

SPORTS LAW
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**Opportunities for
Countrywide Engagement**

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SPORTS LAW INTERNATIONAL ®

Executive Summary

[Sports Law International](#) (SLI) is a leading independent publication dedicated exclusively to sports law. Through authoritative rankings, research and thought leadership, SLI provides insight into the firms, practitioners and developments shaping sports law practice across 48 jurisdictions worldwide.

Published annually, SLI serves as a trusted reference for law firms, in-house counsel, sports organisations and industry stakeholders seeking to identify leading expertise in an increasingly complex and rapidly evolving sector.

SLI provides a unique platform for law firms and practitioners to enhance their profile among a highly targeted international audience. Opportunities include featured articles, firm profiles, lawyer profiles and thought leadership contributions, which enable participants to showcase their expertise, highlight notable achievements and strengthen their visibility across domestic and global markets.

SLI also hosts the Annual Global Conference, a flagship event that brings together leading lawyers, in-house counsel and industry stakeholders from around the world. The conference provides a forum for high-level discussion on the issues shaping the future of sports law, while promoting global collaboration, knowledge sharing and professional engagement.

Together, SLI's rankings, thought leadership and events provide an influential platform through which firms can demonstrate excellence, build relationships and engage with industry leaders from across the international sports market.

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Research & Methodology

SLI's rankings are founded on independent research conducted by experienced researchers with extensive knowledge of the global legal market. [Participation](#) in research is free of charge, and firms cannot pay for ranking positions or recognition.

Our research combines detailed firm submissions, market analysis and extensive feedback from clients and industry peers. Participating firms are invited to complete comprehensive questionnaires outlining their expertise, notable work and strategic developments. Findings are supplemented by interviews with sports clients and industry stakeholders conducted remotely and in person during research trips to jurisdictions under research.

Ranking decisions are based on a thorough assessment of legal capability, market reputation, client feedback, sector expertise and influence within the relevant jurisdiction. Researchers also consider broader market structures, emerging trends and developments affecting the sports sector worldwide.

This transparent approach enables SLI to deliver authoritative rankings and market insight across 48 jurisdictions, providing a trusted benchmark of excellence in sports law practice.

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Our research process begins with detailed submissions from participating firms. Each year, firms are invited to complete a research questionnaire covering:

- Details of the most important cases over the past 12 months
- Details of developments within the firm, including personnel changes
- A list of client referees, who we contact for any feedback

Our research process is further strengthened through direct engagement with firms and markets worldwide. Regular visits to the jurisdictions we cover enable our researchers to develop a deeper understanding of local legal markets as well as emerging trends and developments, ensuring that our rankings reflect technical excellence and market standing.

Client feedback forms an important part of our methodology. We regularly engage with in-house counsel and referral partners to obtain independent perspectives and feedback on law firms and individual practitioners.

This methodology ensures that SLI's rankings remain independent, research-led and reflective of the leading firms and practitioners operating across the global sports law market.

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Annual Global Conference

The Annual Global Conference (AGC) is SLI's flagship event, bringing together leading law firms, in-house counsel, CEOs, founders and industry stakeholders from around the world. The AGC has been held for six years in a row, initially online, and for the past two years has been in person. Our sixth AGC was held in London and welcomed delegates from 26 countries, reinforcing its position as an international forum for the sports law community.

The AGC provides a platform for high-level discussion on the legal, regulatory and commercial developments shaping the sports sector. Through expert panels, keynote presentations and networking opportunities, delegates exchange insights on emerging trends and challenges, as well as the evolving relationship between sports, technology and regulation.

Previous AGCs have featured speakers from leading organisations including the **beIN Sports, BBC, Channel 4, The Guardian, CNBC-e, Kantar, Facebook, TuneIn, Paramount, Hanway Films** and other prominent media companies. The AGC also attracts participation from leading international law and boutique firms.

Participation in the AGC is limited to firms that are ranked in SLI's published [listings](#).

