

Sport

Your winning team





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Ranked for Sport
in *Chambers and Partners*
2023 and *Legal 500* 2023

Our leading sports practice is supported by our wider full-service offering, and brings together specialists in rights exploitation, sponsorship, merchandising, dispute resolution and competition law, regulation, real estate and reputation management, to tackle some of the industry's most complex issues.



Thanks to an in-depth understanding of your sector and its dynamics, some of the most prominent names in international sport have chosen to work with CMS over the years. Our enthusiastic sports law experts have acted on a variety of landmark deals and support our clients on complex and diverse issues.



Many sporting contracts involve international aspects. Combining valuable local knowledge with global coverage, we can offer cross-border legal advice on international transactions. As sensitivity to the different legal systems and approach to negotiations is key, we tailor our advice and negotiation strategies accordingly.



Noteworthy commercial team with significant experience advising on matters at the intersection of the sports and media sectors.

Chambers and Partners, 2022



They were brilliant... They came back to us quickly and the advice was very pragmatic and commercial.

Chambers and Partners, 2022



Friendly, expert, practical, proactive team of lawyers. Market-leading advisers.

Legal 500, 2022

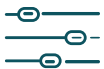
How we can help you



Media Rights

As regulations change, media channels diversify and rights values shift and grow, the global sports business becomes ever more sophisticated. The industry continues to attract innovative broadcasting, sponsorship and merchandising deals as new technologies provide the basis for increasing levels of engagement and interaction between rightsholders and fans.

We have market leading expertise in every aspect of media rights, including content production, distribution, and in particular, broadcast rights deals which has seen us act for some of the world's biggest rights holders. We have helped clients to seal record breaking deals and have significant expertise in digital distribution. This means we are also at the forefront of the digital sports broadcasting revolution as the latest technologies redefine the way that rights holders and media companies engage and interact with their customers through the use of augmented reality, virtual reality and artificial intelligence.



Rules and Regulations

Our work in the sector ranges from the drafting, implementation, interpretation and enforcement of a wide variety of sports governing bodies' rules and regulations, including advising on internal disciplinary procedures through to arbitration and judicial review cases. Our lawyers have advised on a number of high-profile disciplinary issues over the last few years. We also advise regularly on the construction and interpretation of the rules and regulations of sporting competitions and other associated regulatory matters.



Event Organisation and Staging

Our experience in event organisation and staging means we can be with you every step of the way. We have experience in all aspects of event organisation, from the initial bidding process, stadium development and finance through to catering contracts for the event itself.



Intellectual Property and Brand Protection

Our intellectual property team offers market leading advice to rights holders and broadcasters, sports teams, athletes and governing bodies. Our experience ranges from helping individuals negotiate image rights transfers, to helping multinational associations compile their virtual advertising policy. The team also has particular expertise in antipiracy strategy, advising rights holders on how to protect their valuable rights, including rights in sports data and exclusive transmissions.



Corporate

Our full-service corporate group is able to assist clients with any corporate goal they are seeking to achieve. The firm has an established pedigree in advising on M&A transactions within sport, including extensive experience in acting for both Premier League clubs and investors in negotiating the legal, commercial and regulatory environment that football clubs operate in. Our team also advises on constitutional and governance issues affecting unincorporated associations, and on debt financing, where we have extensive expertise in debenture issues and receivables and player transfer financing deals.





Merchandising, Licensing and Sponsorship

We are able to draw on our experience in the technology and intellectual property fields to help rights holders create sophisticated cross media sponsorship campaigns for both the sponsor and the rights holder. Our domestic and international reach means we are a true one-stop service for all your brands' needs.



Real Estate

Our real estate team has acted on major stadium developments as well as developments of national sporting arenas. We have also acted for some of the most prestigious golf clubs in the UK on their developments.



Employment

Our team has advised on the contracts of some of the country's leading sports stars as well as for football clubs on key matters related to player and manager contracts. We have acted for both employer and employee, ensuring we know the commercial realities of the whole employment relationship.



Dispute Resolution

Our sports litigation team has experience resolving disputes not only through the courts and major arbitration fora but also specific sports tribunals including the Court of Arbitration for Sport and FA Commissions of Inquiry. We have expertise in acting for clients and sporting associations in a variety of disputes, ranging from anti-doping to compensation disputes following cross border player transfers.



