

Sports Sponsorship - COVID-19 Contractual Impact Assessment Flowchart

Sponsors and sports rights owners (“SRO”) are grappling with the impact of COVID-19 event cancellations on their sponsorship agreements. The ‘partnership’ spirit in which sponsorship agreements are entered into will no doubt be tested, as rights can’t be delivered and purse-strings are tightened. Although it must be hoped that strong long term relationships will result in sensible compromises being reached, understanding the strict contractual position is important, particularly where disputes arise. We hope this flowchart will help assist you in analysing the legal position and working to a sensible resolution. If however you do need further support in working through issues we’re ready to help you find a solution: please contact your usual Lewis Silkin contact or Alex Kelham via alex.kelham@lewisilkin.com. For sponsors and SROs who are not Lewis Silkin clients but are looking for an efficient way of reaching conclusions, [LS Resolve](#) also offers fixed fee informal dispute resolution.

