THE RULES OF THE GAME: TEN PRINCIPLES

The Sports Ecosystem

Rules come from four places: the law of the state, the federation, the league (often a media manual) and international competitions. Laws differ by country, so check each principle with a lawyer, a federation officer or the league's commercial department. Before every campaign, contract or new revenue source, ask: which of these principles touches it?

1 · Legal form

Decides what you can sign, what revenue you can collect and whether you can receive public money.

2 · Tickets and safety

Every ticket is a regulated document; the matchday follows public safety rules.

3 · Sponsorship and advertising

Different contracts and different tax treatment.

4 · Taxes

Decide what each type of contract really costs, for you and for your partner.

5 · Restricted categories

Tobacco, alcohol and gambling have limits on what can be communicated.

6 · Trademarks

Name and crest are yours only if registered.

7 · Rights

Images, photographs and music belong to someone; check before you use them.

8 · Data

Data collected for stadium access does not become marketing data without consent and a clear purpose.

9 · Public money

Comes through a selection procedure, a contract and a report on spending.

10 · Betting sponsors

Have their own rules on what they can and cannot do with you.

Check before you launch

League rules on stadium names, kit advertising, media access and kick-off times often decide a campaign. Read them first.