Topics explored at previous AGCs have included:

- Litigation and reputation management
- Digital content, copyright and online advertising
- Social media, privacy and platform liability
- Cross-border streaming and digital distribution
- Media and entertainment developments in emerging markets
- Regulatory developments affecting global media and businesses

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Participation in the AGC is competitively priced in line with similar international conferences. In addition, there are sponsorship opportunities.

For sponsors, the AGC offers a valuable opportunity to engage directly with a senior international audience of leading lawyers, in-house counsel and industry stakeholders. Sponsorship provides strategic visibility and meaningful engagement with key decision-makers from across the global sports law sector.

Partnership opportunities deliver coverage before, during and after the event through conference branding, digital promotion and thought leadership initiatives enabling sponsors to strengthen their profile amid an international audience.

Sponsorship packages can be tailored to support specific business objectives, deliver targeted visibility and provide meaningful engagement with legal and sports industry stakeholders.

Available sponsorship opportunities include:

- Keynote Session Sponsor
- Panel Session Sponsor
- Delegation Sponsor
- [Awards](#) Dinner Sponsor
- Tailored Sponsorship Packages

For information on sponsorship rates, please contact agc@sportslawinternational.com.

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Conference Sponsorship Rates

Silver Sponsor - £4,999

- 20-minute presentation of up to two speakers
- Two delegate passes
- Branding on conference materials
- Social media promotion

Gold Sponsor - £7,999

- 40-minute panel session of up to four panellists
- Four delegate passes
- Enhanced branding throughout the conference
- Social media promotion before and after the event

Platinum Sponsor - £9,499

- Exclusive 60-minute keynote session or or flagship panel of up to five panellists
- Group delegation
- Prominent branding throughout the conference
- Marketing and digital promotion before and after the event
- Dedicated sponsor profile on conference website

Delegation Sponsorship - £1,899

- Group delegation of five

Delegate Pass - £499

- Conference attendance as a delegate

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Awards Dinner Sponsorship - £4,999

- Exclusive sponsorship of the Sports Law International Awards Dinner
- Recognition as the Awards Dinner Sponsor throughout the evening
- Welcome remarks (4–5 minutes) at the start of the dinner
- Prominent logo placement on event branding and presentation screens
- Full-page advert in the conference programme
- Company profile on the conference website
- Recognition across pre- and post-event marketing and social media
- Four complimentary delegate passes to the conference and awards dinner

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Publishing Options

Each of the 48 jurisdictions covered by SLI is featured as a Country Chapter that includes law firm rankings, articles and profiles. Rankings are published free-of-charge and are based solely on our research findings. Firms also have the opportunity to engage in paid-for publishing options listed below:

- Featured Article
- Chapter Introduction
- Firm Profile
- Featured Description

Featured Article

Showcase Your Expertise with a Featured Article

Featured Articles are premium 2,000-word contributions published alongside author biographies and photographs. Submitted shortly before publication, they provide timely insight into the latest legal, regulatory and commercial developments affecting the sports sector.

As one of the publication's most prominent opportunities, Featured Articles provide authoritative analysis of key issues shaping sports law, offering contributors a platform to share market insight and contribute to industry discussion. Positioned prominently within the publication, Featured Articles help establish contributors as trusted advisers and recognised leaders within their jurisdiction and across the wider international sports law community.

For information on rates, please contact bd@sportslawinternational.com.

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Chapter Introduction

Highlight Your Expertise with a Country Overview

Chapter Introductions are concise 400-word summaries of the key trends and developments shaping the sports industry within a particular jurisdiction. Contributed by leading firms, they provide readers with a valuable overview of market activity. Positioned above the rankings table, this contribution provides firms with prominent visibility. Each Chapter Introduction includes a byline and firm contact details, enhancing visibility and engagement opportunities.