Tax/Image Rights

Our tax and intellectual property specialists have significant expertise in designing and establishing robust and tax-efficient image rights structures for sporting personalities around the world.



Reputation Management

Sports litigation tends to be extremely high profile, generating substantial media coverage. Our reputation management team is widely recognised as a leader in its field, particularly in relation to privacy issues, with expertise in all areas of law likely to affect the reputation of individuals and organisations in the sports sector.



Data Protection

We regularly advise clients as to their obligations in respect of data protection law and privacy issues. We have defended clients against investigations by the ICO and have particular expertise in advising clients on their use of data in marketing practices. Questions around the ownership of sports professionals' data and image rights are becoming more prevalent, and is a topic that we're confident exploring with clients whenever the lines get blurred. We can advise you on all of your GDPR compliance requirements.



Esports

We are at the forefront of the esports revolution. Esports sits at the intersection of many of our areas of expertise, including sports, media, advertising, technology, video games and gambling. We can advise on the full range of issues, including player rights, media distribution, contractual matters and disputes, investment, IP and advertising.

Highlights of our sports experience

Media

All England Lawn Tennis Club

On drafting the Venue Use Agreement for Wimbledon for the 2012 Olympic Games as well as several supplier contracts. We also drafted the agreement with IMG for the agency sale of the broadcasting rights to the Wimbledon tennis championships.

BT

On its agreement with Warner Bros. Discovery, Inc. to form a 50:50 joint venture company to create a new premium sports offering for the UK and Ireland. The transaction also sees the transfer of the operating businesses of BT Sport to Warner Bros. Discovery.

BT Sport

On the launch of its sports channels and its landmark channel sharing deal with Sky, which includes BT Sport and Sky Sports.

England and Wales Cricket Board

On the £1.1bn sale of its broadcasting and media rights. Sky Sports and BBC were awarded new five-year media rights agreements for all of the ECB's domestic and international matches played at home from 2020 to 2024.

FIFA

On the global sale of media rights to the 2010 and 2014 FIFA World Cups.

International Cricket Council

On its media rights tenders for 2015-2023 (TV) 2019-2023 (digital rights) and 2023-2031 (all media) in respect of the major international cricket tournaments organised by the ICC. The most recent process resulted in the ICC awarding rights for India for the period 2023-2027 for a fee reported to be around USD3 billion. Sales in other major territories are continuing.

TEAM

On the bidding process for the broadcasting rights to the UEFA Champions League and the UEFA Europa League.

The Football Association Premier League Limited

On the formulation and execution of all aspects of its domestic and international audio-visual and audio rights strategy, work which includes packaging, tendering and contracting of all of the Premier League's global audio-visual rights, as well as advising on operational issues throughout the season.

Union Des Associations Européennes De Football

(UEFA) on its anti-piracy work, including an ongoing role in obtaining and maintaining 'live' blocking injunctions to prevent Internet users from accessing particular targeted servers which are streaming illegal transmissions of UEFA games.

Highlights of our experience

Commercial Contracts

A Premier League football club

On a range of commercial and regulatory matters including advice on sponsorships by gambling companies.

B&CE

On a number of strategic technology projects including its multi-million pound strategic procurement of a business critical cloud-based pension administration IT platform with two leading IT services/software companies based in the UK and India.

Chelsea FC

On legal and commercial advice relating to Chelsea FC's contractual arrangements for the distribution of the Chelsea TV Channel, programme block and online service internationally.

England and Wales Cricket Board

On the £1.1bn sale of its broadcasting and media rights. Sky Sports and BBC were awarded new five-year media rights agreements for all of the ECB's domestic and international matches played at home from 2020 to 2024.

Esports Gold

On key sponsorship agreements with influencers and livestreaming personalities.

International Cricket Council

On its digital content rights tender process, which saw Facebook become the exclusive digital content rights partner in the Indian sub-continent for all of the ICC global events.

Nuvei

Canadian fintech company Nuvei on the negotiation of its multi-year sponsorship deal with the Mercedes-AMG PETRONAS Formula One Team.

Pitch International

On its production of a documentary series about the Brazilian football team "All or Nothing: Brazil National Team" and their deal with Amazon.

Ticktum Racing/Dan Ticktum

On negotiating his contract with Red Bull Racing junior team.

