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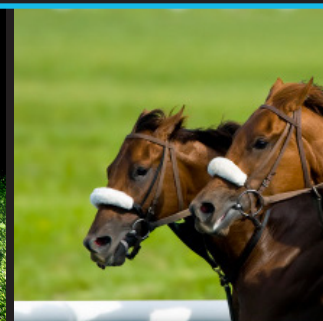
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SHEPHERD+ WEDDERBURN



THE BUSINESS OF SPORT



**Edinburgh
Glasgow
London
Aberdeen**

shepwedd.com

Introduction

Shepherd and Wedderburn has a long history of supporting sports businesses with a significant presence in the sports industry.

Over the last 15 years, sports and sporting events have become increasingly valuable commercially and more professional as organisations. Sports is now a key public policy driver and subject to heightened regulatory and legislative intervention.

Shepherd and Wedderburn has been an important partner for sporting clients through these transitions and in guiding organisations in the modern sporting world.

Shepherd and Wedderburn's Specialisms

- Broadcasting / rights management
- Sponsorship / endorsement
- Marketing / branding
- Events services
- Equality / human rights
- Sports regulation / governance
- Sports discipline (incl. doping)
- Employment / competitor contracts / image rights
- Stadium / venue projects
- Financing / acquisitions

Some of Our Clients



Experience

| | | |
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| Advising on TV rights and distribution contracts | Worldwide brand protection for a major international sporting event | Advising key participants on the restructuring of a professional league |
| Advising on disputes between governing bodies and professional teams | Advising clubs and competitors on employment and image rights arrangements | Advising on the distribution of funds between stakeholders from an international athletics event |