Firm Profile

Strengthen Your Market Presence with a Firm Profile

A Firm Profile offers an enhanced opportunity to highlight your firm's expertise, strengths and market position within the industry. Designed to maximise visibility and engagement, each profile includes:

- A 600-word firm description structured under house style headings
- Hyperlinks to your website and key contact details
- Firm logo placement
- Multiple office locations

Firm Profiles are directly linked from the rankings table, with participating firms highlighted in bold for added visibility. In addition to showcasing your core sports law practice, profiles provide an opportunity to highlight specialist services, sector expertise, and geographic reach, while ensuring prospective clients and referral partners can easily connect with your firm.

For information on rates, please contact bd@sportslawinternational.com.

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Firm Description

Raise Your Firm's Profile with an Entry-Level Listing

Our entry-level profile option provides a concise and effective introduction to your firm, ensuring visibility among clients, peers and industry decision-makers. Featuring a 100-word description enables firms to highlight their sports law expertise, key strengths and leadership team in a clear and accessible format. Positioned within the guide alongside the rankings, this option offers a cost-effective way to enhance your firm's profile, and communicate its core capabilities to an international audience of legal and sports professionals.

For information on rates, please contact bd@sportslawinternational.com.

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Publishing Rates

Publishing Opportunity	Rate
Chapter Article	
Country Chapter on Rankings Page, 2,000 Words, Up to Two Authors, Bylines	£2,499
Premium Package Country Chapter Plus Firm Profile	£2,999
Chapter Introduction	
400-Word Article, Directly Above Rankings Table, Byline	£1,199
Firm Profiles	
1,200 Words, Full Page, Firm Logo, Hyperlink Included	£1,899
600 Words, Firm Logo, Hyperlink Included	£1,399
Firm Description	
100-Word Firm Description, Firm Logo, Hyperlink Included	£599
Lawyer Profile	
Full-Page Profile Including Lawyer Picture, Contact Details, Firm Logo, Hyperlink Included	£1,199

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Distribution

SLI is distributed to sports and media organisations, legal departments, and law firms across the globe. Our targeted international database includes senior decision-makers, including general counsel, in-house counsel, legal directors, founders, CEOs and other industry leaders operating within the sports sector.

The publication also reaches a broad range of law firms, from specialist boutiques to leading full-service and international practices, ensuring visibility among legal advisers and prospective clients worldwide. As a trusted reference guide, SLI serves as a valuable resource for sports companies seeking specialist legal counsel and for lawyers making cross-border referrals.

Our distribution list includes: [beIN Sports](#), [Universal Music Group](#), [Sky News Arabia](#), [Facebook](#), [Thomson Reuters](#), [Virgin Media](#), [Les Publications Condé Nast](#), [Twentieth Century Fox](#), [NOS](#), [Amazon](#), [Radio City FM Bucuresti](#), [Cofina](#), [Netflix](#), [beIN Sports](#), [Fremantle Media](#), [Disney](#), [Bitcoin Foundation](#), [Google](#), [Telegraaf Media Groep](#), [Talpa Media Holding](#), [Aller Media](#), [Burda Hearst Publishing](#), [BBC Worldwide](#), [Al Jazeera Media Network](#), [Foxtel](#), [Microsoft](#), [iGames](#), [Nordisk Film](#), [Warner Bros.](#), [Ringier Axel Springer](#), [TV2](#), [ESPN Star Sports Network](#), [Fetch TV](#), [Guardian News & Media](#), [Twitter](#), [Bunte Entertainment Verlag](#), [Yushan Ventures](#), [Discovery Communications](#), [Fox International Channels](#), [Fairfax Media](#), [Havas Worldwide](#), [WPG Uitgevers](#), [ProSieben.Sat1](#), [Wirtualna Polska](#), [Nordisk Film](#).

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For further information about engagement opportunities, participation in our research programme or sponsorship, please contact us using the details below.

Content and Research

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Business Development

cd@sportslawinternational.com

Annual Global Conference

agc@medialawinternational.com