

## SALEM PARTNERS

**Salem Partners, LLC** (“Salem”) is pleased to announce a successful transaction closing on May 12<sup>th</sup>, 2021, on behalf of its client, **Rainmaker Holdings Group LLC** (“Rainmaker”).

Rainmaker hired Salem to find an institutional capital partner for its growing professional athlete / sports lending business. Rainmaker is a specialty finance company that invests structured debt and equity capital in the media & entertainment, real estate, and sports sectors. Rainmaker was looking to significantly grow their lending business to NFL, NBA, MLB, and NHL athletes through a partnership with one the largest and most experienced originators of sports related loans in the United States.

Salem ran an extensive capital markets process, targeting both hedge funds, private equity and family office credit investors and received interest and terms from several parties.

Rainmaker selected a notable New York and Connecticut based credit hedge fund that committed to \$40 million of equity for a lending joint-venture to provide loans to professional athletes. The initial loan of the joint venture closed on May 12<sup>th</sup>.

MAY 2021



**RAINMAKER**  
A SPECIALTY FINANCE GROUP

**\$40,000,000**  
**LENDING JOINT VENTURE**

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## **About Rainmaker:**

Rainmaker ([www.rainmakerholdingsgroup.com/](http://www.rainmakerholdingsgroup.com/)) is a diversified specialty finance company that invests in structured equity and credit opportunities across media & entertainment, real estate and private credit. In the media sector Rainmaker provides capital cross the entire stack from secured debt (tax credits, foreign sales contracts) and production equity. In real estate the principals have decades of experience owning, developing, and structuring accretive transactions that take advantage of unique and special situations such as sale-leasebacks, ground leases, and other differentiated strategies. In private credit, Rainmaker is growing its portfolio through the financing and acquisitions of cash-flowing royalty assets (music, film, TV) and providing loans to professional athletes, secured by their long-term contracts.

## **About Salem Partners:**

Founded in 1997, **Salem Partners** ([www.salempartners.com](http://www.salempartners.com)) is a boutique investment banking, wealth management and real estate investment firm that combines a collection of seasoned professionals from diverse set of investment banking, finance, and real estate industry backgrounds. Salem Partners' real estate investment banking group, led by Jeff Barcy and Parker Bennett, focuses on advising best-in-class developers, operators, and real estate companies by structuring programmatic equity joint-ventures, entity level capital and various forms of structured credit & debt financing. The group advises real estate operating companies, sellers of larger portfolios / recapitalizations and real estate related mergers & acquisitions. Additionally, Salem raises equity and debt capital for specialty finance and lease companies through the structuring of lending joint-ventures and note-on-note debt financing.

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