



Selling
Sports

WISE

**step
ahead**

BUILDING THE WINNING TEAM 1

The professional contract



Emrys Ijaola

Partnering with the following sports businesses

CLUBS

LEAGUES

CONFEDERATIONS

ASSOCIATIONS &
FEDERATIONS

INVESTORS, OWNERS &
FINANCIERS

SPONSORS &
COMMERCIAL PARTNERS

SPORTS
BUSINESSES

to provide the following services

Business planning
and strategy

Governance and
organisational design

Benchmarking and
best practice advice

Financial budgets
and projections

Club licensing and cost
control regulations

Economic impact
studies

Financial and commercial
due diligence

Ticketing and
hospitality strategy

League and
competition
restructuring

Customer data
analytics
and fan surveys

Advice on the
development of
stadia and
training facilities

Customer data analytics
and fan surveys

in order to achieve the following results

Well informed
investment
decisions

Greater
commercial
income

Improved cost
management

Improved
governance
and risk
management

Superior
business
performance

Increased
matchday &
non-matchday
revenues

Higher ticket
sales, arena use
& attendances

New investment
and financing
possibilities

Introduction



The business of football is unique in one aspect: there is no permanent employment for those that matter most – players and coaches. It is therefore rare for a professional footballer to play for just one team throughout his career.

Players and coaches thrive on contract employments, and such contracts have details of conditions, standards, rules, obligations and rights of all parties concerned. These contracts are legal agreements with stated terms of engagement that all parties must act by, until the expiration of contract.

The business of football must be transparent and without legal ambiguities, if investors, sponsors and corporate partners must be interested in participating. Without this attraction, the business cannot truly thrive as is the case in developed economies.

This book provides a concise guide to standard contract frameworks, and explores types of employments and contract formats that support them.

This book is primarily concerned with improving soccer business in Nigeria, and growing the sector into a viable business worthy of the attention, partnership and sponsorship enjoyed in other parts of the world. The ideas will work in any professional sporting environment.

Not for public viewing...

reach us at

contact@wise.ng

for consultation and advice.