

SETON HALL | LAW

Sports Law Symposium: Going Inside the Deal: The Art & Science of Negotiating,
Structuring, and Managing Complex Contracts

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Ariana Gonzalez is an attorney specializing in Sports and Entertainment Law. She earned her J.D. from Seton Hall Law in 2023 and currently serves as Legal Counsel at Wasserman Media Group. In her role, she advises clients on complex business transactions, negotiates sponsorship and endorsement deals, and assists in dispute resolution, among other responsibilities.

Ariana is particularly passionate about the evolving legal landscape in college sports and social media, staying at the forefront of emerging trends that shape the industry. She is actively involved in various NYC Bar Association committees and mentorship programs, dedicated to fostering the next generation of legal professionals.

She is excited to share her insights on this panel, discussing the negotiation process, contract structuring, and the management of complex agreements in the sports and entertainment industry.