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## Sponsorship

### Why Pitmans?

- Our sponsorship team has been involved in negotiating, drafting and advising upon deals valued at more than US \$1 billion;
- We advise on sponsorship within sport (events and athletes); music (events, tours and artists); theatre; arts; fashion; TV and film (including compliance with broadcasting codes and product placement issues);
- Our sponsorship lawyers are based across our Sports, Entertainment & Media and Intellectual Property departments, and are therefore able to bring in specialist industry knowledge to each deal;
- We often work on international deals where both the rights holder and sponsor are based outside the UK. Where local input is required, as a member of InterAct Europe we are able to bring local knowledge in relation to 15 European markets. We regularly work with best of breed firms across the Americas, the Middle East, Africa and Asia;
- We have a deep understanding of the intellectual property rights underlying a sponsorship deal and can advise on the protection and exploitation of those rights, as well as preventing unauthorised use of those rights by third parties.

## Our Sponsorship Services

Sponsorship is a major global industry with an annual value of over US \$46 billion.

Whilst sponsorship of sports dominates the sponsorship market (in terms of actual spend and perception) sponsorship of the arts, music, theatre, fashion, film, TV and venues is becoming increasingly important.

As sponsors look to leverage more value from their rights and access exclusive “money cannot buy” experiences, there is a trend to create bespoke vehicles for sponsors.

At Pitmans, we have in depth experience in all aspects of the sports, entertainment and media industries. We can advise on all aspects of the setting up and operation of an event.

In addition, to be truly effective, sponsors and rights holders need to understand both the rights being granted and how these can be exploited.

We can audit these rights. We can ensure that a rights holder is able to grant the rights it claims and assist it to identify any other rights it owns or controls which may be of value. For the sponsor we can advise the best ways to ensure it gets access to the key rights promised.

The team has worked on over £1 billion of sponsorship deals by value across all these sectors from sponsorship of international events (including Olympic Games and F1) to niche late night TV programming.

We are therefore ideally placed to give practical, commercial advice on all sponsorship issues.

Pitmans can:

- Advise you on all aspects of your sponsorship strategy;
- Audit your rights (to ensure the rights you grant or want are available);
- Provide a risk assessment of any issues which may arise;
- Advise you on how to protect and exploit those rights;
- Advise on any industry best practice and any relevant codes (including broadcast codes);
- Provide expert advice and guidance on any disputes.

What we do:

- We act for sponsors, rights holders (including event organisers, athletes and artists) and agents;
- We draft and negotiate sponsorship agreements;
- We advise on all elements of event creation and operation;
- We advise on marketing, advertising and sales promotions, giving you a complete, one-stop sponsorship service;
- We can ensure any resulting databases and content are used (or protected) as effectively as possible;
- We assist in identifying and protecting any intellectual property rights – including managing your international trade mark portfolio;
- We can take steps to control ambush marketing (including preventing the unauthorised sale of tickets and hospitality);
- We undertake commercial dispute resolution where things do not work out as they should; and
- Overall, we give practical, commercial and cost-effective advice.

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