

## Sponsorship

The Olympics, other major sports and cultural events, and high-profile TV shows attract fans and marketing executives alike. Without sponsorship, many elite events and major broadcasts simply could not happen.

With these unrivalled attractions comes considerable risk. Sponsors must maintain their brand value and invest wisely in marketing associations. At the same time, they must fend off any ambush marketing. Sports teams and personalities must be able to exploit their image rights. As such, options for parties to quickly distance themselves from each other should the association turn sour can feature prominently.

We will help strike the best deal for you, based on your priorities relating to branding, exclusivity, scope of sponsorship rights and termination.

### Representative experience

Negotiated contracts for several key clients for acquisition of sponsoring and merchandising rights for the Football World Cup 2006 and the Football World Cup 2010.

Advised T-Online International AG on a sport sponsoring matter that involves the marketing of MMS messages with event photos and videos to mobile phone users.

Advised the Italian Football Association in the commercial area related to marketing and sponsorship agreements.

Advised KSE on naming rights for the Pepsi Center in Denver, CO.

### Practices

Marketing and Advertising

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### Industries

Sports, Media &  
Entertainment