

SLAUGHTER AND MAY

Working across
the *sports sector*

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About Slaughter and May

Slaughter and May is an international law firm with a truly *full service offering* in the sport sector, with a multi-disciplinary approach that enables us to handle all sport related matters, whatever the size.

What makes us different is our approach to working with our clients. We focus on building strong and dynamic relationships within the sport sector which last long beyond the first project. We take the time to develop the relationship and get to know your people, culture and business. This is how we add real value as your adviser.

Our core practice streams give you access to an unrivalled pool of talent, from our partners, lawyers and support teams. We are considered by the directories (such as Chambers and the Legal 500) to be one of the world's leading law firms in;

- Corporate/M&A
- Competition (including Competition Litigation)
- Tax (including Litigation and Investigations)
- Regulatory
- Pensions and Employment
- Banking & Finance

This means that our bench strength gives us the necessary expertise to advise on projects throughout the sector, setting us apart from the rest of the market.

What we do

- Commercial contracts
- Competition matters
- Disciplinary and arbitration
- Disputes
- Energy and battery storage
- Financing
- Governance
- Intellectual Property
- M&A
- Player contracts
- Remuneration
- Rules and regulations
- Sport Tech
- Stadium matters
- Sustainability
- Tax

What you should *expect* from us on your next sport project?

A truly international firm

We understand the complexities and challenges of multi-jurisdictional deals. We frequently act as global deal counsel for a large number of our clients, where our role is to source, challenge and consolidate advice from local counsel – behind the scenes where possible – whilst leading and taking responsibility for the overall legal work on the project. You can rest assured that you will be in safe hands with the quality of advice, service and responsiveness you will receive, regardless of jurisdiction. We have invested and developed our network across local markets to ensure that we are capable of providing the same market-leading strategic and technical advice everywhere.

Deep connections in the industry

With deep-rooted relationships in the sports sector, our expertise is regularly sought by prominent organisations for strategic and high-profile projects.

Help you venture into new markets

We are never afraid of uncharted territory, nor do we shy away from emerging market trends and new complex opportunities. We help clients from outside of the sport sector to take the first steps into the market, while helping clients within the sector explore new avenues of business – ranging from Sport digitalisation, tech, sustainability and cryptocurrency. Our commercial approach aligns our firm to your values and objectives, as both legal and business advisers.

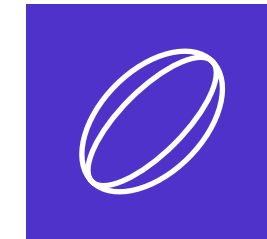
Market leading knowledge and insight

Complex matters require first-class legal expertise rooted in deep knowledge of the practice and universe in which it operates. We will share with you the best practice and changes across the market that we are seeing from our diverse client base and international relationship firms, enabling you to keep one step ahead of global trends

Who we represent



Football



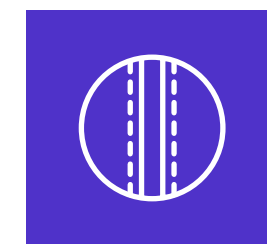
Rugby



Motorsports



International sports



Cricket



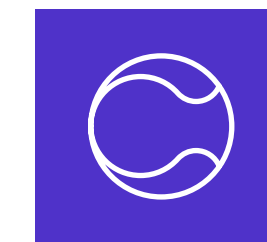
Sailing & rowing



Golf



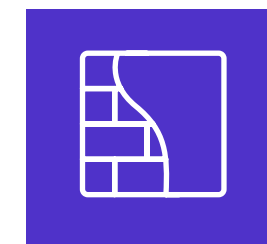
Horse racing



Tennis



Governing bodies



Real estate & stadium matters



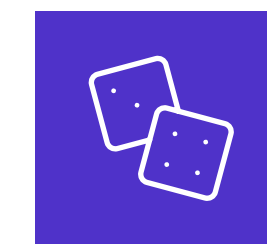
Sponsorships



Media companies



Private capital



Betting, gambling & sports

Select a category to be directed to its page.



