



# Our global sports practice

## *Expertise and experience*

---

Our global sports practice stands at the forefront of the sports industry, providing an extensive and comprehensive suite of legal services tailored to meet the unique demands of teams, leagues, and organizations. With a winning combination of deep industry knowledge and hands-on experience, we excel at navigating the complex and ever-evolving landscape industry. From M&A, financing, commercial contracts, and sponsorship transactions to regulatory compliance, dispute resolution, and intellectual property protection. Our team works closely with clients to develop and implement legal strategies that not only address immediate challenges but also support long-term goals, commercial and legal strategies. Our commitment to excellence, combined with our passion for the sector, drives us to deliver winning results, enabling clients to focus on what they do best—achieving greatness on and off the field.

### **A TRUSTED ADVISOR TO THE BIGGEST NAMES IN SPORT**

---

Our team has experience advising the biggest names in professional sports, and well-known investors such as the Fenway Sports Group and the Glazer family on their international assets.

### **GLOBAL BREADTH AND DEPTH ACROSS LEGAL SERVICES**

---

With nearly 4,000 lawyers globally, we are equally fluent in U.S. law, English law, and the laws of the world's most dynamic markets.

Our clients benefit from the collective experience of teams who work with many of the world's most influential companies and institutions and have a history of precedent-setting innovations.

### **COMMERCIAL GOALS**

---

As the sports industry continues to experience rapid growth globally, we are seeing larger and more complex commercial structures in ownership, financing, management, sponsorship, broadcasting, licensing, naming rights and stadia builds, where our integrated international practice adds unique experience and value to projects.

### **A TEAM THAT CHAMPIONS YOUR SUCCESS**

---

Our lawyers are not just legal advisors; they are advocates and partners in our clients' commercial success. With a track record of representing a diverse clientele, including individual athletes, sports teams, leagues, financiers and sponsors, A&O Shearman's global sports practice is adept at delivering personalized solutions that reflect the unique objectives and challenges of each client.



# Strategic M&A solutions in sport: driving long-term value and growth

## **A VENTURE CAPITAL FIRM**

---

as part of a consortium on its investment  
in Aston Villa FC

## **ABU DHABI UNITED GROUP**

---

in its acquisition of 90% of Manchester  
City Limited, the holding company of  
Manchester City Football Club

## **ABU DHABI'S AABAR INVESTMENTS**

---

in its joint venture with Daimler AG for  
the acquisition of a majority stake in  
Brawn GP (now known as Mercedes GP  
Petronas Formula One Team)

## **AN ENTREPRENEURIAL AND INVESTMENT FIRM**

---

in the context of an investment in Sorare

## **BRICK CITY HOCKEY LLC AND MICHAEL GILFILLAN**

---

in connection with the sale of their  
interests in the New Jersey Devils and  
Prudential Center to Jeffrey Vanderbeek

## **CONSOLIDATED MEDIA INDUSTRIES (CMI)**

---

on a variety of M&A transactions  
including the EUR54 million sale  
of Infostrada Sports

## **CO-PRINCIPAL OWNER OF THE NEW JERSEY DEVILS**

---

in matters related to their investment  
in the franchise

## **EVONIK INDUSTRIES AG**

---

on the acquisition of an equity interest  
of approximately 9.06% in Borussia  
Dortmund GmbH & Co. KGaA and  
extending the main sponsor agreement  
with Borussia Dortmund until  
2024/2025

## **EYEWORKS, A DUTCH MEDIA PRODUCTION COMPANY**

---

on a variety of matters including  
the tender issued in respect of the  
production linked to the broadcast of  
Dutch Premier League football matches

## **FAIRFAX FINANCIAL HOLDINGS LIMITED**

---

in its joint “stalking horse” bid with  
Sagard Capital Partners to acquire  
sports equipment manufacturer  
Performance Sports Group out  
of bankruptcy





## **FENWAY SPORTS GROUP**

---

in its acquisition of a controlling interest in the Pittsburgh Penguins ice hockey team

## **FENWAY SPORTS GROUP**

---

in its acquisition of a controlling interest in Boston Common Golf, a team in the TGL, a new professional golf league

## **FENWAY SPORTS GROUP**

---

in its acquisition of Liverpool FC

## **FENWAY SPORTS GROUP**

---

in its sale of a minority interest in Liverpool FC to Dynasty Equity

## **FENWAY SPORTS GROUP**

---

in its sale of Salem Red Sox to Diamond Baseball Holdings

## **FENWAY SPORTS GROUP**

---

in various transactions, including its investment by RedBird Capital Partners, its investment in the SpringHill Company, its investment in GOAL (Green Operations & Advanced Leadership), its ownership of the Boston Red Sox, and New England Sports Network, as well as its interests in Roush Fenway Keselowski Racing

