

# OLYMPIC AND NATIONAL GOVERNING BODY PRACTICE

Our Olympic and National Governing Body team has substantial experience in all aspects of the Olympic movement, in the United States, in the United Kingdom and around the world. In the United States, we serve as outside general counsel for national governing bodies (NGBs) and other professional and amateur sports organizations, including more than 20 National Governing Bodies in the Olympic movement. In the United Kingdom, over 400 of our lawyers have acted on over 130 legal projects for the Olympic Delivery Authority. We also regularly appear before the Court of Arbitration for Sport in Lausanne, Switzerland, representing several international sport federations headquartered in Switzerland, and regularly advise NGBs around the world.

We regularly advise National Governing Body and International Federation clients on a multitude of legal and business issues relating to all aspects of their operations, including:

- ▶ **Safe Sport Matters** – instrumental in establishing the United States Olympic and Paralympic Committee's U.S. Center for Safe Sport, which is a ground-breaking organization which is responsible for hearing all allegations of sexual misconduct and related violations committed by coaches and other individuals in positions of authority involving any National Governing Body in the U.S. Olympic movement, drafting the policies and procedures for the Center for Safe Sport and the rules and guidelines for the handling, investigation and adjudication of complaints.
- ▶ **Strategic Infrastructure Matters** – advised various governmental and sport governing body clients with respect to the strategic planning required to support major events and important national sport infrastructure.
- ▶ **Corporate Governance** – advised NGBs on all aspects of corporate governance, including issues impacting membership, the Board of Directors and officers, as well as drafting and revising NGB bylaws and other corporate documents.
- ▶ **Athlete Eligibility Disputes** – successfully defended NGBs in a variety of Article IX claims brought by athletes asserting that the NGBs denied athletes their rights to compete in protected competitions, including victories for United States Rowing Association, USA Weightlifting, U.S. Bobsled and Skeleton Federation and U.S. Speedskating; represented the United States Olympic and Paralympic Committee in four athlete eligibility arbitrations leading up to the Tokyo Olympics, including three before the Court of Arbitration for Sport.
- ▶ **Challenges to NGB Status** – successfully defended against claims that NGBs, including the U.S. Taekwondo Union, U.S. Speedskating and USA Bowling, violated Section 9 of the USOPC Bylaws.
- ▶ **Television Agreements** – regularly negotiate television agreements on behalf of NGBs, including deals involving NBC, ABC, CBS, ESPN and CNBC.
- ▶ **Sponsorship and Licensing Matters** – handle all aspects of sponsorship and licensing agreements for NGBs, including recent deals with the following sponsors: General Motors, Visa, Qwest, Mutual of Omaha, Speedo, Adidas, Conoco-Phillips, ADT, Toyota and NIKE.
- ▶ **Relationships with Strategic Partners** – advise NGBs in their relationships with strategic partners, assisting NGBs with various aspects of their operations, including representation of USA Basketball in its marketing and operations contract with the National Basketball Association (NBA).
- ▶ **Olympic and World Championship Selection Procedures** – assist NGBs in the drafting and application of their Olympic selection procedures, as well as the selection procedures for other important events such as World Championships, World Cups and National Championships.
- ▶ **Athlete Agreements** – drafted numerous agreements between NGBs and athletes outlining each party's respective rights and duties to each other, such as athletes' potential obligation to display logos of NGB sponsors and the rights of NGBs to use athlete names and likenesses in marketing.
- ▶ **Employment Contracts** – drafted several employment contracts for NGBs, including, in particular, agreements with Executive Directors and members of the coaching staffs.
- ▶ **Other Legal Counseling** – regularly advise clients in connection with USOPC relations matters, general corporate and litigation work, trademark and copyright protection and other contractual relationships as well as the federal laws underpinning the Olympics, including with respect to a variety of PPP, construction, land, property and infrastructure regulatory issues.

In addition to NGBs, we also regularly represent a number of leagues, such as the Pacific Coast League of Professional Baseball Clubs, the Florida State League and the South Atlantic League (for each of whom we have served as outside general counsel), as well as various International Federations.