Football

We act for leading Premier League clubs as well as governing bodies, club owners, corporates, sponsors, investors and our clients outside of the sector. Our relationships and expertise in the football universe means we are *well placed* to advise you on your project.

We can advise on specialist sports law, regulatory, governance, appointments and transfers, M&A and private equity, financing, real estate and stadia matters (including construction and use), media rights, IP & IT, competition, tax, disputes and investigations. We also handle all aspects of broadcasting, media, merchandising, exploitation of image rights and sponsorship of major sporting entities.

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Clubs & players

- **A.S. Roma S.p.A.** on the appointment of José Mourinho as new head coach.
- **Everton Football Club** on all aspects of its development and construction of its new stadium at Bramley Moore Dock and the redevelopment of Goodison Park.
- **Arsenal Football Club** on:
 - its takeover by Stan Kroenke (KSE).
 - player transfer and loan agreements.
 - player contracts.
 - infringements of its IP portfolio.
 - legacy real estate interests and development projects such as construction and use of Emirates Stadium (including a battery powered electricity storage facility), the move from Highbury, and the redevelopment and regeneration of both Ashburton Grove and Highbury.
 - terms and conditions applicable to all of the club's ticketing arrangements, including Diamond Club Level tickets, Club level tickets, Season tickets, executive boxes and hospitality arrangements (including the appointment of sales agents).
- the unofficial use or illegal sale of tickets.
- former player Eduardo da Silva in a successful appeal against a two match European ban imposed by UEFA.
- IP licencing infringements and sponsorship agreements.
- **Aston Villa Football Club** on commercial contract matters for the Premier League Season 2019/2020 and ongoing corporate matters.
- **A Premier League Club** on an arbitration with its manager.
- **Fulham Football Club** on its real estate matters including the renewal of its stadium and training ground leases.
- **A Premier League Club** on matters relating to compliance with the English Football League's Profitability and Sustainability Rules which govern the finances of Football League clubs.
- **Various Premier League Clubs** on Premier League Rulebook advisory work.

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Club owners & investors

- **Sir Jim Ratcliffe**, Chairman of INEOS, on the acquisition of c.28% of the shares in Premier League football club, Manchester United.
- **INEOS Football** on its acquisition of Ligue 1 Football Club OGC Nice, and FC Lausanne-Sport (Switzerland). We also advised the owners on their investments into the clubs, and various international football regulatory aspects including UEFA rules on multi-club ownership.
- **V Sports SCS**, the owners of Aston Villa Football Club, on their investment into the Portuguese football club Vitória Sport Clube.
- **Various Premier League Club Owners** on the proposed acquisition of a European Football Club.
- **Interested parties** in respect of acquiring Chelsea Football Club.
- **RSE Ventures** on the International Champions Cup Football portfolio.
- **Investors** on the potential acquisition of a Championship club and an investigation into governance matters relating thereto.
- **Two Prominent Football Club CEOs** in respect of their appointment and complex remuneration arrangements.
- **Consortium of Championship Clubs** on its negotiations in respect of the EFL TV deal.
- **Marcus Evans Limited** on the acquisition of Ipswich Town FC.
- **The Board of Liverpool Football Club** and its parent companies on the sale of LFC to New England Sports Ventures including a high profile dispute over the potential blocking of the sale.

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- **La Liga Nacional de Fútbol Profesional** on the formation of a new joint venture with Ocho Sport Limited.
- **The Football Association Premier League Limited** on an ongoing basis in respect of various high-profile and complex matters arising out of the application of the Premier League Rules, including regarding the Premier League's Owners' and Directors' Test and Associated Party Transaction rules.
- **Ben Purkiss**, as Chairman of Professional Footballers' Association (PFA) in relation to the structure and organisation of PFA and the independent review of the PFA.

