



2nd Edition

Course on commercial contracts in sports

From 2 to 30 June 2026

6 sessions on afternoons from 17:00 to 19:00 CET

Supported by:

**Entelequia
& Partners**

 **BARCELONA
SPORTS
HUB**



IFFA
INTERNATIONAL FEDERATION
OF FOOTBALL AGENTS

 **ISLA**
International Sport
Lawyers Association





LEARN FROM THE BEST

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

Course format and registration

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.

From 2 to 30 June 2026

6 sessions on afternoons
from 17:00 to 19:00 CET



12 hours



English



Tuition fees 570€

All taxes included



Format & access

Live Sessions: Attend in real-time or watch recordings of any sessions you miss.

Post-June 30 Registrations after this date will grant access to the full On-Demand (self-paced) format.

Registration Deadline:
December 31.



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

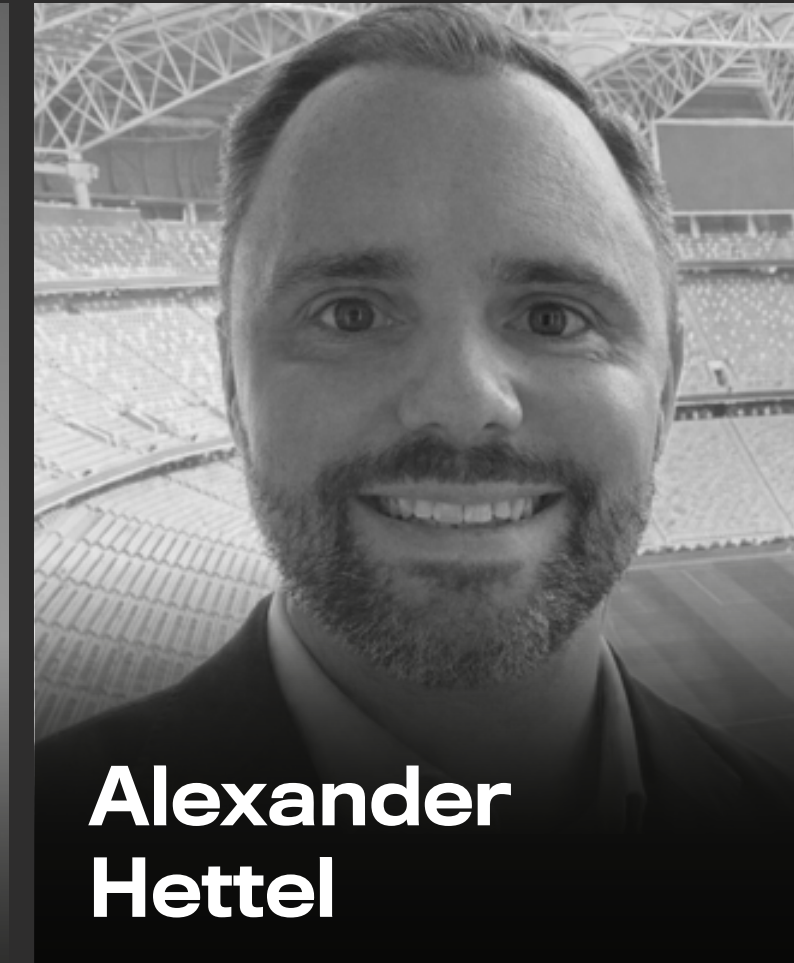
Alongside their professional expertise, they possess extensive experience in teaching, effectively sharing their knowledge and skills in a clear, practical, and results-driven approach.