## **FENWAY SPORTS GROUP**

---

on their extended partnership with LeBron James and sports executive Maverick Carter through an investment in LRMR Ventures LLC

## **FLANDERS CLASSICS**

---

on the merger with Golazo NV into a new company “We Ride”

## **FOX INTERNATIONAL CHANNELS**

---

on the acquisition of a 51% interest in Eredivisie Media & Marketing (EMM), the media and marketing company of the 18 Dutch Premier League (Eredivisie) clubs acting through Eredivisie CV, with Endemol and KNVB (Royal Netherlands Football Association) as minority participants

## **FOX INTERNATIONAL CHANNELS**

---

on the broadcast license contract for the Belgian premier league competition

## **ICEARIZONA ACQUISITION CO., LLC, A CONSORTIUM OF CANADIAN AND U.S. INVESTORS**

---

in a leveraged acquisition of the Arizona (formerly Phoenix) Coyotes of the National Hockey League, on the sale of 51% of the franchise to Andrew Barroway

## **INVESTOR GROUP**

---

in its bid to purchase the Los Angeles Dodgers

## **JOHN W. HENRY AND FLORIDA MARLINS BASEBALL CLUB, LLC**

---

in their sale of assets of the Florida Marlins professional baseball club to Jeffrey Loria and Florida Marlins, LP

## **JOHN W. HENRY**

---

in his acquisition of Florida Marlins Baseball, Ltd

## **JOHN W. HENRY**

---

in the sale of his interest in the New York Yankees, and in his acquisition and subsequent sale of the Florida Marlins

## **JORGE VERGARA AND ANGELICA FUENTES**

---

in connection with their acquisition of the interests in Chivas USA, of Major League Soccer, that they did not already own

## **KING STREET CAPITAL MANAGEMENT**

---

in its acquisition and subsequent restructuring and sale of FC Girondins de Bordeaux

## **MINORITY INVESTOR**

---

in a potential Las Vegas arena project

## **MINORITY OWNER OF THE COLORADO ROCKIES**

---

in initial and follow-on investments in the Colorado Rockies

## **NELSON DOUBLEDAY JR.**

---

in the sale of his 50% interest in the New York Mets to Fred Wilpon

## **PARAMOUNT GLOBAL (F/K/A VIACOMCBS INC.)**

---

in the sale of Madison Square Garden, including the New York Knicks, New York Rangers and MSG Network

**PATHÉ (A LEADING EUROPEAN CINEMA PRODUCTION COMPANY) AND IDG CAPITAL (A HONG KONG BASED PRIVATE EQUITY INSTITUTION)**

---

in relation to the sale of their stakes in Olympique Lyonnais to Eagle Football Holdings LLC

**PRO SPORT**

---

on the sale of the broadcasting rights of the Dutch soccer league

**SAPINDA HOLDING B.V.**

---

on the signing of a sponsorship agreement with Formula 1 team Scuderia Toro Rosso

**SRIXON SPORTS**

---

on the acquisition of G Rev's golf equipment import, marketing and distribution business

**STICHTING ADMINISTRATIEKANTOOR NEDGOL (A CONSORTIUM OF INVESTORS AND SECTOR EXPERTS)**

---

on the acquisition of a stake in the Golazo-group, which is a leading sports event organization group based in Belgium and active in Europe

**STRATEGIC SPORTS GROUP, AN INVESTMENT CONSORTIUM LED BY FENWAY SPORTS GROUP**

---

in its USD1.5 billion investment in PGA TOUR Enterprises

**THE FOOTBALL ASSOCIATION**

---

on the proposed sale of Wembley Stadium, the UK's national football stadium

**THE WOMEN'S PROFESSIONAL SOCCER LEAGUE**

---

from inception through launch

**WASHINGTON BASEBALL CLUB LLC (LED BY FRED MALEK AND JEFFREY ZEINTS)**

---

in its proposed acquisition of the Washington Nationals baseball franchise



# Financial expertise in sport: achieving results through effective solutions

## HPS INVESTMENT PARTNERS

---

on the financing supporting CVC's minority investment into the commercial subsidiary of the Ligue de Football Professionnel, incorporated for the purposes of the commercialization of the audio-visual rights of the French football league

## THE LENDERS

---

in connection with the EUR-2bn financing by CVC of La Liga, the top professional division of the Spanish football league

## WATERLAND PRIVATE EQUITY AND ITS PORTFOLIO COMPANY GLOBAL EQUESTRIAN GROUP

---

on its group refinancing and acquisition financing of Palm Beach International Equestrian Centre

## THE ARRANGERS

---

on a GBP75m bond issue for Chelsea Football Club to assist in the settling of debts and to fund various construction projects at the Stamford Bridge stadium

## AN ENGLISH PREMIER LEAGUE TEAM

---

on its issue of GBP500m (equivalent) senior secured notes

## THE GLAZER FAMILY

---

on the GBP575m senior and second lien refinancing for Manchester United

## TWO MAJOR INVESTMENTS BANKS, ACTING AS ARRANGERS

---

on a financing to a subsidiary of FC Internazionale Milano S.p.A.

