



Top tips for negotiating football kit sponsorship deals

(including considerations when working with betting companies)

This article, written by Andy Crystal and Joshua Charalambous, offers some top negotiating tips to help explain the practical considerations for both clubs and sponsors when negotiating a football kit sponsorship deal. It then explains the added complexities if the sponsorship deal involves a betting company.

It will be particularly relevant to executives and lawyers at or advising sports clubs, sponsors and betting companies.

Please click [here](#) to read the full article.

Any comments or queries?

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