Strategic Sports Law and Management Contracts Training Course



28 Dec 2026 - 01 Jan 2027

Munich

5100 € (Per Person)

Ref: #LEG4974_182142

Course Introduction / Overview:

The global sports industry is a dynamic and complex ecosystem governed by a unique intersection of contract law, intellectual property, and regulatory frameworks. This course provides a comprehensive A-to-Z exploration of the legal and managerial challenges inherent in modern sports. As highlighted by renowned academic Stephen F. Ross in works like "The Law and Economics of the Business of Professional Sports," a deep understanding of legal principles is crucial for effective sports management. This program, offered by BIG BEN Training Center, is meticulously designed to equip participants with the practical skills needed to navigate this intricate landscape. We will delve into the critical aspects of athlete contracts, lucrative sponsorship deals, and the ever-evolving regulatory environment. Participants will gain the expertise to draft ironclad agreements, manage commercial rights, and ensure compliance with bodies like the World Anti-Doping Agency (WADA). This training moves beyond theory, focusing on real-world applications to prepare professionals for the high-stakes world of sports law and business, ensuring they can protect interests and maximize opportunities effectively.

Target Audience / This training course is suitable for:

- Sports Lawyers and Legal Counsel.
- Athlete Agents and Representatives.
- Sports Marketing and Sponsorship Managers.
- Contract Administrators and Managers in Sports Organizations.
- Compliance Officers within Sports Leagues and Federations.
- Directors of Athletics at Collegiate and Professional Levels.
- Business Development Managers in the Sports Industry.
- Sports Event Organizers and Managers.
- Aspiring professionals seeking a career in sports law or management.

Target Sectors and Industries:

- Professional Sports Leagues and Clubs.
- Sports Management and Marketing Agencies.
- Athlete Representation Firms.
- National and International Sports Governing Bodies.
- Collegiate Athletic Departments.
- Sports Media and Broadcasting Companies.
- Sporting Goods and Apparel Companies.
- Governmental bodies, including Ministries of Sport and National Olympic Committees.
- Esports Organizations and Leagues.

Target Organizations Departments:

- Legal and General Counsel Departments.
- Marketing and Sponsorship Departments.
- Business and Commercial Affairs.
- Athlete and Talent Management.
- Compliance and Regulatory Affairs.
- Event Management and Operations.
- Finance and Contract Administration.
- Human Resources (related to player contracts).

Course Offerings:

By the end of this course, the participants will have able to:

- Draft, review, and negotiate complex athlete employment and representation contracts.
- Structure and execute effective sponsorship, endorsement, and licensing agreements.
- Analyze and apply the rules of major sports governing bodies and federations.
- Identify and protect intellectual property rights, including trademarks and broadcasting rights.
- Manage legal risks associated with sports events, facilities, and player conduct.
- Understand the principles and procedures of sports dispute resolution, including arbitration.
- Navigate the legal complexities of anti-doping, match-fixing, and sports betting regulations.
- Evaluate and implement strategies for Name, Image, and Likeness (NIL) opportunities.
- Develop comprehensive compliance programs for sports organizations.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, moving far beyond traditional lectures. This course employs a blended learning approach that combines expert-led instruction with hands-on, practical application. A cornerstone of the program is the extensive use of case studies based on landmark legal disputes and pivotal contract negotiations from the world of sports. Participants will engage in mock negotiation sessions, simulating the process of finalizing athlete contracts and sponsorship deals, which allows them to practice their skills in a controlled, constructive environment. Collaborative group workshops will encourage peer-to-peer learning and problem-solving, tackling complex scenarios related to regulatory compliance and risk management. Interactive Q&A sessions, practical exercises, and role-playing activities are integrated throughout the five days to ensure deep comprehension and skill retention. Our expert facilitators provide continuous feedback, guiding participants to translate theoretical knowledge into tangible, real-world capabilities applicable in their professional roles. This dynamic approach ensures a rich and engaging learning experience.

Course Agenda (Course Units):

Unit One Foundations of Sports Law and Governance

- Introduction to the field of sports law.
- The structure of national and international sports governance.
- Key legal principles applicable to sports (contract, tort, and agency law).
- The role of governing bodies like the IOC, FIFA, and WADA.
- Understanding the legal status of professional sports leagues and clubs.
- Sources of law in the sports industry.
- Ethical considerations and professional responsibility in sports representation.

Unit Two Mastering Athlete Contracts and Representation

- Drafting and analyzing player and athlete employment contracts.
- Key clauses: salary, bonuses, termination, and conduct.
- The role and regulation of sports agents.
- Negotiating agent representation agreements.
- Understanding collective bargaining agreements (CBAs) in professional leagues.
- Emerging issues: Name, Image, and Likeness (NIL) rights and contracts.
- Legal aspects of player transfers and loans.

Unit Three Commercial Rights, Sponsorship, and Media

- Structuring and negotiating sponsorship and endorsement agreements.
- Protecting and licensing intellectual property: trademarks and logos.
- The law of sports broadcasting and media rights.
- Ambush marketing and preventative legal strategies.
- Merchandising and licensing agreements in sports.
- Data protection and privacy issues for athletes and fans.
- Navigating digital media and social media policies.

Unit Four Regulatory Compliance and Risk Management in Sports

- An overview of anti-doping regulations and the WADA Code.
- Legal frameworks for combating match-fixing and illegal betting.
- Health and safety regulations for athletes and spectators.
- Premises liability for sports venues and facilities.
- Managing risks associated with sports event organization.
- Disciplinary procedures and sanctions in sports.
- Corporate governance and financial fair play regulations.

Unit Five Dispute Resolution and Future Trends in Sports Law

- Litigation in sports: courts vs. alternative dispute resolution.
- The role and function of the Court of Arbitration for Sport (CAS).
- Mediation and arbitration processes in resolving sports disputes.
- The rise of esports: legal and regulatory challenges.
- The impact of technology and data analytics on sports law.
- Sustainability and human rights considerations in sports.
- Preparing for the future of the sports legal landscape.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Considering the rise of athlete activism and digital media, how should traditional sports contracts and sponsorship agreements evolve to balance commercial interests with players' rights to free expression?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself through its holistic and intensely practical approach to the multifaceted world of sports law and management. While other programs may focus narrowly on legal theory, this training provides a comprehensive 360-degree view, seamlessly integrating contract law, commercial rights management, regulatory compliance, and dispute resolution. Its unique strength lies in its emphasis on real-world application, moving participants from passive learning to active problem-solving through mock negotiations and in-depth case studies of landmark sports legal battles. The curriculum is forward-looking, dedicating significant attention to emerging and often-overlooked areas such as esports law, Name, Image, and Likeness (NIL) rights, and data privacy in sports, ensuring the skills learned are not just current but also future-proof. By focusing on the strategic intersection of legal doctrine and business acumen, the course equips professionals not just to understand sports law, but to leverage it as a powerful tool for risk mitigation, value creation, and effective management in the high-stakes global sports industry.