

Sports

The WeirFoulds sports law team knows the rules of the game – from the playing surface to the boardroom. We understand that being successful in the sports arena requires preparation, tenacity, dedication, commitment, and proactive problem solving both on and off the field.

WeirFoulds provides comprehensive services to individual athletes, sports organizations, and owners and operators of sports facilities. We have a deep-rooted understanding of sports from both a competitive and business perspective.

Our practitioners' experience has remarkable range, from a former eight-season professional National Lacrosse League player, to a certified CFL agent, to a sports league collective bargaining negotiator, to a director of the Canadian Centre for Ethics in Sport ("CCES"), to a member of the *pro bono* counsel for the Sport Dispute Resolution Centre of Canada ("SDRCC"), to the volunteer general legal counsel to Toronto's bid for the 2008 Olympic Games.

Sport Governance and Sports Infrastructure are particular strengths at WeirFoulds. Regarding Governance, we understand and implement appropriate governance solutions to systemic or specific issues. Regarding Infrastructure, our track record is impressive. For example, we acted for: the Ottawa Senators in the OMB hearing that granted planning approval for the new stadium; Oshawa in the design-build contract and construction of the General Motors centre; London in the structuring and documenting of the Public Private Partnership project for the John Labatt Centre (this financing won an award from The Canadian Council for Public-Private Partnerships); and for Guelph in the development of the Sleeman Centre.

We understand sports systems – professional, international, Olympic, federal, provincial, municipal, local, university, college, high school, academies, private events, and local leagues – from national programs to house league, from paid athletes to weekend warriors. We know the legalities, we are experienced in the various environments, and we understand stakeholders' needs and values.

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Our in-depth knowledge allows our lawyers to provide clients with the broad interdisciplinary expertise they need to resolve the issues they face, including:

Corporate Structuring and Governance, including advising on incorporations and bylaw development, mergers, partnerships, associations, and the establishment of charities, trusts and foundations, and tax matters.

Sports Facilities, including all aspects of arena/stadium construction, sales, leasing and financing, including development, representation at OMB hearings, drafting and review of contracts, and P3 projects.

Risk Management, including policies, procedures, insurance, and risk allocation and analysis.

Commercial Agreements, including sponsorship, merchandising and distribution, and licensing agreements.

Intellectual Property Protection, including trade-marks and copyright, protection of athlete likeness, and media rights.

Investigation, Litigation and Dispute Resolution Services, including policies, representation, negotiation, conflict analysis, mediation, and arbitration.

Employment, Labour & Equalities advice, including policies and procedures, employee and contractor agreements, discipline and terminations.

Privacy advice, including privacy policies, CASL procedures, risk and breach management, consent and data collection.

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