Highlights of our sports experience

Intellectual Property and Brand Protection

British Olympic Association (Team GB)

On legal support in relation to the enforcement of Team GB and the International Olympic Committee's IP rights, including dealing with multiple infringements from non-sponsor brands. CMS also advised Team GB on its sponsorship and licensing arrangements, athlete image rights issues and ad-hoc data protection queries, typically seconding a team member to support during the busy Games period.

Excel Esports

One of the UK's most well-known e-sports brands which has multiple teams competing in League of Legends, FIFA22, Valorant, and Fortnite, on IP advice has including rebrands and brand protection, enforcement and disputes. QPL-organised boxing events to be broadcast on the BT/Discovery sports Joint Venture.

UEFA

On a range of IP and related commercial matters, including a review of virtual advertising regulations in each of their member jurisdictions; obtaining blocking orders against Internet Service Providers to prevent access by their customers to streaming servers which deliver live streams of UEFA matches.

BT

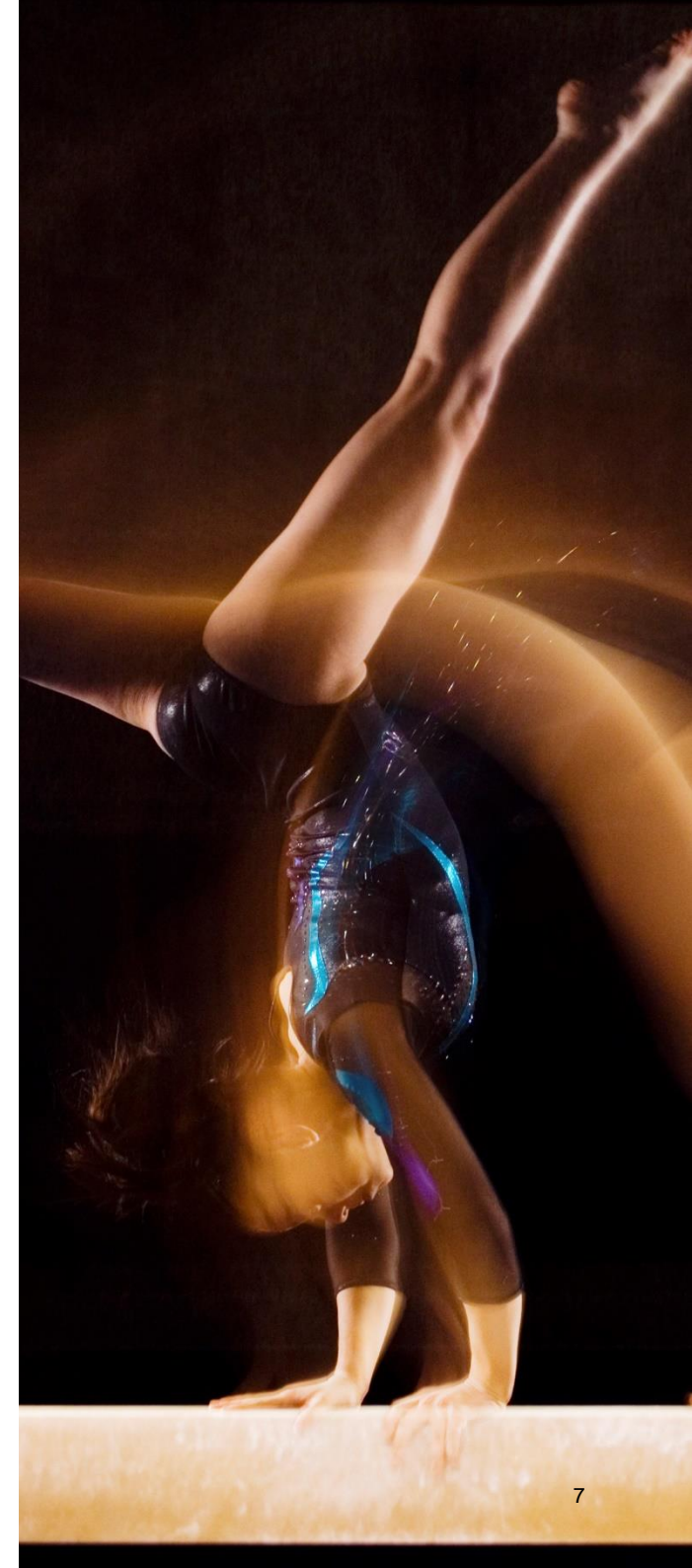
On the branding and other intellectual property arrangements for the hive down of the BT Sport brand and associated content to the BT/Discovery sports broadcasting Joint Venture.

