Cheyenne Rodriguez

ASSOCIATE

Cheyenne is an associate in the Corporate & Securities group, advising clients within the sports media industry.



Industries

Media & Entertainment
Sports

Practices

Corporate & Securities

Education

Loyola Law School, JD, 2017
California Lutheran University, BA, 2011

Offices

Los Angeles

Phone

213.443.7569

Email

cheyenne.rodriguez@afslaw.com

Cheyenne focuses her practice within the sports media industry, advising clients on media rights, sponsorships, and intellectual property matters. She negotiates and drafts complex agreements, including media rights for professional sports teams and leagues, content licensing, and sponsorship, hospitality, and advertising transactions.

Previous Work

Prior to joining ArentFox Schiff, Cheyenne served as Vice President of Business Affairs and Associate General Counsel at FanDuel Sports Networks, where she managed a large portfolio of regional sports networks with linear programming services and digital platforms. She collaborated with business executives to negotiate multi-year media rights agreements for professionalsports properties, including MLB, NBA, NHL, MLS, NFL, WNBA, and NWSL. Cheyenne oversaw legal needs for distribution, product, and marketing teams, and advised on rights exploitation strategies, intellectual property matters, and sports betting policies.

Life Beyond the Law

Outside of work, Cheyenne enjoys time with family and pets, international travel, and reading.

Bar Admissions

California