



For over 20 years, Alerion has been one of the French law firms that can claim genuine expertise in sports law. We approach the field with a practical mindset across all aspects:

- Tax law when the athlete or legal entity is faced, for example, with optimization or investment strategies,
- Employment law when an employment contract is negotiated or in the event of dismissal,
- Corporate law, as well as the law of endowment funds and associations, during their formation or financing,
- Commercial law when negotiating sponsorship and partnership agreements,
- Intellectual property law when setting up image rights companies or in the commercial exploitation of an athlete's image,
- Litigation, whether purely sports-related before federation bodies or the Court of Arbitration for Sport, criminal, employment-related in the event of a URSSAF reassessment or labor dispute, or tax-related in the case of a reassessment by the tax authorities.



Skills

- Legal advice to professional sports clubs (corporate law, tax law, financing, guarantees)
- Support and assistance for sports agents in their relationships with athletes, professional clubs, and sports federations
- Guidance for professional athletes in managing their careers
- Drafting and implementation of exclusivity agreements, representation mandates, service agreements, loan agreements, and partnership contracts
- Drafting and implementation of audiovisual rights agreements for sports events (television, internet, mobile, etc.)
- Establishment of asset-holding structures and management of corporate secretarial matters
- Structuring the financing of sporting events
- Creation of endowment funds
- Conducting wealth management studies for professional athletes, including tax planning and relocation assistance
- Assistance with tax audits and tax litigation
- Negotiation and drafting of contracts (employment contracts, service agreements, loan agreements, etc.)
- Drafting and implementation of agreements related to image rights exploitation for top-level professional athletes: sponsorship contracts, assistance with press releases, and e-reputation management
- Trademark filing and management
- Representation before civil courts (notably Labor Courts and Judicial Courts) and commercial courts
- Assistance to professional athletes in their relationships with sports authorities regarding licenses, disciplinary sanctions, or anti-doping matters
- Law relating to associations, endowment funds, and professional sports entities
- Fundraising for an e-sports company

Missions

- Assistance to a Formula 1 driver in the context of a tax audit in France and tax analysis of their driving, testing, and marketing contracts,
- Drafting employment contracts for professional cyclists,
- Assisting a former cycling champion in managing their wealth situation and professional affairs in France,
- Assisting an advertiser in drafting a sponsorship agreement with a Ligue 1 football club,
- Assisting a television channel in drafting image rights contracts for professional football players,
- Negotiating agreements with the Tour de France company,
- Representation of professional clubs before sports authorities (disciplinary committees, financial control bodies, appeal bodies, etc.),
- International tax matters for professional athletes through foreign image rights companies,
- Assistance to a professional football club in relation to financing agreements and the structuring of guarantees,
- Assistance with tax and URSSAF audits for professional golfers,
- Drafting and implementation of exclusivity and service agreements for a sports coach,
- Drafting standard service agreements for a sports agent,
- Merger of sports associations,
- Acquisition of a professional football club and drafting of acquisition documentation,
- Representation of amateur clubs before disciplinary committees and higher appeal bodies,
- Defence of a French professional federation before administrative authorities,
- Assisting former professional athletes in their real estate acquisitions,
- Challenging decisions of a French combat sports federation,
- Training professional athletes within university degree programmes (Sports Management),
- Drafting general terms and conditions for the ticketing of sporting events.

Christophe Gerschel

Partner

cgerschel@alerionavocats.com



Jacques Perotto

Partner

jperotto@alerionavocats.com