Mastering Sports League Franchise Agreements: A 1-Week Course

4 – 8 October 2027
London (UK)



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Why This Course

In today's sports industry, franchise agreements play a central role in shaping the legal, financial, and operational relationship between leagues and participating franchises. These agreements do far more than define ownership rights. They establish the commercial framework, allocate responsibilities, protect brand value, regulate competition, and provide the foundation for long-term stability and growth within professional sports organizations.

This comprehensive 1-week course delves into the complexities of sports league franchise agreements. Participants will gain in-depth knowledge of legal, financial, and operational aspects of these agreements. The course covers drafting, negotiating, and managing franchise agreements, with a focus on real-world applications and best practices in the sports industry.

What You'll Learn and Practice

By joining this program, you will:

- Understand the structure and key components of sports league franchise agreements.
- Develop skills in drafting and negotiating franchise agreements.
- Analyze financial considerations and revenue-sharing models in sports franchises.
- Explore legal and regulatory issues specific to sports league franchises.
- Learn strategies for managing franchise relationships and resolving disputes.
- Gain insights into emerging trends and challenges in sports franchise agreements.

The Program Flow

Day 1: Introduction to Sports League Franchise Agreements

- Overview of sports law and franchise systems.
- Key parties and stakeholders in franchise agreements.
- Structure and components of franchise agreements.
- Legal and regulatory framework.



Day 2: Drafting and Negotiating Franchise Agreements

- Essential clauses and terms.
- Negotiation strategies and techniques.
- Intellectual property rights and brand protection.
- Territory and exclusivity provisions.

Day 3: Financial Aspects of Franchise Agreements

- Franchise fees and royalty structures.
- Revenue-sharing models and financial reporting.
- Budgeting and financial planning for franchisees.
- Valuation of franchise rights.

Day 4: Operational and Compliance Issues

- Franchisee obligations and performance standards.
- League rules and regulations.
- Compliance and reporting requirements.
- Risk management and insurance considerations.

Day 5: Managing Franchise Relationships and Dispute Resolution

- Maintaining franchisor-franchisee relationships.
- Handling breaches and defaults.
- Dispute resolution mechanisms.
- Termination and renewal processes.
- Emerging trends and future outlook.

Individual Impact

- Strengthen your ability to draft and negotiate comprehensive sports league franchise agreements.
- Enhance your understanding of financial models and revenue optimization in sports franchises.
- Improve your skills in managing franchise relationships and resolving conflicts.
- Build stronger knowledge of legal and regulatory issues in sports franchising.

Work Impact

- Improve the quality of franchise agreement drafting and negotiation across sports organizations.
- Strengthen financial planning and revenue-sharing practices within franchise systems.
- Support better compliance, risk management, and operational consistency.
- Enhance dispute prevention and resolution in league-franchise relationships.



Training Methodology

This program integrates legal analysis, financial understanding, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on sports franchise structures and agreements.
- Practical exercises in drafting key clauses and reviewing contract terms.
- Interactive workshops on negotiation strategies and financial models.
- Group discussions on compliance, operational risks, and dispute scenarios.
- Frameworks and tools for managing franchise agreements more effectively.

Beyond the Course

Upon completion, participants will be better equipped to handle sports league franchise agreements with greater confidence, accuracy, and commercial awareness. They will return ready to:

- Draft and negotiate sports franchise agreements more effectively.
- Evaluate financial and legal risks within franchise relationships.
- Manage compliance and operational obligations with greater clarity.
- Support stronger franchise relationships and more effective dispute resolution.

