

Mastering Sports League Franchise Agreements: A 5-Day Course

2026 000000 30 - 26
Seattle, Washington (USA)

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Day 2: Drafting and Negotiating Franchise Agreements

- Essential clauses and terms.
- Negotiation strategies and techniques.
- Intellectual property rights and brand protection.
- Territory and exclusivity provisions.

Day 3: Financial Aspects of Franchise Agreements

- Franchise fees and royalty structures.
- Revenue-sharing models and financial reporting.
- Budgeting and financial planning for franchisees.
- Valuation of franchise rights.

Day 4: Operational and Compliance Issues

- Franchisee obligations and performance standards.
- League rules and regulations.
- Compliance and reporting requirements.
- Risk management and insurance considerations.

Day 5: Managing Franchise Relationships and Dispute Resolution

- Maintaining franchisor-franchisee relationships.
- Handling breaches and defaults.
- Dispute resolution mechanisms.
- Termination and renewal processes.
- Emerging trends and future outlook.

Individual Impact

- Strengthen your ability to draft and negotiate comprehensive sports league franchise agreements.
- Enhance your understanding of financial models and revenue optimization in sports franchises.
- Improve your skills in managing franchise relationships and resolving conflicts.
- Build stronger knowledge of legal and regulatory issues in sports franchising.

Work Impact

- Improve the quality of franchise agreement drafting and negotiation across sports organizations.
- Strengthen financial planning and revenue-sharing practices within franchise systems.
- Support better compliance, risk management, and operational consistency.
- Enhance dispute prevention and resolution in league-franchise relationships.

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Training Methodology

This program integrates legal analysis, financial understanding, and practical application to ensure real-world relevance and professional impact. Learning methods include:

- Real-world case studies on sports franchise structures and agreements.
- Practical exercises in drafting key clauses and reviewing contract terms.
- Interactive workshops on negotiation strategies and financial models.
- Group discussions on compliance, operational risks, and dispute scenarios.
- Frameworks and tools for managing franchise agreements more effectively.

Beyond the Course

Upon completion, participants will be better equipped to handle sports league franchise agreements with greater confidence, accuracy, and commercial awareness. They will return ready to:

- Draft and negotiate sports franchise agreements more effectively.
- Evaluate financial and legal risks within franchise relationships.
- Manage compliance and operational obligations with greater clarity.
- Support stronger franchise relationships and more effective dispute resolution.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles.

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