Media, tech & partnerships

- **Events and Media Company** on a tender process for media rights regarding Liga Nacional de Fútbol Profesional (also known as LaLiga).
- **Priceline Group** on Booking.com's global partnership with UEFA in respect of all UEFA national team football competitions between 2018 and 2022.
- **A client in the AI sensors technology sector** on the IP and data privacy aspects of developing and licensing core sensor technologies as part of a COVID-19 testing platform for use in sports stadiums across Europe.

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We have considerable experience acting for clients in the *world of Rugby*, with legacy relationships advising on various corporate governance, sponsorship and real estate related matters.

- **Rugby Football Union** on:
 - its governance review, looking into the structure of its organisation and its relationship with various stakeholders.
 - world cup merchandising.
 - data protection matters.
- **New Zealand Rugby** on the data protection and privacy implications in connection with the transfer of the Team All Blacks fan database, as part of the establishment of a new global marketing entity.
- **Scottish Rugby Union** on employment and corporate governance matters.
- **Ian Lenagan** in connection with the acquisition of a 65% stake in the “London Broncos” and an intellectual property licence and real estate licence between London Broncos and Harlequin Rugby Club.

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Our Motorsport client base ranges across the sector, acting for F1 teams and drivers, constructors and other automotive clients active in the industry.

We have considerable experience dealing with contentious issues surrounding the sector and many of our dispute partners are considered leaders in this field.

F1 teams and drivers

- **Various Global Motorsports Companies** on
 - contentious issues surrounding the FIA Sporting, Technical and Financial regulations and related guidance.
 - disputes arising out of competition terms.
- **Honda F1 Racing team** on a potential dispute with Fédération Internationale de l'Automobile.
- **F1 Client** on the competition aspects of acquiring a stake in another F1 team.
- **A F1 driver** in a contractual dispute relating to unpaid fees, bonuses and expenses.

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Private individuals

- **Andretti Global** on its collaboration with General Motors to pursue the opportunity to compete in the FIA Formula One World Championship.
- **Private Individual** on the potential purchase of an F1 racing team and constructor.
- **An unsuccessful bidder** on the proposed acquisition of F1.
- **Consortium comprising Michael Andretti and others** on the proposed €250m acquisition of a majority stake in the Sauber (Alfa Romeo Racing ORLEN) F1 team.

Constructors

- **Automotive sector clients** on
 - a dispute with the FIA appealing a sanction.
 - disputes regarding engine problems.

Sponsorships

- **Tata Communications Services** on its agreement to become the Official Connectivity Provider to Formula 1.
- **NTT Communications Corporation** on its appointment as “Official Technology Partner” of the McLaren-Honda Formula 1 team.
- **Diageo** in relation to successful resolution of claims from the liquidators of the Force India F1 team.

Event promoters

- **Promoters of a sporting competition** on a review of board and company culture following whistleblower allegations.

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International sports

Our global network means that we advise many sport clients based outside the UK on their international projects.

Through our global network we are able to develop a deep understanding of the arena in which the sport operates and to deliver high quality advice for every project. We have also been at the forefront of various Olympic and Commonwealth Games infrastructure projects.

NFL

- [Shahid Khan and Jacksonville Jaguars](#) on their high-profile bid to purchase Wembley Stadium for £900m. We advised on all aspects of their attempted acquisition including the transaction structuring and negotiations with the Football Association.

F1

- on its agreement to become the Official Connectivity Provider to Formula 1.
- in relation to successful resolution of claims from the liquidators of the Force India F1 team.
- on a potential dispute with Fédération Internationale de l'Automobile.
- on the proposed acquisition of F1.
- on
 - the proposed €250m acquisition of a majority stake in the Sauber (Alfa Romeo Racing ORLEN) F1 team.
 - its bid to create and enter a new F1 team.