## THE STATE BANK OF INDIA

---

in relation to a loan facility for Blackburn Rovers

## THE LENDERS

---

on the senior debt refinancing of Sunderland AFC

## A MULTINATIONAL FINANCIAL INSTITUTION

---

on credit documentation and related derivatives transactions in relation to Barcelona Football Club's structured financing arrangements

## THE FINANCIAL INSTITUTIONS

---

on the inaugural issue of a EUR175m non-convertible bond by Juventus Football Club. This transaction represents the first senior unsecured bond issued by a football club as well as one of the few bond issuances of an Italian premier league club

## LILLE OLYMPIQUE SPORTING CLUB (LOSC)

---

on decisions taken by the DNCG, the accounting committee of the Fédération Française de Football, the DNCG acting on behalf of the FFF

## SEVEN FOOTBALL CLUBS

---

in proceedings before the Conseil d'Etat against a settlement agreement entered into by the French Football Federation (Ligue de Football Professionnel) and the AS Monaco football club



# Corporate & commercial: shaping the future of sport through strategic counsel

## AN INVESTOR

---

on its investment into Extreme E Hong Kong Holdings Limited (Extreme E), the parent company of the Extreme E Electric Off-Road Racing Series

## LEADING F1 TEAM

---

on its proposed collaboration and sponsorship arrangements with a new lead sponsor

## SAUDI ARAMCO

---

on its strategic partnership with the Aston Martin Formula 1 team, including sponsorship arrangements

## THE SHAREHOLDERS

---

in the sale of a majority share in Palermo Football Club to the City Football Group

## DORILTON CAPITAL MANAGEMENT LLC

---

on the acquisition of the Williams Formula 1 team (Williams Grand Prix Engineering Limited)

## MAUVAVIE BV

---

an investment vehicle of Belgian media entrepreneur Wouter Vandenhaute and CVC managing partner Geert Duyck, on an investment by means of a capital increase in Royal Sporting Club Anderlecht SA/NV

## CVC CAPITAL PARTNERS

---

on its investment in Gaming1 and its related financing

## INVESTOR-BACKED SAVVY GAMING GROUP

---

on the USD1.5bn acquisition of ESL Gaming (the world's largest independent esports company) and Facelt Limited (the leading digital platform for competitive multiplayer games)





## **AN ENGLISH PREMIER LEAGUE FOOTBALL CLUB**

---

on the extension/renegotiation of its main shirt sponsor

## **AN ENGLISH PREMIER LEAGUE FOOTBALL CLUB**

---

on various commercial matters including the development of its standard form sponsorship agreement and its long-term merchandising agreement with Adidas AG

## **A LEADING MANUFACTURER**

---

of licensed sports attire on a co-branding and licensing agreement with a leading premier league team to use their name and crest on various clothing products

## **THE YOKOHAMA RUBBER CO.**

---

on the negotiation of a five-year sponsorship agreement with Chelsea FC

## **VARIOUS CORPORATES AND BRANDS**

---

on their partnership arrangements with FIFA and UEFA, including sponsorship for international tournaments

## **A CHINESE COMPANY**

---

on its exclusive three-year sponsorship deal with the Asian Football Confederation

## **HONG KONG CABLE TELEVISION**

---

on its exclusive rights to broadcast the World Cup series in Hong Kong and obtaining injunctive relief against a company offering to distribute satellite signals in Hong Kong via its SMATV system

## **NEWS CORPORATION**

---

on a guarantee of Star India's contract for broadcasting rights with The Football Association Premier League Limited as counterparty (this is the U.K. body which owns broadcasting rights for U.K. Premier League football matches etc)

## **SERIE B CLUBS**

---

on the evaluation of the potential media rights for Serie B, Italian football's second-highest division

## **GLOBAL BRANDS GROUP**

---

on the terms for the licensing and exploitation of FIFA merchandising rights



# Sports disputes & litigation: resolving complex issues with precision



## **A GOVERNMENT-OWNED INVESTMENT COMPANY**

in an ICC arbitration relating to the disputed termination of a long-term sponsorship agreement and the redevelopment of a major European sporting venue. We successfully defended our client against all claims, valued at more than EUR-400m

## **A GLOBAL SPORTS BRAND**

on the data protection aspects of a ransomware attack affecting a number of its core systems

## **SHOWTIME NETWORKS INC.**

in connection with various boxing matters, including litigations involving the former heavyweight champion Mike Tyson

