

In The News

# Kanika Corley and Barbara Edwards Explain how Diversity Riders in Sports Contracts are Tools for Change

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Kanika Corley and Barbara Edwards, Partners in Akerman's Sports Law Team, explain the power of diversity, equity and inclusion riders in standing business deals in a new column featured in the *Sports Business Journal*. In the piece, Corley and Edwards explain how this type of add-on to a sponsorship or other sports-related contract requires business partners to account for diversity, equity, and inclusion in their respective enterprises.

“A directive to a sports venue or brand sponsor, for example, will be that the business partner ensures, at a minimum, that at all hiring levels that relate to the business deal there are specific measures taken to consider diverse applicant pools, that individuals from underrepresented backgrounds are actually hired, and that there are meaningful contributions made to support the retention and promotion of people from underrepresented backgrounds,” Corley and Edwards wrote.

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