

NEGOTIATING SPORTS CONTRACTS AND AGREEMENTS: WHAT TO EXPECT

Almost all relationships in the global sports industry are governed by some sort of contracts or agreements. These may involve, amongst others, the engagement of athletes by teams or clubs, sponsorship agreements, participation rights, merchandising rights as well as media rights. Where athletes are concerned, negotiations are typically based on a standard contract, containing boilerplate clauses on the governing law, dispute resolution procedures and liability terms, among others. These contracts however are not set in stone, as athletes may negotiate changes to existing terms or incorporate new terms into the agreement. Due to the high-stakes nature and effect of sports contracts and agreements, many professional athletes hire lawyers or agents to negotiate these contracts and agreements on their behalf.

Recognising the growing interest in sports law and the need for a better appreciation of sports contracts, the AIAC introduces its first ever Workshop on Negotiating Sports Contracts and Agreements: What to Expect. This workshop aims to provide an overview and introduction to the fundamentals in negotiating a sports contract, such as the basic principles and essential provisions in negotiating and drafting a comprehensive sports contract. The workshop will be conducted by sports law experts as well as practitioners experienced in negotiating and drafting sports contracts for some of the top athletes in the country.

<u>Date</u>	<u>Time</u>
18/09	3.00 p.m.
Friday	6.00 p.m.

WORKSHOP FEE : ~~RM 25~~ *RM 20

WORKSHOP PACKAGE DEAL : ~~RM 65~~ *RM 50

*Early bird prices apply until 17th August 2020

Enjoy a discounted rate of RM 50 when you register for all three Workshops on Introduction to Sports Dispute Resolution (4th September), Understanding Esports: Legal Rights and Implications (11th September), and Negotiating Sports Contracts and Agreements: What to Expect (18th September).

WORKSHOP

3 CPD Points
MALAYSIAN BAR

For registration and more information, please email events@aiac.world or contact +603 2271 1000

Full Name :

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Registration Fee (please tick one)

Workshop on Negotiating Sports Contracts and Agreements: What To Expect

Package Workshop Fee

Mode of Payment (please tick one)

Cheque / Bank Draft made payable to "AIAC Event"

Bank Transfer / Account Deposit
Account No : **5143-5650- 4056** Swift Code : **MBBEMYKL**
Maybank Berhad, Wisma Genting SSC, Ground & Mezzanine Floor,
Wisma Genting, Jalan Sultan Ismail, 50250 Kuala Lumpur

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SPEAKERS

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Brian Song
Song & Partners

Brian Song is the Managing Partner of Messrs Song & Partners. He was admitted as an advocate and solicitor of the High Court of Malaya in 2001. Brian is also an advocate and solicitor of the Supreme Court of Brunei Darussalam. He specialises in sports and endorsements contracts, image rights and doping.

Brian regularly advises Datuk Wira Lee Chong Wei (former World No. 1 men's singles badminton player) on his image rights, sponsorship contracts, brand endorsements and other commercial and business developments which include the publication of Datuk Wira Lee Chong Wei's biography "Dare to be a Champion" and the making of the movie "Rise of the Legend". As a trustee of Lee Chong Wei Foundation, he works closely with the Ministry of Youth and Sports of Malaysia and National Sports Council of Malaysia on sports development, taxation and anti-doping.

Brian was a member of the legal team for Datuk Wira Lee Chong Wei's doping hearing before the BWF Doping Hearing panel in 2015 in Amsterdam. Working alongside with the Badminton Association of Malaysia and Ministry of Youth and Sports of Malaysia, the team has successfully obtained a substantial reduction in the doping suspension period.

Brian co-owns a sports management company which focuses on athletes branding and sponsorship. Under this company, some of the athletes go through a 'makeover' process to enhance their marketability for sponsorship contracts and brand endorsements. From time to time, young and aspiring athletes have consulted him on issues pertaining to career in sports. Brian also formulates and helps athletes to prepare for their "Career After Sports" through a customised entrepreneur programme. This programme has assisted various athletes to secure investments for their sports and training academies.



Susanah Ng
Susanah Ng & Associates

Susanah graduated with a double degree in Commerce and in Law from the University of Sydney. In October 2011, she was admitted as an advocate and solicitor of the High Court in Malaya after completing her pupillage at Skrine. She subsequently left Skrine in 2018 to join Kitching Sports, the first specialist international sports regulation and business firm in the Asia-Pacific region. In January 2020, Susanah founded Susanah Ng & Associates, a boutique law firm specialising in international sporting disputes.

Susanah holds a Masters in International Sports Law and has appeared as counsel before the Court of Arbitration for Sport in Lausanne and the AFC Disciplinary & Ethics Committee in Malaysia. She has advised various international and local clients on matters relating to international sporting disputes, anti-doping, ethics, and regulatory framework. Currently, Susanah sits as an executive board member and legal advisor to the Malaysian Weightlifting Federation and pro bono counsel at the International Ice Hockey Federation. She has also provided legal support to the Doping Panel and the Ethics Panel of the World Badminton Federation in cases relating to doping and match fixing.

Aside from work, Susanah is an avid runner, having completed numerous ultra marathons locally and abroad. She also enjoys weight training and boxing. Of late, she has picked up cycling in hope to complete a triathlon one day!



Stanley Bernard Samuel
Malaysian Football League

Stanley Bernard is a former professional footballer. One of the highlights of his career was to play for his country against Manchester United in 2009. He is still the 1st and only Malaysian to have played in the Indian league for Sporting Club De Goa. He also had a short stint in the Indonesian league. Stanley played for Kuala Lumpur, Selangor, Malacca and Sabah in the Malaysian Super League. He was forced into early retirement from professional football due to a double fracture of the tibia despite numerous attempts to make a comeback.

Stanley kickstarted his broadcasting career in 2011 while he was still playing professionally. Astro Supersport's bola@mamak show and commentary on the World Cup Qualifiers was his pioneer. As forceful retirement followed, he made a career as a football pundit and analyst with leading sports broadcasters in the Asian region such as, Fox Sports Asia, ESPN, Astro Supersport, Astro Arena and RTM for live contents such as the World Cup, English Premier League, UEFA Champions League, Spanish La Liga, Bundesliga, AFC Champions League, Malaysian League, Suzuki Cup and the Asian Cup. Stanley worked with the English Premier League content for 7 years and in all those years he has worked alongside the very elite group of professional footballers, coaches and managers in the likes of Robert Pires, Emmanuel Petit, Stan Collymore, Emile Heskey, Teddy Sheringham, Sam Allardyce, Mike Phelan, and the list goes on.

Stanley's passion always remains in Malaysian Football. In late 2017, Stanley moved into a management role as the Head of Talent for the Malaysian Football League whilst still calling on matches as an expert commentator for the Malaysia Super League and all Asian Football live content.