

LAURI EBERHART, ESQ.

Lauri Eberhart is a motorsports powerhouse. She recently successfully led the transition of Laguna Seca Raceway from county management to private oversight. Lauri is a frequent media commentator and speaker on sports law matters and was recently featured in the national “Sports Business Journal”. She has been honored as a Sports Business Journal Game Changer, Charlotte Business Woman of the Year, Charlotte Business Journal 40 Under 40, and named as one of the Best Lawyers – Sport Law.

During her career she has participated in the negotiating, structuring, and closing on high profile sports corporate transactions valued over \$5 billion and has advised on hundreds of significant live events. Lauri has successfully developed relationships and negotiated agreements with NASCAR, NHRA, World of Outlaws, IndyCar, Andretti Autosport, McLaren IndyCar, Trackhouse Racing, Learfield/IMG, Legends, Inner Circle, many Fortune 500 companies, and also media/broadcast rights agreements with ESPN, NBC, CBS, FloSports, TBS, Discovery Channel, and many others. In addition to legal advice, her skills include live event promotion, business development, business operations, crisis management, creative thinking, and public speaking. While at Laguna Seca Raceway, she successfully restructured the management and financial systems of the raceway and implemented a fresh, updated business model that will ensure its long-term success.

As a former partner and founding member of the nationally-known Apollo Sports & Entertainment Law Group, Lauri represented speedways, sports leagues, sports facilities, companies, motorsports properties, race car drivers, race teams, sanctioning bodies, traditional and digital media companies, celebrities and entrepreneurs who trust her with their legal and business matters. Motorsports is in Lauri's DNA. She was General Counsel of Speedway Motorsports and Charlotte Motor Speedway for over 12 years and ran the day to day operations of Charlotte Motor Speedway for 3 years. She also worked at Michigan International Speedway and Richmond Raceway.

Lauri is a self-professed history geek and she enjoys sports, reading, exercising, gourmet cooking and spending time with her family.

PROFESSIONAL AFFILIATIONS

- North Carolina State Bar
- Michigan State Bar
- North Carolina Motorsports Association and Foundation Board Member (past)
- Women in Motorsports North America (WIMNA) - President

FEATURED PRESENTATION TOPICS

- *Esports, Gaming, SIMS, Metaverse and NFT's*
- *IMS/ISC/SMI Promoter Legal Issues*
- *From Austin to Baltimore: Creating New Motorsports Events*
- *Ticketing and Electronic Waivers*
- *Non-Traditional Sports Legal Matters*



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LEGAL PRACTICE AREAS | SPORTS LAW |
BUSINESS LAW | MEDIA LAW |
INTELLECTUAL PROPERTY | CRISIS
MANAGEMENT

EDUCATION

B.A. Cedar Crest College, *Cum Laude*
J.D. Wake Forest University School
of Law