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Global sporting events

- **Lendlease Construction Europe** on the £2bn Olympic Village at Stratford City, London for the 2012 London Olympics, and its subsequent conversion to legacy use. We also advised Lendlease on the Athletes' Village for the Birmingham Commonwealth Games in 2022.
- **FirstGroup** on framework agreements for key logistical arrangements for the 2012 Olympics in London and the Glasgow 2014 Commonwealth Games.
- **The National Maritime Museum** on its agreement with LOCOG for staging equestrian events at the London 2012 Olympic Games.
- **A professional sports competition organiser** in relation to threatened litigation alleging breaches of UK and EU competition law.
- **Manchester City Council** on the development of Sports City at Eastlands in preparation for the 2002 Commonwealth Games and the subsequent letting of the stadium to Manchester City Football Club.

Ice hockey

- **Media Partners** on the competition aspects relating to the establishment of a pan-European star-club ice hockey league.

Investors

- **RSE Ventures** on the International Champions Cup football portfolio.

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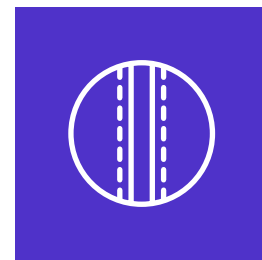
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Cricket

Our depth of experience in cricket ranges from player contracts, governance, real estate development of high-profile cricket grounds, and finance related matters for leading clubs.

- **Star India** in relation to their successful bid for the global audio-visual rights for ICC Events from 2015-2023 and their ongoing relationship with the ICC.
- **Marylebone Cricket Club** on a number of issues in relation to Lord's cricket ground including rent review, the alterations provisions in the Club's lease and redevelopment proposals.
- **Lancashire County Cricket Club Limited** on various financing related matters.
- **The England and Wales Cricket Board** on
 - matters relating to the extension of players' standard form contract of employment for county cricketers, modifications to the Performance Related Fee Programme and the eligibility of cricketers under the ECB's qualification regulations.
 - its major sponsorship and kit supply agreement with Adidas, whereby Adidas became sponsor of ECB and the official kit supplier of ECB and Team England.

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Sailing & rowing

We have acted for high profile boat races and tournaments, corporate sponsors, and provided pro-bono advice for sailing voyages.

- **eXXpedition**, an all-female sailing voyage exploring the effects of plastics and toxins in our oceans, with pro bono advice on structuring, contracting and project governance.
- **Volvo Ocean Race** on all aspects of the organisation, administration and implementation of their round the world race, including media and sponsorship agreements and all agreements between the race organisers and the competing teams.
- **Cambridge University Boat Club** in relation to a reorganisation of the club and establishment of the Cambridge University Rowing Foundation.
- **Boat Race Company Limited** on its agreement with the BBC in respect of the broadcast and online distribution rights for the Boat Races.
- **Yacht Squadron Racing Limited** in relation to the British challenge for the 35th America's Cup.
- **INEOS** in connection with proposals to sponsor Ben Ainslie Racing Ltd in connection with the Americas Cup to take place in 2021.

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Golf

We advise clients in Golf across a range of our leading practice areas. This includes Private Equity firms on the disposal of their golf assets, golf sector organisations, and corporates on sponsorship agreements.

- **KPS Capital a global and renowned private equity firm based in New York**, on the financing aspects of the disposal of its portfolio company, TaylorMade Golf Company, Inc for USD 1,730m.
- **TaylorMade** on general competition advice including the establishment of an exclusive distribution network across the Middle East and South Africa.
- **Golf sector client** on the competition aspects of a possible merger within the sector.
- **Single Home** on a sponsorship and hosting agreement with IMG for the Volvo World Match Play Championships from 2009 – 2011 to be held at Single Home's Finca Cortesin Golf Club, Malaga.
- **World Golf Systems** on its licensing deal with Puttshack.

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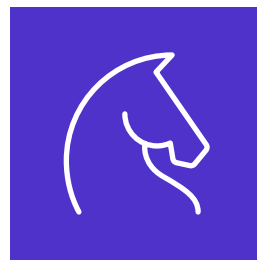
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Horse racing

Horseracing is a unique and specialist area of sport, with links to gambling, corporate integrity and financial regulation.

We have a deep understanding of the environment in which horseracing operates, with many of our lawyers advising on governance related matters for governing bodies.

