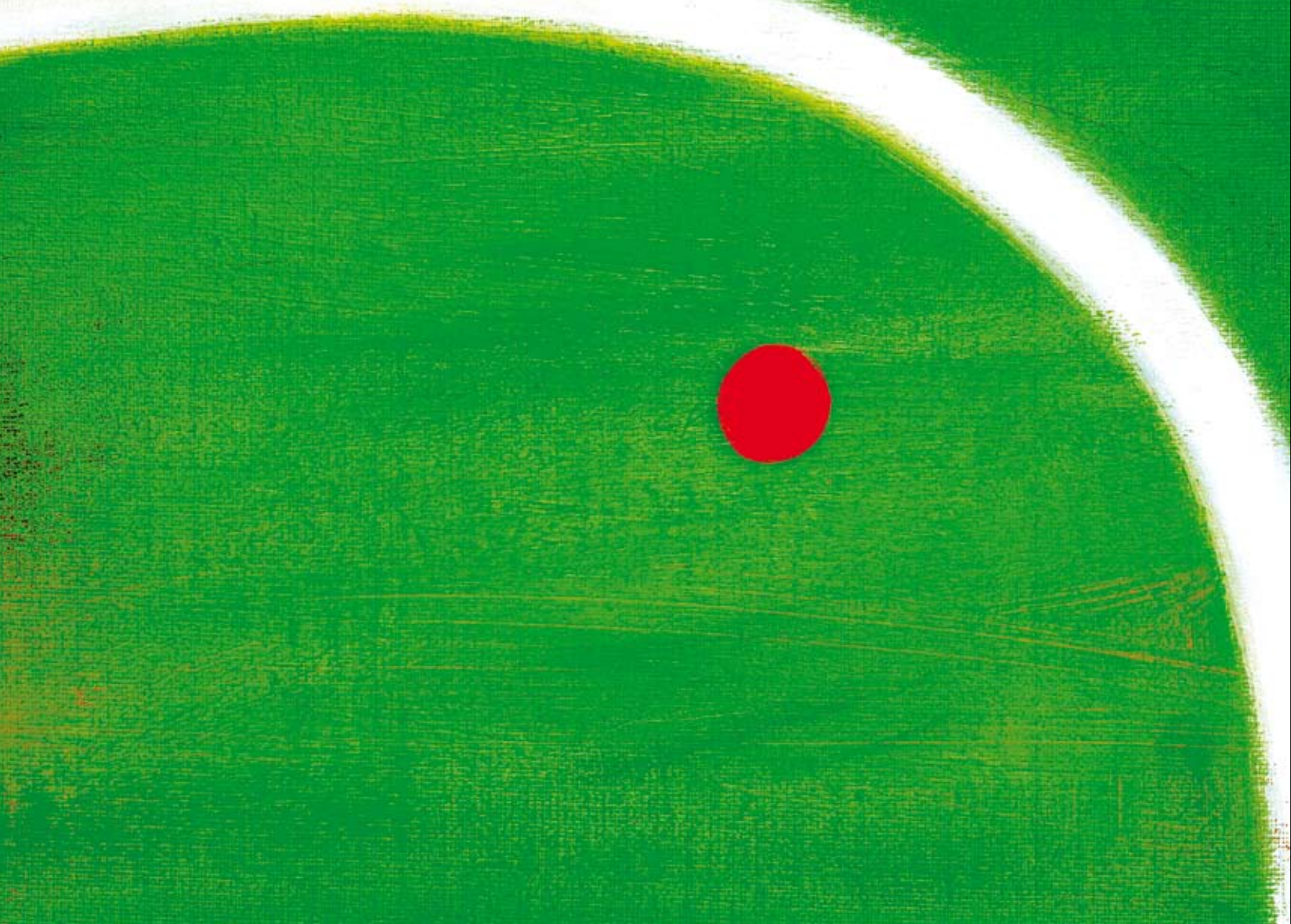


**Wedlake Bell**

**Sports Business Lawyers**



**Sport is big business, but it's also about the love of the game. If you want a law firm that responds to both head and heart, a legal team genuinely able to deliver a one-stop service, lawyers who always add real benefit to your enterprise...**

# ...meet Wedlake Bell.

**The key to our success in serving the sports industry for over 25 years is simple. We provide what's right for our clients.**

## The right people

Experience has shown us that what you want most of all are great lawyers who you like and trust in equal measure.

