Training course on Sports Law and Governance

Professional Development Training Course Outline

Category	Legal Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The global sports industry has evolved into a multi-billion dollar enterprise, transcending its traditional boundaries to become a complex realm shaped by intricate legal frameworks, commercial interests, and ethical considerations. From high-stakes athlete contracts and sponsorship deals to the governance of international federations and the battle against doping, the field of Sports Law and Governance demands a highly specialized understanding. The unique nature of sports, often operating under private regulatory bodies while impacting public interest, creates a fascinating intersection of contract law, intellectual property, competition law, and human rights. Ensuring fair play, protecting athletic integrity, and managing the vast commercial ecosystem of sports requires robust legal compliance and effective regulatory oversight. Training Course on Sports Law and Governance is meticulously designed to equip legal professionals, sports administrators, agents, and industry stakeholders with the profound insights and practical tools necessary to navigate the dynamic and often contentious landscape of modern sports, safeguarding athletes' rights and promoting sustainable growth within the sector. This course will delve deeply into the foundational principles governing the relationship between athletes, clubs, leagues, and governing bodies, exploring critical areas such as athlete eligibility, transfer regulations, disciplinary procedures, and player welfare. Participants will gain crucial insights into the legal aspects of sports sponsorship, media rights, and the protection of intellectual property in sports broadcasting and merchandising. Emphasis will be placed on understanding the fight against doping and match-fixing, the complexities of sports arbitration (including the Court of Arbitration for Sport - CAS), and the evolving landscape of ethical governance in sports organizations. By examining landmark cases, industry regulations, and contemporary challenges such as athlete activism and the commercialization of esports, attendees will develop the strategic acumen to effectively advise clients, manage legal risks, and contribute to the equitable and sustainable development of the global sports ecosystem, ensuring both sporting integrity and commercial viability.

Programme Curriculum

Training Course on Sports Law and Governance

Introduction

The global **sports industry** has evolved into a multi-billion dollar enterprise, transcending its traditional boundaries to become a complex realm shaped by intricate legal frameworks, commercial interests, and ethical considerations. From high-stakes athlete contracts and sponsorship deals to the governance of international federations and the battle against **doping**, the field of **Sports Law and Governance** demands a highly specialized understanding. The unique nature of sports, often operating under private regulatory bodies while impacting public interest, creates a fascinating intersection of contract law, intellectual property, competition law, and human rights. Ensuring fair play, protecting athletic integrity, and managing the vast commercial ecosystem of sports requires robust **legal compliance** and effective **regulatory oversight**. **Training Course on Sports Law and Governance** is meticulously designed to equip legal professionals, sports administrators, agents, and industry stakeholders with the profound insights and practical tools necessary to navigate the dynamic and often contentious landscape of modern sports, safeguarding athletes' rights and promoting sustainable growth within the sector.

This course will delve deeply into the foundational principles governing the relationship between athletes, clubs, leagues, and governing bodies, exploring critical areas such as **athlete eligibility**, **transfer regulations**, **disciplinary procedures**, and **player welfare**. Participants will gain crucial insights into the legal aspects of **sports sponsorship**, **media rights**, and the protection of **intellectual property** in sports broadcasting and merchandising. Emphasis will be placed on understanding the fight against **doping** and **match-fixing**, the complexities of **sports arbitration** (including the **Court of Arbitration for Sport - CAS**), and the evolving landscape of **ethical governance** in sports organizations. By examining landmark cases, industry regulations, and contemporary challenges such as athlete activism and the commercialization of esports, attendees will develop the strategic acumen to effectively advise clients, manage legal risks, and contribute to the equitable and sustainable development of the global sports ecosystem, ensuring both **sporting integrity** and commercial viability.

Course Objectives

Upon completion of this course, participants will be able to:

1. Analyze the foundational principles and unique characteristics of **Sports Law**.
2. Understand the structure and powers of **sports governing bodies** at national and international levels.
3. Interpret **athlete contracts**, **transfer regulations**, and **player agent** agreements.
4. Examine the legal and ethical challenges associated with **doping** and anti-doping regulations.
5. Master the principles and procedures of **sports arbitration**, including the **Court of Arbitration for Sport (CAS)**.
6. Assess the legal aspects of **sports sponsorship**, **endorsement deals**, and **media rights**.
7. Understand the protection of **intellectual property** in sports (e.g., broadcasting, branding).
8. Navigate **disciplinary proceedings** and **integrity issues** in sports (e.g., match-fixing).
9. Discuss the intersection of **sports law** with **competition law** and antitrust principles.
10. Explore emerging issues in **athlete welfare**, human rights, and safeguarding in sports.
11. Analyze the legal and governance challenges in **esports** and new sports forms.
12. Identify and mitigate legal risks in sports events, **venue management**, and licensing.
13. Formulate strategies for effective **sports governance** and ethical leadership.

