

# Syllabus

## **MODULE 1: Basic Contract Principles**

### **Unit 1: Consideration and Enforceability of Contracts**

- 1.1.1 Consideration
- 1.1.2 Promises
- 1.1.3 Meeting of the Minds and Mistakes
- 1.1.4 Writing: Better to Remove All Doubt

### **Unit 2: Breach of Contract and Enforcement of Contracts**

- 1.2.1 Breach of Contract
- 1.2.2 Notice and Cure
- 1.2.3 Termination
- 1.2.4 Damages/Efficient Breach

## **Module 2: Remedies**

### **Unit 1: Legal Remedies - Litigation & Arbitration**

- 2.1.1 Introduction to Litigation
- 2.1.2 Discovery

### **Unit 2: Introduction to Arbitration**

- 2.2.1 Winning is Only the Beginning: Collections & Domestication

## **Module 3: Oversight Bodies**

### **Unit 1: Leagues, Unions and Governing Bodies**

- 3.1.1 Unions
- 3.1.2 Leagues and Governing Bodies
- 3.1.3 Basic Governance in Sport
- 3.1.4 The Tom Brady “Deflategate” Scandal

## **Module 4: Case Studies - Sponsorship & Player Contracts**

- 4.1.1 Sponsorship Agreements
- 4.1.2 Sponsorship Assets, Valuation and the Sales Process
- 4.1.3 – From Theory to Practice: Sample Agreement
- 4.1.4 Uniform Player Contracts

Attachment A – Sample Team Sponsorship Agreement

Attachment B – Uniform Player Contract (MLB)

Attachment C – Uniform Player Contract (NFL)



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# Objectives

Setting goals allows you to have a concrete idea of what you intend to achieve by partaking in the learning and teaching process that is taking this course. But the case for setting goals is even stronger yet: it allows for the establishment of what needs to be done in order to fulfill the very purpose for which the goals were set. To achieve these goals, you should complete this course as designed, going through the different stages of the course. If you complete the course as instructed, you will be equipped to achieve the following objectives:

## Overall Objective

- To arm sports business negotiators with basic legal principles that will result in a more favorable business outcome.

## Specific Objectives

- Knowledge of basic contract principles.
- Understanding of basic legal remedies.
- Learning how to minimize, accept and navigate risk.
- Understanding the importance of unions and governing bodies in sports.



# Skills

We hope you will develop the following skills throughout the course:

## General Skills

- Teamwork and collaboration: the ability to work together with colleagues in order to achieve shared goals and develop high performance-level group synergy.
- Capacity for analysis and reflection: the ability to methodically examine the varying aspects of a situation or set of facts and make an assessment.
- Creative and innovative solutions based on knowledge: the ability to provide innovative alternative solutions to existing problems based on formal learning.

## Specific Skills

- To understand the essential elements of a contract and be able to intelligently negotiate same.
- To develop a familiarity with basic dispute resolution processes and mechanisms.
- To understand the strengths, weaknesses, and functions of governing bodies in sport.