- **British Horseracing Authority (BHA)** presenting an independent review for the board on the BHA's corporate governance.
- **A prominent global owner** on the establishment of his racing interests.
- **Jockey Club Racecourses** on various corporate, financing, outsourcing and contentious matters.
- **The National Maritime Museum** on its agreement with LOCOG for staging equestrian events at the London 2012 Olympic Games.

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Our experience in Tennis includes acting for leading championships and governing bodies on corporate matters concerning high profile annual tournaments and events.

- **The Lawn Tennis Association (LTA)** on its corporate structure and agreement with the All England Lawn Tennis & Croquet Club in respect of Wimbledon tennis championships and the related sale of the LTA's shares in the All England Lawn Tennis Ground plc and the All England Lawn Tennis Club (Wimbledon) Limited.

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Governing bodies

We have extensive experience acting for leading governing bodies in the sports sector on a range of governance, regulatory, crisis management, contentious, corporate and commercial issues.

We have also advised parliamentary members on the drafting of private members' bills for governing the sport industry.

- **The Football Association Premier League Limited** on an ongoing basis in respect of various high-profile and complex matters arising out of the application of the Premier League Rules, including regarding the Premier League's Owners' and Directors' Test and Associated Party Transaction rules.
- **Secretary of State for Digital Culture Media & Sport** on the UK Live Events Reinsurance Scheme put in place by the UK Government in response to the coronavirus pandemic.
- **Manchester City Council** on the development of Sports City at Eastlands in preparation for the 2002 Commonwealth Games and the subsequent letting of the stadium.
- **Ben Purkiss**, as Chairman of Professional Footballers' Association (PFA) in relation to the structure and organisation of the PFA and independent review of the PFA.
- **UK Government and the OECD** in the formulation of the International Sport Integrity Partnership announced by the then Prime Minister in May 2016, Theresa May, at the Anti-Corruption Summit. As part of this initiative we enumerated the key elements of an effective integrity policy.
- **UK Sport's Head of Governance** in producing a governance protocol for recipients of funding from UK Sport.

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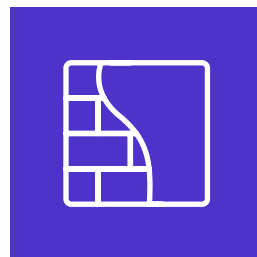
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Real estate & stadium matters

Sport Real estate is a significant part of the sector, with large scale projects requiring specific expertise.

From legacy Real estate interests to large scale stadium and infrastructure projects, we have supported some of our key clients in the sector on their home stadiums, and leading construction firms on their sport related projects. Building a stadium is one of the most significant projects any football club can undertake. From non-league to Premier League, we have advised (and continue to advise) a number of clubs on their stadium projects.

Stadium matters

- **Sir Jim Ratcliffe**, Chairman of INEOS, on the stadium aspects of his acquisition of a share in Premier League football club, Manchester United.
- **Everton Football Club** on all aspects of its ground-breaking new stadium project at Bramley Moore Dock, including advice on the structuring of the project, financing, construction, procurement, real estate and planning. We are also advising Everton on the redevelopment plans for Goodison Park.
- **Arsenal Football Club** on the financing and construction aspects of Emirates Stadium, the move

from Highbury and the subsequent redevelopment and regeneration of Ashburton Grove and Highbury. Fulham Football Club on real estate matters associated with their stadium, alongside recent tax and employment advice.

- **Borehamwood Football Club** on its stadium project, including a set of Premier League dugouts and a UEFA approved DESSO pitch.
- **Shahid Khan** in respect of his proposed offer to purchase Wembley Stadium from the Football Association.

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Sponsorships

Sport sponsorship is a large part of the sector. We have advised some of our closest relationship clients on their ventures into the sporting world.

Stadium matters

- **Arsenal Football Club** on IP licencing infringements and sponsorship agreements.
- Booking Holdings on sponsorship agreements with UEFA.

