

It's not baseball. It's Beckham

Written by Maury Brown
Friday, 12 January 2007 01:20

On occasion, there is sports business news that I think warrants inclusion here on The Biz of Baseball, even if the sport isn't baseball. This is one of those cases...

David Beckham, the most recognizable star in all of professional soccer is coming to the MLS. What's amazing is that a sport that has far less interest in America than it does elsewhere in the world is going to offer up a staggering contract to get him to play stateside. Where will Beckham play? Why, in LA, of course!

As [reported by the NY Times](#) :

Beckham will make the move from Real Madrid, the most glamorous team in Europe, and the United States' top professional soccer league will try to cash in on his celebrity appeal — and perhaps that of his wife, Victoria, the former Posh Spice of the Spice Girls pop group.

The Los Angeles Galaxy announced the move yesterday, saying that Beckham would make \$250 million over the five years of his deal, including endorsement income; the team did not release his actual salary from the club. Beckham will join the Galaxy after his contract with Real Madrid expires on June 30, coming to a league that has struggled for 11 years to gain prominence on the American sports landscape.

Take that, Alex Rodriguez.

Maury Brown is the founder of *The Biz of Baseball* and an author for [Baseball Prospectus](#) . He can be contacted

[here](#)