Lawyers who love their work and enjoy life, but who also possess a single-minded ability to get you what you want, when you want it.

Specialists whose individual talents are united by a shared desire to exceed your expectations – and a collective pride in contributing to your success.

Innovators who change with the times while always giving advice that allows you to move forward safely and profitably.

These are Wedlake Bell people.

## The right team

We deliver a proven, 'one-stop' legal service. No ifs or buts.

With Wedlake Bell, you get a team of industry experts who know exactly what everyone else is doing and why.

A project leader who makes sure that every member of the team achieves the results you're paying for.

And an integrated, focused service that keeps an eye on the big picture **and** gets the small details right.

Together, we bring the same commitment and passion to the table whether you want to build a new stadium or appoint a catering company that can actually produce a decent cup of tea at half-time.

**“No law firm makes a client feel more valued than Wedlake Bell.”**

## The right approach

Our approach combines front-line experience with market-leading expertise.

It's our job to know the law inside-out – and we never lose sight of that – but our real strength comes from knowing you and your industry.

Our focus is always on **you** – doing everything in our power to understand your aims and aspirations, dilemmas and difficulties.

But we work equally hard to understand the people influencing your world – from federations to fans, players to politicians.

We apply this insight and knowledge to give you what you need: commercial, pragmatic advice that you can understand and act upon.

## The right delivery

Our aim, above all, is to find the best ways of bringing real value to your business.

It is in our nature to make the deal happen without confrontation: tough when we need to be, but never arrogant.

We tell it straight: this is what you can do; here's how to do it; this is what it's going to cost.

We talk your language. Phone you back right away if we've missed your call. Slice through the red tape to get the job done as quickly and efficiently as possible.

Along the way to securing the results you need, we make it a pleasure doing business.



## **Whatever you want to do...**

Finance and build a new stadium.

Develop your ground.

Improve your facilities.

Grant naming rights to a stand.

Create a seat debenture scheme.

Revamp your ticketing system.

Protect your brand.

Appoint a new sponsor or secure a better deal from an existing one.

Negotiate worldwide broadcasting rights.

Buy and sell players (or keep them happy).

Agree terms with your new manager.

**...we'll help you get it done – on time and on budget.**

## Recent work

**Amongst a wide range of projects in both the domestic and the international arena, recent highlights include:**

- Providing a one-stop legal service for one of the UK's premier county cricket clubs.
- Advising on all legal aspects relating to the multi-million pound redevelopment of a major London stadium.
- Negotiating TV production and broadcasting licence agreements for a worldwide sporting event.
- Resolving a series of multijurisdictional and constitutional issues for two international sports federations.
- Handling contractual agreements for a European motorsport team.



## Your resource

Harnessing an exceptional array of talents from across the firm, our Sports Business Group brings a singularly creative and commercial focus to your business – whether advising in specialist areas or serving all your legal needs.

Our work in the international arena benefits from our membership of Trans European Law Firms Alliance (TELFA), a network of European law firms spanning 23 countries.

TELFA is also affiliated with USLAW Network, a national organisation composed of 61 independent US member firms in 45 states, with access to over 3,500 attorneys.