## **COUNSEL TO A MAJOR GLOBAL BANK**

in DOJ investigations into Bank Secrecy Act and Anti-Money Laundering policies and procedures relating to FIFA

## **DEFEATED CLASS CERTIFICATION FOR THE NFL**

in a Federal suit brought on behalf of ticketholders for Super Bowl XLV arising from alleged issues with temporary stadium seating and won subsequent jury trial on remaining individual claims. Defeated plaintiffs' appeal to the Fifth Circuit

## **DEFENDED THE NFL**

in putative class actions pending in California and Ohio arising from the Pro Football Hall of Fame's cancellation of the 2016 Hall of Fame exhibition game. After the NFL filed motion to dismiss, plaintiffs voluntarily dismissed the NFL from the case

## **THE OWNERS OF AN ENGLISH PREMIER LEAGUE TEAM**

in a dispute with the Premier League in relation to its ownership structure

## **AN ENGLISH PREMIER LEAGUE CLUB**

in the High Court in connection with the infringement of its trade mark and unregistered rights in connection with Sega's use of indicia related to the club in its Football Manager game

#### **RANGERS FOOTBALL CLUB**

---

on a series of disputes with a subsidiary of the Sports Direct Group relating to the manufacture and sale of Rangers-branded merchandise

#### **BELGIAN PREMIER LEAGUE FOOTBALL CLUB KV MECHELEN**

---

in the context of allegations of match-fixing, bribery and money laundering

#### **AN AMERICAN VIDEO GAME COMPANY**

---

against several former French football players in relation to the unauthorized use of their likeness in a video game

#### **THE OWNERS OF AN ENGLISH PREMIER LEAGUE CLUB**

---

on a wide range of regulatory issues under Premier League, UEFA and FIFA rules.

#### **ADVISING FOOTBALL FEDERATION AUSTRALIA**

---

in relation to foreign bribery investigations being conducted by the Australian Federal Police relating to payments made by FFA to CONCACAF during Australia's bid for the 2022 FIFA World Cup

#### **A GLOBAL INVESTMENT MANAGEMENT COMPANY**

---

in the context of discussions between a French professional football club and the financial regulator of the French professional football league

#### **ASSISTING ELECTRONIC ARTS**

---

against several French football players in relation to the unauthorized use of their likeness in the game FIFA

#### **ASSISTING A COLLECTIVE OF PROFESSIONAL ATHLETE INVESTORS**

---

in clearing rights in respect of the game Soccer Arena

#### **ASSISTANCE FOR THE GIBRALTAR RUGBY FOOTBALL UNION**

---

in relation to its potential challenge of a decision of the European Rugby Federation (refusing the admission of Gibraltar Rugby Football Union as a member) before French courts

For more information, please contact:

## LONDON

---

Allen Overy Shearman Sterling (Holdings) Limited  
One Bishops Square  
London  
E1 6AD  
United Kingdom

Tel +44 20 3088 0000  
Fax +44 20 3088 0088

## Global presence

A&O Shearman is an international legal practice with nearly 4,000 lawyers, including some 800 partners, working in 29 countries worldwide. A current list of A&O Shearman offices is available at [aoshearman.com/en/global-coverage](https://aoshearman.com/en/global-coverage).

A&O Shearman means Allen Overy Shearman Sterling LLP and/or its affiliated undertakings. Allen Overy Shearman Sterling LLP is a limited liability partnership registered in England and Wales with registered number OC306763. Allen Overy Shearman Sterling (Holdings) Limited is a limited company registered in England and Wales with registered number 07462870. Allen Overy Shearman Sterling LLP (SRA number 401323) and Allen Overy Shearman Sterling (Holdings) Limited (SRA number 557139) are authorised and regulated by the Solicitors Regulation Authority of England and Wales.

The term partner is used to refer to a member of Allen Overy Shearman Sterling LLP or a director of Allen Overy Shearman Sterling (Holdings) Limited or, in either case, an employee or consultant with equivalent standing and qualifications or an individual with equivalent status in one of Allen Overy Shearman Sterling LLP's affiliated undertakings. A list of the members of Allen Overy Shearman Sterling LLP and of the non-members who are designated as partners, and a list of the directors of Allen Overy Shearman Sterling (Holdings) Limited, is open to inspection at our registered office at One Bishops Square, London E1 6AD.

A&O Shearman was formed on 1 May, 2024 by the combination of Shearman & Sterling LLP and Allen & Overy LLP and their respective affiliates (the legacy firms). This content may include material generated and matters undertaken by one or more of the legacy firms rather than A&O Shearman.

© Allen Overy Shearman Sterling LLP 2024. This document is for general information purposes only and is not intended to provide legal or other professional advice.