F1

- **Tata Communications Services** on its agreement to become the Official Connectivity Provider to Formula 1.
- **NTT Communications Corporation** on its appointment as “Official Technology Partner” of the McLaren-Honda Formula 1 team.

Sailing & rowing

- **Boat Race Company** Limited on a variety of sponsorship arrangements for the men’s and women’s Oxford v Cambridge University Boat Races.
- **INEOS** in connection with proposals to sponsor Ben Ainslee Racing Ltd in connection with the Americas Cup to take place in 2021.

Golf

- **Single Home** on a sponsorship and hosting agreement with IMG for the Volvo World Match Play Championships from 2009 – 2011 to be held at Single Home’s Finca Cortesin Golf Club, Malaga.

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Media companies

The broadcasting of media rights is a large source of revenue for sport organisations. We have advised some of the world's leading media companies on high value bids for rights to major sporting events.

- **ITV** on an investigation launched by the Competition and Markets Authority into companies involved in the production and broadcasting of sports content.
- **STAR India and STAR Middle East**, wholly owned subsidiaries of The Walt Disney Company, in relation to their successful bid for the global audio-visual rights for ICC Events from 2015-2023.
- **Events and Media Company** on a tender process for media rights regarding Liga Nacional de Fútbol Profesional (also known as LaLiga).
- **Global multimedia company** in relation to a high value contract for rights to multiple major sporting events.

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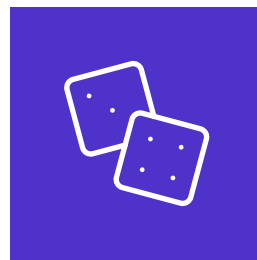
Private capital

Private equity is an increasingly important presence in the sports world, with club acquisitions and media rights in demand for investor portfolios.

We advise private equity clients on their ventures in the sports sector, on M&A, tax, bids for media and image rights, portfolio management and disposals, governance, real estate and construction, risk and contentious matters.

- **Interested parties** in respect of several approaches to acquiring different Football Clubs.
- **Starwood Capital Group** on a strategic partnership with A.S Roma to become a real estate capital partner in A.S Roma's new stadium and adjacent mixed-use real estate complex in the Tor di Valle development.
- **KPS Capital** a global and renowned private equity firm based in New York, on the financing aspects of the disposal of its portfolio company, TaylorMade Golf Company, Inc for USD 1,730m.

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Betting, gambling & sports

Betting and gambling clients have a notable presence in the sports world, with Esports an emerging market. We have experience advising on sponsorship, privacy and regulatory matters, and M&A projects within the sector.

- **GVC Holdings PLC**, the multinational sports-betting and gaming group, on a signed agreement with Playtech BGT Sports.
- **Fastball Holdings** on the UK legal aspects of the sale of its 37.2% shareholding in FanDuel Group Parent LLC to TSE Holdings Limited, a wholly-owned subsidiary of Flutter Entertainment plc, the owner of Paddy Power and Betfair. FanDuel is a USA based sport gambling company offering fantasy sports, online casino, and horse race betting products.
- **Ladbrokes** on a £2.3bn merger with Gala Coral to form one of the largest sport betting and sponsorship platforms in the UK.
- **William Hill** on
 - its acquisition by Caesars UK Holdings Limited.
 - its 2020 equity fundraising.
- **The Stars Group** on its £10bn merger with Flutter Entertainment to create one of the largest global betting and gaming companies worldwide.

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Employment and Incentives

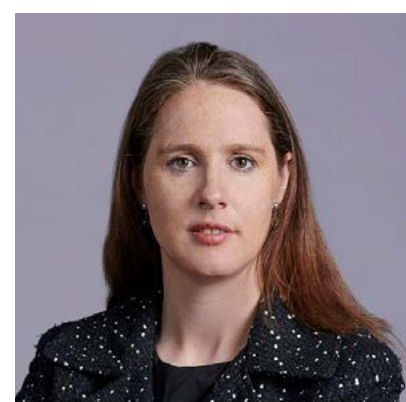


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