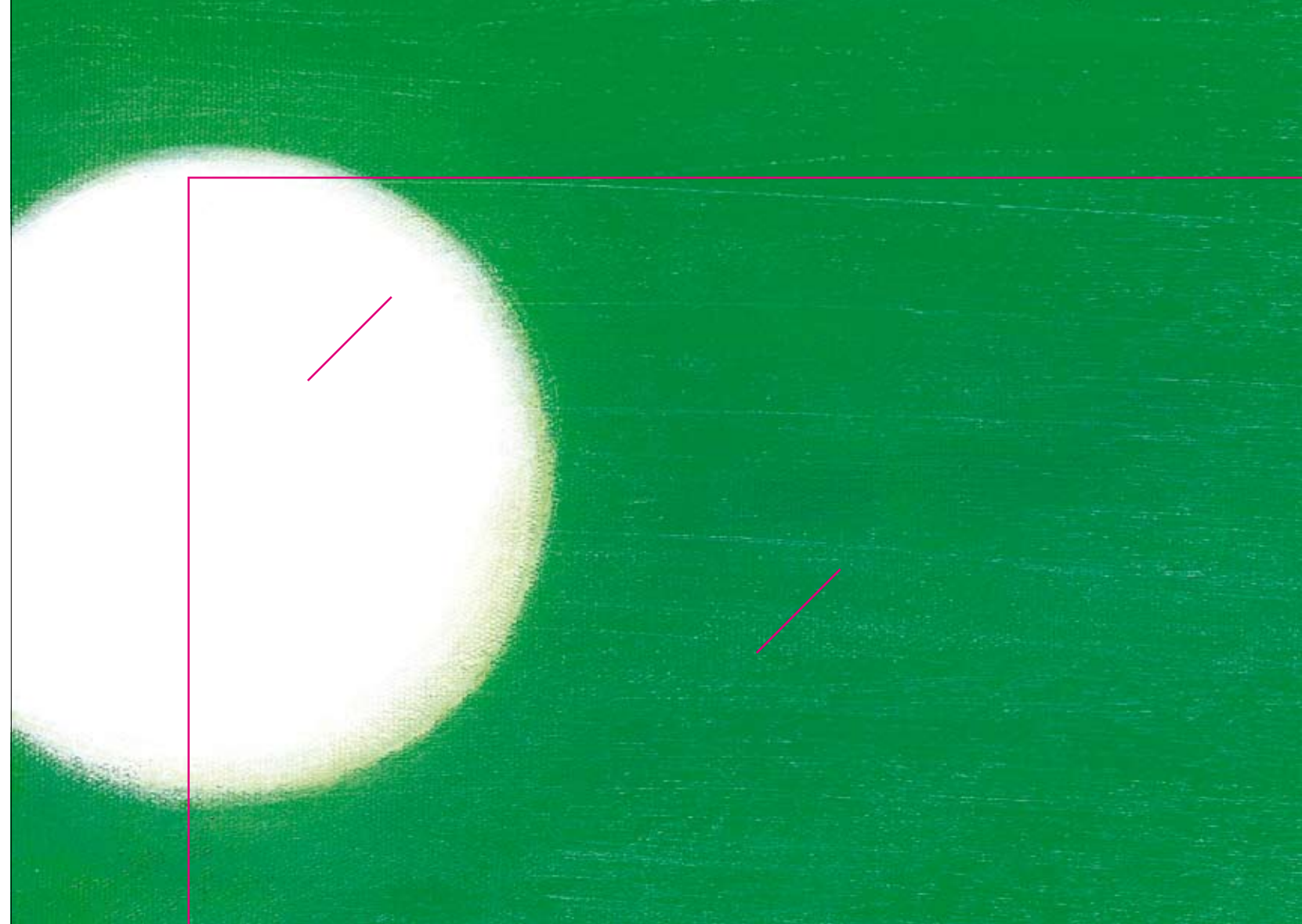
## Your contact

The Group is led by Adrian Heath-Saunders, whose expertise in advising clients is matched only by his enthusiasm for this sporting life.

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or visit [www.wedlakebell.com/sports](http://www.wedlakebell.com/sports)



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