

TSHNEKA T. TATE  
NASCAR Media Group  
Sr. Assistant General Counsel



Tshneka Tate is Senior Assistant General Counsel for NASCAR Media Group, LLC, which, along with the National Association for Stock Car Auto Racing, Inc. (NASCAR), controls the media rights for NASCAR. She is responsible for management of the company's media legal matters as well as those for all of NASCAR's affiliated entities, including NASCAR Digital Media, LLC, NASCAR's recently-formed entity that operates and controls NASCAR's digital rights and platforms. In this role, she leads the day-to-day operations of all legal matters concerning NASCAR's media entities. Tshneka has thirteen years of legal experience in the areas of intellectual property, seven of which are specifically in media and entertainment.

In 2011, Tshneka led the legal negotiations that resulted in NASCAR's regaining control of its digital rights in 2013, and in 2012, she also managed the legal negotiations for the renewal of NASCAR's broadcast agreement with Fox Broadcasting Company, which includes some of NASCAR's top-tier series races such as the Daytona 500.

Prior to her media and entertainment responsibilities, Tshneka helped manage significant licensing and sponsorship agreements including for NASCAR's series entitlement sponsorships for the NASCAR Sprint Cup Series and the NASCAR Nationwide Series – two of NASCAR's three top-tiered racing series, as well as the NASCAR Canadian Tire Series – NASCAR's first sanctioned racing series in Canada.

Tshneka began her legal career in Baltimore at the Office of the Attorney General for Maryland where she initially litigated matters on behalf of the State of Maryland for the Department of Budget & Management, and after one year there, she joined NASCAR in 2000 in its Charlotte, N.C., office. Tshneka remained in Charlotte until 2006 when she moved to NASCAR's corporate headquarters in Daytona Beach, FL, and was promoted to lead NASCAR's legal department for its media matters. Subsequently, she returned to Charlotte, NC, in 2008 to resume those duties.

Tshneka earned her Bachelor of Arts degree in English from the University of Pennsylvania in Philadelphia, PA, and her Juris Doctor degree from The Florida State University College of Law. She is admitted to the Maryland state bar.

Tshneka currently resides in Charlotte, NC.