



# Course on commercial contracts in sports

**High-specialization training**  
From June 18 to 27, 2025

With the support of:

**Entelequia  
& Partners**

 **BARCELONA  
SPORTS  
HUB**





## Introduction

This course provides you with the key tools to negotiate, draft, and manage strategic agreements in a highly competitive market. Learn from experts about sponsorship contracts, image rights, player agreements, and much more. Whether you're a lawyer, agent, executive, or athlete, this course will give you the knowledge needed to protect your interests and maximize opportunities. Enroll now and take your career to the next level!

An outstanding faculty shaping future leaders in Sports Law for the management of commercial contracts in the sports industry

# Format & enrollment

The **Course on commercial contracts in sports** provides an intensive learning format that maximizes the student's time, accelerates the learning process, and ensures the achievement of key objectives in the short term.

Enhance your career through specialized expertise



**From June 18  
to 27, 2025.  
Six sessions from  
Wednesday to Friday**



**16 hours**



## Streaming

The sessions will be recorded and accessible for viewing for two weeks for those unable to attend.



**Language  
English**



**Tuition fees  
365 €**

Taxes included



# Teaching staff

The **Commercial Contracts in Sports Course** by **Sports Law Hub** boasts a distinguished faculty of top-tier professionals and experts in sports law and commercial contracts. Our instructors bring extensive experience and specialized expertise in key areas of sports and commercial legislation, while also leading the legal departments of prestigious international sports organizations. Committed to academic excellence, they deliver a high-level training program that seamlessly integrates theory and practice, equipping students with the skills to navigate the complexities of the sports law industry.

## International expertise

Our experts have collaborated with global sports organizations, federations, top-tier clubs, and prestigious law firms, providing them with a unique, practical, and strategic perspective on the industry's most pressing challenges.

## Specialized approach

With deep expertise in international commercial regulations and key legal frameworks, they offer a comprehensive understanding of sports law and strategic commercial practices within the industry.

## Proven educational background

Alongside their professional expertise, they possess extensive experience in teaching, effectively sharing their knowledge and skills in a clear, practical, and results-driven approach.

These are some of the confirmed instructors (faculty participation may be subject to change):



**Mario Tenore**

Partner at **Pirola, Pennuto, Zei & Associati** (Milan)



**Edgar Izcara**

Legal Counsel at **Kosmos & Kings League**

**K O S M O S**



**Marta Utor**

Senior Legal Adviser  
(business and commercial affairs)  
at **Euroleague Basketball**





Dominate the **commercial strategies** and key **legal aspects** that drive major sponsorship deals and partnerships in the sports industry.

# Structure

The **Course on commercial contracts in sports** is an intensive 16-hour program delivered over 6 sessions.

## Module 1:

The exploitation of commercial rights in the sports industry

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## Module 2:

Contracting with suppliers and consumers

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## Module 3:

Due diligence, compliance, and tax matters

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## Module 4:

Key aspects in the negotiation and drafting of commercial contracts

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## Module 5:

Innovation and emerging trends in contracts within the sports industry

# Course timetable

From June 18 to 27, 2025.

Sessions from Wednesday to Friday.

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June 18 from 17:00 to 19:00 CET

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June 19 from 17:00 to 20:00 CET

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June 20 from 16:00 to 18:00 CET

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June 25 from 17:00 to 20:00 CET  
June 26 from 17:00 to 20:00 CET  
June 27 from 16:00 to 17:30 CET

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June 27 from 17:30 to 19:00 CET

## Who is this course aimed at?

This course is tailored for professionals in the sports industry who want to gain in-depth knowledge of the legal and commercial aspects of commercial contracts. It is perfect for sports lawyers, player agents, executives, and marketing managers from clubs and federations, as well as sports managers and consultants looking to enhance their expertise in commercial contracts and strategic agreements that shape the sports world.

The course is also perfect for business professionals who wish to understand the specific details of the sports industry, such as sponsorship negotiations, image rights, and licensing agreements—all of which are crucial elements in commercial contracts within sports. It is also aimed at athletes and former athletes who want to manage their commercial contracts and economic rights more effectively.

In short, this course is for anyone who wants to gain specialized, practical knowledge of commercial contracts in the dynamic and competitive sports sector.

Module 1:

**The exploitation of commercial rights in the sports industry**



Industrial and intellectual property

Proper protection of industrial and intellectual property

Ownership, transfer, or assignment of these rights

Restrictions on the exploitation of these rights

Ambush marketing

Module 2:

**Contracting with suppliers and consumers**



Key aspects in negotiating and drafting major contracts with suppliers in the sports industry:

Stadium and facility rentals

Ticketing platforms

Event production

Artists and performers

Photographers, influencers, and celebrities

Transportation and accommodation

Module 3:

**Due diligence, compliance, and tax matters**



The pre-due diligence process

The importance of adhering to sports rules and regulations

Compliance clauses

Tax and fiscal considerations

Module 4:

**Key aspects in the negotiation and drafting of commercial contracts**



Broadcasting contracts

Agency and representation contracts

Sponsorship contracts

Licensing agreements

Merchandising and sports equipment contracts

Module 5:

**Innovation and emerging trends in contracts within the sports industry**



Current trends in the sports industry and their impact on commercial contracts

Impact of technology on contracts:

- Smart contracts
- Digital platforms and blockchain

Asset tokenization:

- Fan tokens (utility tokens)
- Exploiting rights through Non-Fungible Tokens (NFTs)

The unique characteristics of the eSports sector

# Enrolment & certification process

To enroll in this course, please follow the registration process on the Sports Law Hub website: [www.sportslawhub.com](http://www.sportslawhub.com), before the deadline of June 6, 2025.

