

# CAA Sports Signs Italian Soccer Club AS Roma

By Rebecca Sun



***The agency will help to market the team's new stadium, Stadio della Roma, as the franchise looks to extend its brand globally.***

**C**AA Sports is partnering with Italian soccer club AS Roma, The Hollywood Reporter [2] has learned.

The agency will help sell naming rights and foundation-level partnerships for the team's new sports and entertainment complex, Stadio della Roma. The Roman destination, set to open in time for the 2016-17 Serie A league season, will host more than 200 matches a year and include a 52,500-seat stadium that contains a 14,500-seat amphitheater, another 4,500-seat outdoor amphitheater, a 900-seat

indoor concert venue, a soccer training center, a Nike Superstore, the AS Roma Hall of Fame & Museum, a retail and dining district and an office park.

"Today's announcement of our partnership with CAA Sports, the best in the business, is a significant step in bringing the plans and our vision to life," AS Roma president James Pallotta said in a statement. "As we start conversations with potential corporate partners, our primary selling point is more than just aligning your company or brands with AS Roma. It's about being one of the first stakeholders in a

sports and entertainment complex unlike any in the world and having a meaningful presence in one of the greatest cities in the world. CAA Sports will be central to telling our story and building our business to audiences and prospects worldwide.”

AS Roma, which already has qualified for the Group Stage of Europe’s 2014-15 premier UEFA Champions League, also has opened an office in New York City to serve as a permanent base for its commercial operations in the U.S. The team -- which has won three league titles, nine Coppa Italia titles and two Supercoppa Italiana titles -- is the only one in the Italian league to be owned and managed by a U.S.-based group, Boston’s Raptor Group. Next month it will play a match against Liverpool FC in Fenway Park before participating in the Guinness International Champions Cup, which will take place in six cities across the U.S.

In addition to CAA Sports, the team’s internal partners include Goldman Sachs, Starwood Capital Group, Legends Hospitality and Nike. At CAA, AS Roma joins fellow international soccer clients FC Barcelona and Chelsea FC. Through CAA Eleven, CAA Sports also manages the broadcasting, sponsorship and licensing rights for UEFA, Europe’s governing body for soccer, whose events include the EURO tournament and the continental qualifying competition for the World Cup.

“We have enjoyed a longstanding friendship with Jim Pallotta and his management team, and are thrilled to partner on this incredible opportunity,” CAA Sports co-head Mike Levine said in a statement. “The magnificence and incredible size and scope of this project, as well as the on-field success and off-field popularity of AS Roma, makes this one of the most exciting projects we have ever seen.”