Queensberry Promotions

On their application for a live blocking injunction under s.97A of the Copyright Designs and Patents Act. The injunction required the UK's six largest ISPs to block access to illegal streams of high-profile PPV boxing matches, including 'Wilder v Fury' as well as future QPL-organised boxing events to be broadcast on the BT/Discovery sports Joint Venture.

UEFA

On a review of virtual advertising regulations in each of their member jurisdictions; in relation to alcohol restrictions at football matches, including on the consumption, sale and promotion of alcoholic beverages.





Highlights of our sports experience

Corporate

Alex Knaster

New York-based corporate financier on the acquisition of a 75% stake in A.C. Calcio Pisa 1909 S.r.l, the owner of Tuscan-based football club AC Pisa 1909.

LiveScore

On a strategic investment from Swiss-based media and technology company Ringier, valuing the business at £500m.

All England Lawn Tennis Club

On its acquisition of The Wimbledon Park Golf Club for a total consideration of approximately £65m.

Queen's Park Football Club

On its sale of Scotland's national football stadium Hampden Park, and the entire issued share capital of The National Stadium plc, the company that formerly managed Hampden, to the Scottish Football Association.

Bydand Sports

On its acquisition of a majority stake and investment in Hibernian Football Club, one of Scotland's leading top flight football clubs.

Reedtz Limited

On the corporate, tax and regulatory aspects of the acquisition of Notts County Football Club, a founding member of the Football League and the oldest professional football club in the world.

West Ham

Advising a Czech investment group owned by businessmen Daniel Křetínský and Patrik Tkáč on the acquisition of a 27% stake in London Premier League football club West Ham United.

Highlights of our sports experience

Real Estate

All England Lawn Tennis Club

On securing planning permission for the glass roof on Court 1 and worked on various other developments on the Wimbledon estate. We also advised on its £175m debt facilities with HSBC Bank Plc.

Carnoustie Golf Course Hotel & Resort

On various agreements with the owners of the adjacent Carnoustie Golf Links course involving golf course access, branding and shared facilities.

Various golf clubs

Acted for some of the most prestigious clubs in world golf including Muirfield in real estate matters, including in relation to the 2013 Open Championship.

Regulatory / Dispute Resolution

A major Sports Governing Body

On a high-profile and sensitive case providing assistance on the prosecution and appeal of alleged breaches of the SGB's financial rules by a club.

A major Sports Governing Body

On two complex Judicial Reviews brought by a minority but prominent shareholder of a major club relating to "dual interest" and "fit and proper person" rules.

A major Sports Governing Body

In relation to alleged breaches of the Laws of the Game brought by FIFA which involved the use of so-called "political symbols" by the national team involving proceedings being raised at the Court of Arbitration for Sport in Switzerland.

A cyclist

In a selection appeal against their non-nomination for the Commonwealth Games.

Scottish FA

Providing lead advice on the drafting, implementation and operation of a detailed set of rules and procedures for Scotland's largest SGB to create a bespoke set of rules which deal with the suitable levels of fairness and natural justice, good governance, separation of powers and appropriate guidelines on sanctions. We recently provided cover as interim compliance officer for the client and were involved in the investigating and prosecuting a number of high-profile on-field and off-field matters.

SIS, Betfred and The Tote

On a claim by The Racing Partnership in a complex case relating to the creation and provision of horseracing betting odds and other data relating to horseraces and a number of racecourses in the UK. The judgment involved an unusual application of the law of copyright and database rights to horseracing and, more generally, to the collection and distribution of data, and is of significant relevance to industries which produce and disseminate data to third parties.

Highlights of our sports experience

Esports

Ajax

On various issues regarding their esports team.

Electronic Sport League (ESL)

On the foundation of a new global esports League for CS:GO.

Fnatic

On IP advice and contract negotiation in relation to the League of Legends European Championship.

Hiro Capital

On the set up of this specialist €100M VC fund focussed on the games, esports and digital sports industries and on its Series A investments into Nurvv and Flavourwork.

Warner Bros

On its acquisition of mobile gaming developer Playdemic, the mobile gaming developer whose titles include the hugely successful "Golf Clash".

World Esports Association

On the establishment of an esports association and a professional esports league, involving the best known esports teams worldwide and the ESL, including drafting detailed sets of rules and establishing a separate court of arbitration.



Get in touch

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