Payment can be made by bank transfer, credit or debit card or PayPal.

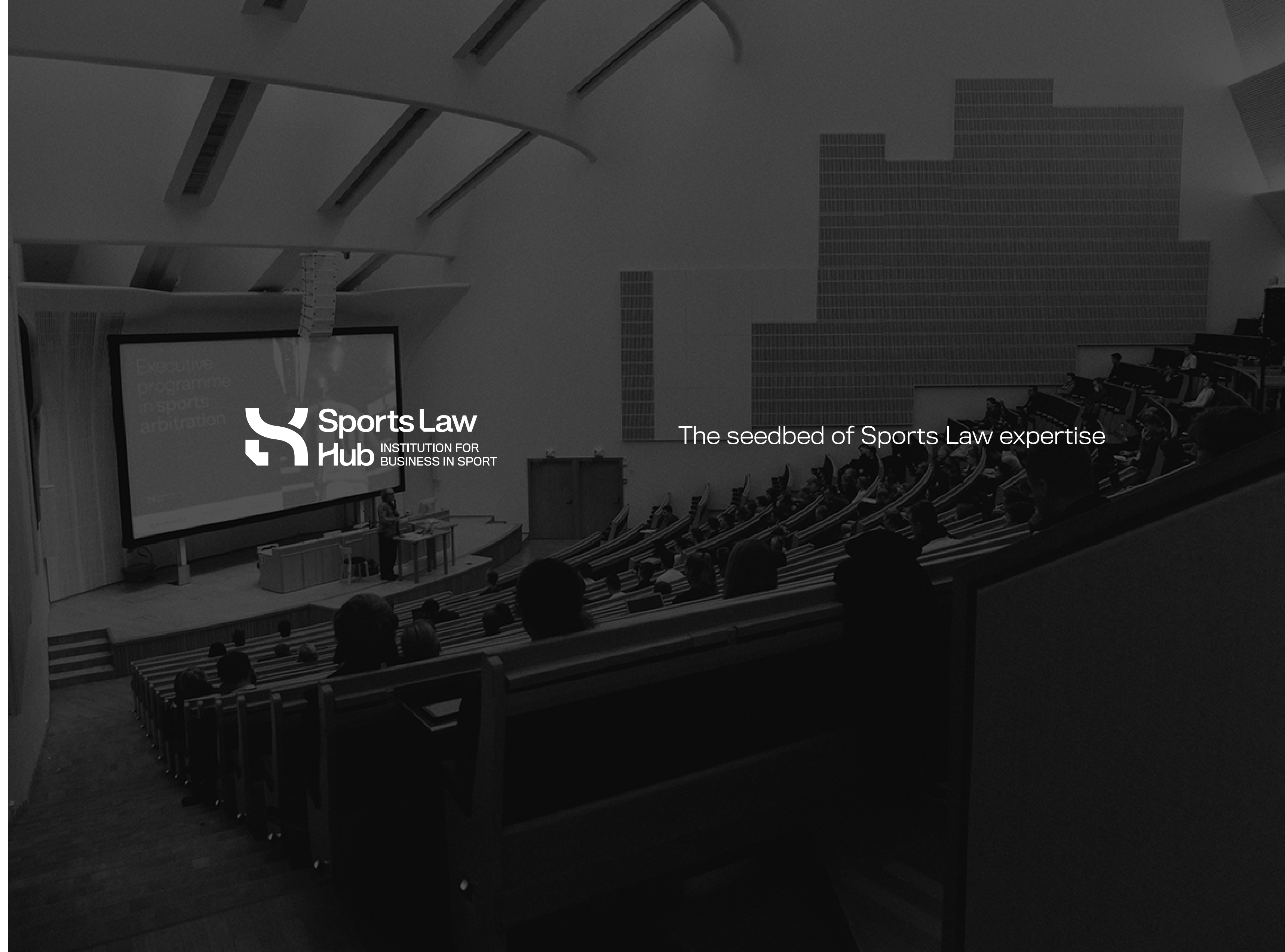
Upon completion of the **Commercial Contracts in Sports course**, participants will receive an official certificate from **Sports Law Hub**. This certificate recognizes the professional competencies gained and opens up career opportunities in sports clubs, talent agencies, sports federations, and various other organizations within the sports industry.

If you have any questions or need additional information about any aspect of the course, please do not hesitate to contact us, our team will be pleased to assist you.

 [info@sportslawhub.com](mailto:info@sportslawhub.com)

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The course will be conducted subject to a sufficient number of registrants.



With the support of:

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 BARCELONA  
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HUB

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 IIDD

 ISLA  
International Sport  
Lawyers Association

 Funded by  
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