

Sponsorship



*'A leading sports sponsorship practice
with a "first-class service"'*

Legal 500, 2006

Harbottle & Lewis LLP provides specialist advice to the media, entertainment and communications industries. It remains unique in having expertise right across these sectors and is consistently recognised as a leading firm by independent sources. Whilst its key practice areas continue to expand, the original values of the firm - to provide efficient legal advice, encourage originality and exceed expectations - remain constant.

Our Sponsorship Group

The Sponsorship Group provides specialist advice on sponsorship, endorsement and merchandising matters to clients in all sectors of the media and entertainment industries including sport but also music, fashion and the arts. We believe that what marks us out is our knowledge of and interest in the sponsorship industry, combined with our legal skills.

Our work includes acting for both sponsors and rights owners (such as events and teams). We also advise clients on issues arising from sales promotions, advertising and marketing. We have developed specialised expertise in advising on the grant and exploitation of sponsorship rights and benefits across mobile and other new media platforms.

We are often involved with either the rights owner or the sponsor at the stage of designing and negotiating the sponsorship package based on our knowledge of the sponsorship market. This commercial input at the beginning of the process enables us to translate that in a manageable form into a sensible and user-friendly sponsorship agreement. The essence of a successful sponsorship relationship is for the sponsor to know what

it can expect and for the rights owner to be fully aware of what it is required to deliver. It is essential to get this right at the contract stage. The true art of drafting and negotiating a sponsorship agreement is to know what to look for from both a legal and also from a practical commercial perspective. Further, our knowledge of the sponsorship industry enables us to offer practical advice on additional rights and benefits that a sponsor should be looking for from a sponsorship relationship.

In 2006 we were awarded the “Legal Business TMT Team of the Year” award for our work in relation to a number of high profile sponsorship deals. The award was demonstration of both the Sponsorship Group’s standing in the sponsorship sector and on a wider scale the firm’s pre-eminence in the media and entertainment industries.



‘An already outstanding performance by Harbottles’ sponsorship team...was topped off by one of the most talked about sponsorship deals of the year.’

Legal Business Awards 2006 Supplement

Sponsorship Expertise

The Sponsorship Group advises and represents clients from a varied and extensive client base including those from the media, entertainment, fashion, arts and sports industries. An example of some of the deals that we have worked on are:

Sponsorship

Sport

- We advised **Samsung** on its then record-breaking shirt sponsorship deal with Chelsea F.C. which also entailed Samsung being granted the right to exploit Chelsea-branded content via mobile phones on a worldwide basis.
- We acted for **O2** on its sponsorship of the English rugby team and the English rugby premiership competition.
- We acted for **Vodafone** on its sponsorship of the McLaren Mercedes Formula 1 team (which included exploiting unique content as the official mobile partner of the team) and also in relation to its agreement with UEFA to become one of the six primary sponsors of the UEFA Champions League (which included being appointed the official mobile partner of the Champions League and being granted rights to provide Champions League content to mobile phones).
- We advise **Philip Morris** on all its sponsorship activity in the motor sports field including the renewal of its Marlboro branded sponsorship of the Ferrari Formula 1 team, which is one of the largest sponsorship deals in worldwide sport.
- We act for **International Sportsworld Communicators Limited**, the holder of the commercial rights to the World Rally Championship, on all its sponsorship matters which has entailed advising on deals with Inmarsat, Sony and Lucozade.
- We advised **London Irish** rugby club on its kit sponsorship deal with the Spanish holiday company Llanera.

Music

- We advised **O2** on its sponsorship of the O2 Wireless Music Festival.
- We acted for **Pernod-Ricard** in relation to its title sponsorship of the Take That Ultimate Tour with its Malibu brand.

Fashion

- We advised the **Prince's Trust** on all aspects of the "Swarovski Fashion Rocks" event which took place in Monaco, including the title sponsorship by Swarovski.
- We acted for **Boots** in relation to its sponsorship of the FrostFrench fashion show at London Fashion Week.

Arts

- We advised the **Institute of Contemporary Arts** on its sponsorship arrangements with Becks in relation to the well-known Becks Futures Awards and also in relation to its innovative sponsorship arrangements with mobile phone company 3 pursuant to which the parties will collaborate on interactive arts projects.
- We advised **The Earth from the Air** aerial photographic exhibition on its marketing and sponsorship matters.

Endorsement

- We advised **Kate Moss** on her licensing arrangements with Topshop pursuant to which she will design an own-name branded line of clothes, shoes and bags for them.
- We advised **Hayley Hunt** on her endorsement arrangements to be the new Scottish Widow.
- We act for the **England Cricket Team** and have advised various prominent cricketers on their endorsement arrangements.
- We acted for **Samsung** on its endorsement arrangements with Jose Mourinho, the Chelsea F.C. manager.

Merchandising

- We advised **Boots** on its merchandise arrangements in the cosmetics field with fashion labels Karen Walker and Eley Kishimoto.
- We advised the **World Rally Championship** on its merchandise arrangements including a toy deal with Mattel, various DVD deals throughout the world and also a clothing deal with Puma.
- We act for the **Virgin** group of companies in relation to some of their merchandising and marketing matters.

Advertising

- We represented **The Number (118-118)** on compliance issues relating to the ICSTIS and OFCOM codes including the legal action brought against it by David Bedford.
- We advise **Comic Relief** on its marketing and promotional matters in relation to the Red Nose Day and the Sport Relief campaigns.

Clients

- Vodafone
- Samsung
- Virgin
- Philip Morris
- Pernod-Ricard
- O2
- World Rally Championship
- England Cricket Team
- London Irish Rugby Club
- Prince's Trust
- Comic Relief
- Institute of Contemporary Arts
- 118-118
- Kate Moss
- The Earth from the Air Exhibition



Harbottle & Lewis acted for Pernod-Ricard on its sponsorship of the Take That Ultimate Tour with its Malibu brand

We design and deliver training on all aspects of sponsorship (such as ambush marketing and what to look out for in sponsorship agreements) for clients and contacts tailored to their specific needs. We also keep clients up to date via our quarterly newsletter on legal and commercial developments in the sports and sponsorship fields. If you would like to receive this please email: dalton.odendaal@harbottle.com

Contact Information

Harbottle & Lewis LLP

Hanover House, 14 Hanover Square, London W1S 1HP

Tel: +44 (0)20 7667 5000 Fax: +44 (0)20 7667 5100 Dx: 44617 Mayfair Web: www.harbottle.com

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