

# Sponsor agreements within the sports world

Thursday 1 November 2012

Moalem Weitemeyer Bendtsen would like to invite you to our morning meeting on the challenges that professional sports clubs and partners face and may face when they enter into sponsorships. Attorneys Thomas Weitemeyer and Pernille Nørkær will focus on the provisions that a sponsorship should include in order to meet the expectations of both parties as well as the challenges that have developed within the sports world in recent years. The attorneys will provide specific directions to the most significant terms of a sponsorship and examples of best practice based on experience.

## Programme:

- 08.45-09.00 Light breakfast
- 09.00-09.45 Sponsorships by Pernille Nørkær
- 09.45-10.15 Sponsor rights and financially distressed companies and associations by Thomas Weitemeyer
- 10.15-10.30 Round-up

## Practical information:

The meeting is relevant to attorneys and employees in charge of marketing.

### Registration and questions:

Please submit your registration to Helle Tvedegaard (htv@mwblaw.dk) no later than Thursday 18 October 2012.

### Address:

Amaliegade 3-5, 4th floor,  
DK-1256 Copenhagen K

*Partner Thomas Weitemeyer is one of the most high profile restructuring and insolvency attorneys in Denmark. In addition to his work as liquidator in major insolvency estates, Thomas Weitemeyer works as a restructuring manager and engages in the restructuring of distressed sports clubs and associations, among others.*

*Pernille Nørkær is considered one of Denmark's leading sports law practitioners. Pernille Nørkær assists professional athletes and leading Danish football and handball clubs on rights issues and sponsorships as well as player transfers to e.g. Premier League and Primera Division clubs.*

We look forward to seeing you!

Moalem Weitemeyer Bendtsen

Advokatpartnerselskab