

ARTHUR COX

# Sports Law

## OUR SPORTS LAW PRACTICE

Arthur Cox's excellence in representing clients in the sports sector and our understanding of the environment in which they operate is unique. Our team of lawyers have a deep understanding of the commercial and legal issues and opportunities that arise in the world of sport. This deep understanding comes from many of our team being current or former high performance athletes or administrators. Our track record in advising athletes, agents, coaches, sponsors, advertisers, corporate clients, brands and rights owners, venues, sporting organisations and governing bodies across the full spectrum of sports is unrivalled.

**Ireland Law Firm of the Year 2016**

IFLR Europe Awards

**Ireland Law Firm of the Year 2016**

Who's Who Legal

**Best Firm in Ireland 2016**

Europe Women in Business Law Awards

**Best National Firm for Women in Business Law 2016**

Europe Women in Business Law Awards

**Ireland Law Firm of the Year 2015**

IFLR Europe Awards

**Ireland Law Firm of the Year 2015**

Who's Who Legal

**Ireland M&A Legal Adviser of the Year 2015**

Mergermarket Awards

**European Legal Team of the Year 2015**

The British Legal Awards

## WHY ARTHUR COX?

Arthur Cox is widely regarded as one of Ireland's leading and most innovative law firms. With 350 lawyers and a total staff of almost 750, we are an "all-island" firm, with offices in Dublin and Belfast. The firm also has offices in London, New York and Silicon Valley.

For almost 100 years we have been at the forefront of developments in the legal profession in Ireland. From the outset, we have striven to deliver superior levels of service, building relationships that grow over time and developing specialist industry knowledge to help our clients achieve their goals. Our reputation is based on proven professional skills, a thorough understanding of client requirements, sound judgment and a practical approach to resolving commercial problems.

## OUR SPORTS LAW EXPERTISE

***Commercial Agreements, Sponsorship & Promotion***

Our practice encompasses all aspects of corporate and business law, providing a comprehensive service to an island of Ireland international client base ranging from sports organisations and corporates working in the sports sector, established global leaders and multinational organisations to government agencies

and statutory bodies, banks and financial institutions, media organisations, teams and athletes.

We advise on all contractual and commercial issues including:

- » sponsorship and endorsement arrangements
- » fundraising foundations
- » venue naming
- » management and agents agreements
- » athlete agreements and broadcasting rights agreements
- » NGB / athlete contracts
- » publishing arrangements
- » logistics arrangements
- » event bidding preparation and hosting
- » funding programmes, including reviewing and drafting contracts for funding of sports facilities
- » due diligence on all aspects of stadium hosting and development to include ticketing, equipment and commercial contracts.

On funding we have devised innovative contracting structures for distribution of funding; we negotiate funding agreements with recipients (individual athletes, sports clubs and sports

governing bodies) and advise on the governance and implementation of funding arrangements. We have extensive experience on advising on the governance and commercial issues around complex venue hosting arrangements.

#### ***Property & Venue Management***

Our Commercial Property lawyers are the most experienced in Ireland and lead most major commercial property transactions. We have advised a number of sporting bodies and teams on venue development and review of title and security documents of various infrastructure funding programmes. We represent a wide range of clients in a variety of transactions, including the acquisition, disposal, leasing and development of real estate.

#### ***Infrastructure***

Our dedicated team of Construction lawyers specialists offer expert advice to all parties involved in construction and engineering projects. We have extensive experience across multiple industrial and commercial sectors, including stadium financing, construction and regeneration, transport infrastructure, social infrastructure, energy, waste and water.

#### ***Governance & Regulation***

We have unparalleled expertise in helping our clients plan for and manage their compliance and dealings with regulatory bodies. Our unique experience of advising statutory bodies with regulatory roles and functions gives us exceptional insight into the workings of those bodies, from a range of different perspectives.

Our Company Compliance and Governance Group provides expert advices on the drafting of tailored and bespoke articles of association for charitable and sporting organisations. We have advised a number of sporting bodies and councils on complex and sensitive issues relating to elections, governance and the handling of abuse allegations.

#### ***IP & Brand Protection***

Arthur Cox has Ireland's leading intellectual property and privacy practice advise a very broad range of clients

including public sector sporting bodies on the most complex of privacy and data protection matters.

#### ***Ethics***

We advise a range of sporting bodies and clients on issues around bribery, corruption, the misuse of drugs and the processes and procedures around the regulation and enforcement of these and related ethical codes and practices. We also advise a variety of industries on regulatory compliance, and in particular, compliance with the Irish Prevention of Corruption and Ethics in Public Offices Acts, the United States Foreign Corrupt Practices Act and UK Bribery Act.

We assist many sporting organisations in the preparation and review of rules, protocols and codes. When rules/ protocols are introduced it is important to ascertain whether in fact they are being implemented and interpreted as was intended when the rule or protocol was drafted.

#### ***Health & Safety***

Our specialised Health and Safety Group, made up of lawyers with expertise in health and safety across various disciplines, including construction, environmental, employment and disputes and can advise on all aspects of health and safety compliance including the occurrence, management and legal implications surrounding concussion and other injuries in sport.

#### ***Employment***

As part of our unrivalled expertise in employment law we advise on all aspects of employment and consultancy law including athlete agreements. Our lawyers advise on disciplinary proceedings inside and outside the employment relationship (including in the context of professional sports) as well as employment strategy issues, crisis management, industrial relations issues and individual employee issues (including disputes). We also advise on all aspects of the termination of employment including redundancy and collective redundancy, unfair dismissal, wrongful dismissal and constructive dismissal.

#### ***Disputes***

Our Disputes Experts have unequalled experience in handling issues across a wide range of sports related areas. Our track record in handling domestic and international litigation, mediation, arbitration and regulatory investigations is second to none and we work seamlessly with our colleagues across the firm to leverage all necessary expertise.

#### ***Betting & Gaming***

Our leading Betting & Gaming team advise Ireland's largest betting operators and multi-national operators and suppliers who have chosen Ireland as a venue to host some or all of their IT and cloud infrastructure and/or corporate headquarters. Our practice sits within our Technology & Innovation Group where we combine our broad expertise in internet law and regulation with specific legal knowledge in relation to the regulation and licensing of gambling and entertainment products and services.

KEY CONTACTS



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