

COMMERCIAL CONTRACTS AND SPONSORSHIP AGREEMENTS IN THE SPORTS INDUSTRY.

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EMPLOYMENT/ CONTRACT UPDATE – BREXIT

EVENT SPONSORSHIP AGREEMENTS – KEY CONSIDERATIONS

❓ Is the sponsor contracting with the rights owner, or with an agency?
If contracting with an agency, consider if a performance guarantee is needed from the rights owner.

- Check that the sponsored party has the right to grant the sponsorship rights and if necessary, obtain warranties to that effect.
- Details of the event
- How does the fee work?

- ❑ Sponsors Rights
- ❑ Sponsors Obligations
- ❑ Sponsors rights/ obligations
- ❑ Sponsored period

- ❑ IP
- ❑ Warranties/ Indemnities
- ❑ Competition Law
- ❑ Arbitration
- ❑ Termination

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QUESTIONS





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