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



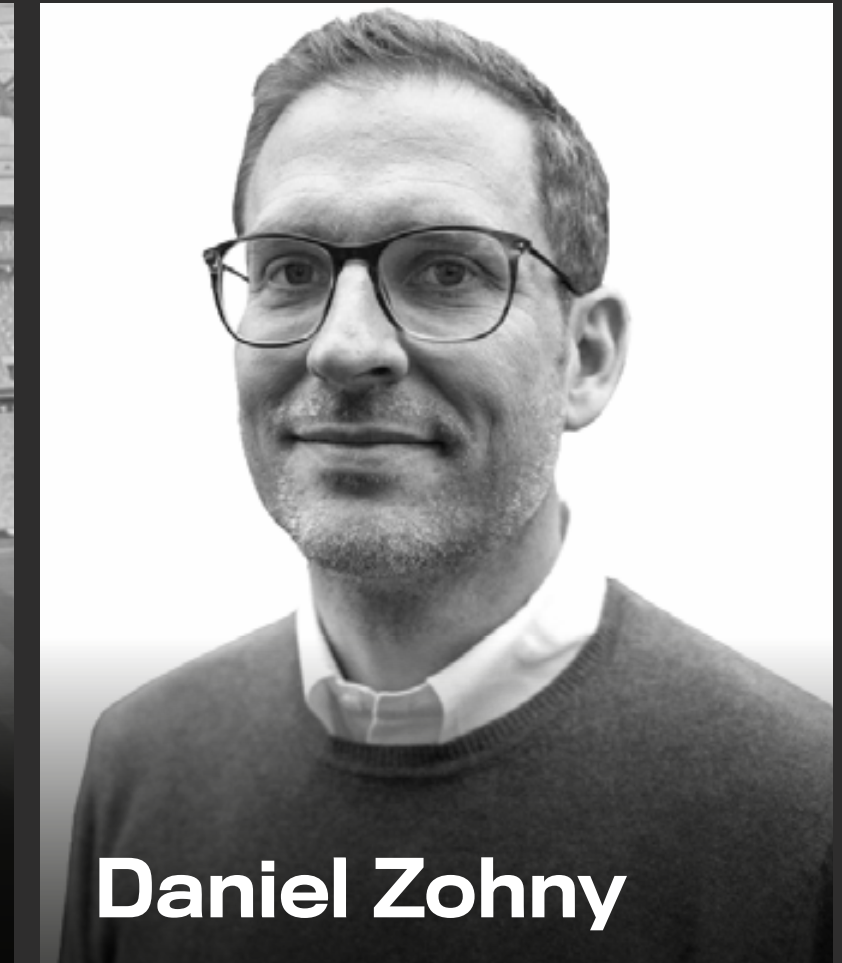
Marta Utor

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



Alexander Hettel

Sports, Media & Events Lawyer



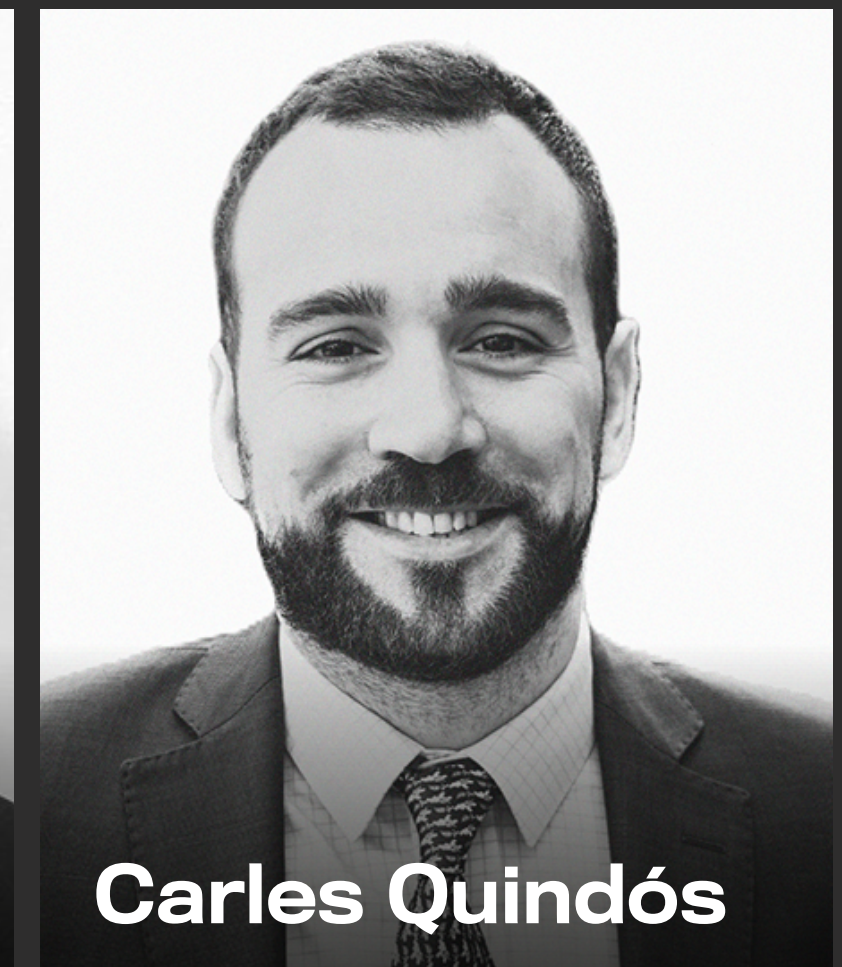
Daniel Zohny

Partner at **Abion**



Marcos Ramos

Legal Counsel at **MotoGP Sports Entertainment Group**



Carles Quindós

Co-founding Partner at **Olmia Legal Abogados, S.L.P.**



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 12-hour program delivered over 6 sessions.

Module 1:

Contracts with suppliers and Consumers

Module 2:

IP Rights in Sports

Module 3:

Media Rights

Module 4:

Sponsorship and licencing agreements

Module 5:

Tax matters in sports

Module 6:

Digital media trends in sports

Course timetable

From 2 to 30 June 2026.

June 2 from 17:00 to 19:00 CET

June 4 from 17:00 to 19:00 CET

June 9 from 17:00 to 19:00 CET

June 16 from 17:00 to 19:00 CET

June 23 from 17:00 to 19:00 CET

June 30 from 17:00 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:

Contracts with suppliers and Consumers



- Venue & Stadium Agreements
- Events Productions
- Transport & Accommodation
- Artists, Photographers, Influencers And Celebrities
- Ticketing Platforms

Module 2:

IP Rights in Sports



- Intro to Intellectual Property Rights in Sports
- Case Study: IP Protection in Sports
- Brand development and clearance
- IP registration
- Brand Protection / IP enforcement (acting against infringers)
- IP Issues in commercial agreements in sports

Module 3:

Media Rights



- What are media rights in sports?
- Who owns media rights?
- Legal framework for media rights in sports (including the EU perspective)
- Key elements of Media Rights Agreements
- Common mistakes in media rights contracts

Module 4:

Sponsorship and licencing agreements



- The difference between sponsorship and licensing contracts
- Key elements of sponsorship and licensing contracts
- Title sponsors
- Collective image rights vs. individual image rights
- Sports apparel

Module 5:

Tax matters in sports



- OECD Model;
- Taxation of income from image rights;
- Taxation of sports performance.

Module 6:

Digital media trends in sports



- Emerging Technologies: blockchain, NFTs, and Metaverse;
- Digital Content: Ownership, licensing, and monetization of digital assets;
- AI legal issues.

Enrolment & certification process

To enroll in this course, please follow the registration process on the **Sports Law Hub** website:

www.sportslawhub.com - The registration deadline is December 31 (from June 30, the course is only offered in on-demand format).

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

A few days before the course begins, participants will receive the course calendar brochure, along with instructions for connecting to the live sessions and accessing the recorded content on demand.

Upon completion of the course, participants will receive an official **Sports Law Hub** certificate recognizing their participation and successful completion of the training program. This certificate validates the training hours completed in international tax strategy, enhancing their professional profile and opening up new career opportunities in this highly specialized field.

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

 +34 613 869 908

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



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Hub INSTITUTION FOR
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