



BELL NUNNALLY PARTNER HEATH CHEEK ELECTED TO COTTON BOWL ATHLETIC ASSOCIATION BOARD OF DIRECTORS

December 03, 2021

Bell Nunnally Partner R. Heath Cheek has been elected to the board of directors of the Cotton Bowl Athletic Association, the non-profit which operates the “Goodyear Cotton Bowl Classic,” a collegiate football bowl game held annually in the Dallas–Fort Worth metroplex since 1937 and currently played at AT&T Stadium in Arlington, Tex. The Cotton Bowl is part of the College Football Playoff “New Year’s Six,” which hosts the college football playoffs each year. Cheek has served on the Cotton Bowl’s young professionals board (the Cotton Bowl Council) since 2015.

The Cotton Bowl Athletic Association organizes and operates the annual Cotton Bowl game and oversees its economic and charitable impact. The mission of the Cotton Bowl Athletic Association is to present the most innovative of all college football bowl games and to be the leader in creating premier college sports experiences for universities, student-athletes, sponsors and the community.

“It’s an honor to join with a highly respected group of local leaders to help provide stewardship to the Cotton Bowl Athletic Association. The Cotton Bowl creates a huge economic impact for the North Texas region and an opportunity to spotlight our community – nationally and internationally,” said Cheek.

Named to the “Best Lawyers Under 40” list by *D Magazine*, a Texas Super Lawyers Rising Star, and recognized as a “Future Star” by Benchmark Litigation, Cheek is a litigator with experience serving as lead counsel on dozens of cases with amounts in controversy ranging to over a billion dollars. Cheek’s client roster features a broad range of entities, including Fortune 500 companies, startup businesses and high-net-worth individuals. Matters often extend to issues such as complex, high-stakes litigation involving securities, business divorces, fiduciary duty, contractual disputes, real estate, labor and employment, intellectual property and trade secrets, nonsubscriber defense litigation, high-net-worth trusts and estates, internal investigations and general commercial issues.

Beyond his work with the Cotton Bowl Athletic Association, Cheek has long been involved with the State Fair of Texas Youth Livestock Auction and Scholarship Program, where he served as Chairman. In support of the Fair's mission to provide scholarships for inner-city Dallas and rural Texas students attending in-state colleges and universities, Cheek has helped raise more than \$10 million since 2017.

Cheek also sits on the national board of directors for the Texas Tech Alumni Association, serving in numerous leadership positions and helping to advance the university, including chairing efforts for its 2023 centennial. The Cotton Bowl is not Cheek's first football-related civic engagement: he served on the "North Texas Super Bowl XLV Host Committee" and as chair of the "NFL On Location Action Team," leading up to the 2011 Super Bowl in Arlington, Tex.

Related Media Coverage:

- ["Talk of the Town,"](#) *Attorney at Law Magazine*, January 19, 2022.

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Related Practices

Litigation

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