

EVAN DAVIS DISCUSSES CHALLENGES IN BRAND LICENSING AGREEMENTS FOR SPORTS BETTING IN RECENT ARTICLE

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Evan Davis, Gaming & Sports Practice Lead at Royer Cooper Cohen Braunfeld LLC (RCCB) and former Deputy General Counsel at PENN Entertainment, Inc., was recently quoted in an article examining why brand licensing agreements with sports media companies haven't translated into long-term success in sports betting.

"Pure licensing agreements with sports brands haven't translated into sports betting with customer success in the way a lot of operators had hoped," Evan explained. "While the demographics of the people aligned with sports and media brands overlap, the individuals are not one in the same."

The article highlights the challenges faced by several branded sportsbooks as they struggled to convert casual sports fans into engaged bettors. Meanwhile, others who built massive initial databases through fantasy sports have been more successful in driving customer engagement.

Evan emphasizes that brand loyalty is critical in this space, but it takes time to develop. Licensing and cross-marketing alone won't be the key to success.

Read the full article online to explore how sports betting brands are navigating this landscape: <https://bit.ly/4kynKc5>

PROFESSIONALS

Evan W. Davis

CAPABILITIES

Corporate & Business