, end-to-end legal solutions tailored to the demands of sports-related businesses.

Beyond MLS, Katten advises a wide array of participants in the sports industry, including Major League Baseball, the National Basketball League, the National Hockey League, prospective owners, arena and stadium developers and operators, financial institutions, regional sports networks and corporate sponsors.

Founded in 1994, the Crew pioneered soccer in the United States as the first club in MLS history. The team opened its downtown stadium in 2021. The facility has hosted numerous major soccer competitions, including the 2024 MLS All-Star Game and multiple US Men's National Team matches, among other notable events.

ScottsMiracle-Gro has long been the Crew's official lawn care & gardening partner, supplying products to maintain the team's natural grass playing surfaces, in-stadium promotions and community initiatives such as neighborhood soccer field refurbishments.

Katten is a full-service law firm with nearly 650 attorneys in locations across the United States and in London and Shanghai. Clients seeking sophisticated, high-value legal services turn to Katten for counsel locally, nationally and internationally. The firm's core areas of practice include corporate, financial markets and funds, insolvency and restructuring, intellectual property, litigation, real estate, structured finance and securitization, transactional tax planning, private credit and private wealth. Katten represents public and private companies in numerous industries, as well as a number of government and nonprofit organizations and individuals. For more information, visit katten.com.

###