Target Audience

This course is designed for a broad audience involved in the sports industry, legal profession, and governance roles:

1. **Legal Professionals:** Lawyers specializing in sports law, commercial law, intellectual property, or dispute resolution.
2. **Sports Administrators:** Managers and executives of sports federations, clubs, leagues, and national Olympic committees.
3. **Athlete Agents/Managers:** Individuals representing athletes in contractual negotiations and career management.
4. **Athletes:** Professional or aspiring athletes seeking to understand their legal rights and obligations.
5. **Marketing & Sponsorship Professionals:** Those involved in sports marketing, brand management, and commercial deals.
6. **Media & Broadcasting Executives:** Individuals managing sports content, broadcasting rights, and digital platforms.
7. **Government Officials:** Policymakers and regulators involved in sports policy, anti-doping, and integrity units.
8. **Academics & Researchers:** Scholars and students in sports management, law, and ethics.

Course Duration: 5 Days

Course Modules

Module 1: Introduction to Sports Law and Governance Frameworks

- Unique Characteristics of Sports Law: Lex Sportiva vs. National Law
- Structure of Sports Governance: International Federations (IFs), National Federations (NFs), Clubs, Leagues
- The Olympic Movement and the Olympic Charter
- Sources of Sports Law: Regulations, Statutes, Case Law, Contracts
- The Role of Public vs. Private Regulation in Sports

Module 2: Athlete Contracts and Employment Law in Sports

- Types of Athlete Contracts: Employment, Sponsorship, Endorsement, Image Rights
- Key Clauses in Player Contracts: Remuneration, Performance Clauses, Termination
- Transfer Regulations (e.g., FIFA Transfer System) and Solidarity Mechanisms
- Player Agents: Licensing, Regulation, and Ethical Duties
- Labour Law Issues in Sports: Collective Bargaining, Discrimination, Health & Safety

Module 3: Disciplinary Procedures and Integrity in Sport

- Disciplinary Powers of Sports Governing Bodies
- Types of Offenses: On-Field Misconduct, Off-Field Behavior
- Fair Hearing Principles and Due Process in Sports Disciplinary Proceedings
- Match-Fixing and Illegal Betting: Legal and Regulatory Responses
- Corruption and Financial Malpractice in Sports Governance

Module 4: Anti-Doping Regulations and Enforcement

- The World Anti-Doping Agency (WADA) and the World Anti-Doping Code
- Prohibited Substances and Methods: List, Testing Procedures
- Sanctions for Anti-Doping Rule Violations (ADRVs)

- Therapeutic Use Exemptions (TUEs) and Athlete Responsibilities
- Legal Challenges to Anti-Doping Rules and CAS Jurisprudence

Module 5: Sports Arbitration and the Court of Arbitration for Sport (CAS)

- Overview of Sports Arbitration: Benefits and Characteristics
- The Court of Arbitration for Sport (CAS): Structure, Jurisdiction, Procedures
- Ad Hoc Division of CAS for Olympic Games and Major Events
- Enforcement of CAS Awards
- Challenges to CAS Awards in National Courts

Module 6: Commercial Aspects of Sports Law I: Sponsorship & Broadcasting Rights

- Legal Aspects of Sports Sponsorship Agreements: Rights, Obligations, Termination
- Endorsement Deals and Image Rights: Legal Protections and Exploitation
- Broadcasting Rights: Acquisition, Licensing, and Exclusivity
- Intellectual Property in Sports: Trademarks, Copyrights, Merchandising
- Ambush Marketing and Brand Protection Strategies

Module 7: Commercial Aspects of Sports Law II: Competition & Venue Management

- Application of Competition (Antitrust) Law to Sports
- Restrictive Practices in Sports: Transfer Systems, League Rules, Exclusive Rights
- Legal Issues in Sports Event Management: Licensing, Permitting, Safety Regulations
- Venue Lease Agreements and Event Hosting Contracts
- Liability for Spectator Safety and Crowd Management

Module 8: Emerging Issues and Future of Sports Law and Governance

- Athlete Activism, Human Rights, and Freedom of Expression
- Esports Law and Governance: Unique Legal Challenges and Regulatory Frameworks
- Safeguarding and Child Protection in Sports
- The Future of Sports Governance: Transparency, Accountability, and Sustainability
- Impact of Technology on Sports: AI, Data Analytics, Wearable Tech, Gambling

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.
- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com