## HELPING THE OLYMPIC DELIVERY AUTHORITY DELIVER THE 2012 LONDON OLYMPICS

Over 400 of our lawyers from 13 different legal disciplines acted on over 130 different legal projects for the Olympic Delivery Authority in the build-up to the 2012 London Olympic & Paralympic Games. Some of our work was as follows:

- ▶ Advised Olympic Delivery Authority (ODA) on the financing and delivery of the Olympic Park, including the Olympic Village, the International Media and Broadcast Centre, hard and social infrastructure, and both ODA and its successor London Legacy Development Corporation on all aspects of the planning, construction, delivery and disposal of the Olympic Village, for use during the Olympic Games for housing athletes, and legacy conversion for 1,379 affordable and 1,439 private homes, together with education and healthcare facilities.
- ▶ Advised on strategic issues relating to the establishment and subsequent dissolution of the ODA, and the transfer of assets and liabilities to London Legacy Development Corporation and other residuary bodies.

*For more detail, please see the following page.*

## OUR TEAM

Our Olympic and National Governing Body team consists of lawyers with significant experience in advising clients in connection with all aspects of the Olympic movement. For additional information, please contact our team leaders:

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# HELPING THE OLYMPIC DELIVERY AUTHORITY DELIVER THE 2012 LONDON OLYMPICS

## EXAMPLES OF BCLP'S CONTRIBUTION

- SUMMER 03-05**  
BCLP advises the London 2012 bid organisation in relation to planning, resulting in qualified planning permission in June 2005
- JUNE 05**  
BCLP advises on the structure of the ODA and the drafting of the Olympic Bill
- JULY 06 - AUGUST 08**  
Advised on the selection of developer of the Olympic Village, from competition, to preferred bidder to appointment of Lend Lease
- FEBRUARY 07**  
Agreements reached with London Development Agency for funding, remediation and use of Olympic Park
- MARCH 07 - JULY 09**  
Advised on the selection of developer for the International Broadcast and Media Centre, from competition through to the appointment of Carillion
- SEPTEMBER 07**  
'Outline' planning permission granted for Olympic Park site preparation and for Olympic and Legacy facilities
- SEPTEMBER 07 - END 09**  
Orders secured to close highways and public rights of way across the Olympic Park.
- JULY 08**  
Contracts exchanged with Westfield and London and Continental Railways to enable delivery of Olympic Village and Westfield Shopping Centre, including land acquisition and infrastructure delivery
- JULY 09**  
Contracts exchanged for the sale of affordable homes in the Olympic Village to Triathlon Homes
- JULY 09 - JULY 12**  
Acted on a wide range of matters, including making of Traffic Regulation Orders with consent of the Secretary of State to enable the reorganisation of 279 miles of London's traffic network to facilitate the Games.
- APRIL 10**  
Trained the client on stadia licensing requirements and health and safety.
- SEPTEMBER 10 - AUGUST 11**  
Advised on the sale of the Olympic Village, from competition to exchange of contracts with a Qatari Diar/ Delancey joint venture
- SEPTEMBER 10 - SUMMER 12**  
Lead health and safety advisor, reviewing all arrangements in place, dealing with ad hoc issues as they arose and enabling handover to LOCOG.
- AUGUST 11 - SUMMER 12**  
From the passing of regulations through Parliament, to 24-hour emergency support during the games, BLP advised on regulations controlling advertising and trading in the event zones.
- APRIL 12**  
Injunction to prevent obstruction being caused by Occupy London protestors

2005

06

07

08

09

10

11

2012+

## EXAMPLE ODA MILESTONES

- 6 JULY 05**  
London selected as the host city for the Games of the XXX Olympiad
- NOVEMBER 05**  
Compulsory purchase orders served for acquisition of Olympic Park related land and assets.
- MARCH 06**  
ODA established by the London Olympic Games and Paralympic Games Act
- SUMMER 07**  
ODA gains possession of the Olympic Park site and site preparation commences
- MAY 08**  
Site preparation completed and construction of the Olympic Stadium commences
- JULY 09**  
Refurbishment of waterways at Olympic Park, seven new bridges and new primary energy substation substantially complete
- JULY 10**  
Olympic Stadium, aquatics centre, velodrome, international broadcast centre and majority of homes at athletes village structurally complete
- FEBRUARY 11**  
Handover of the first completed venue, the Olympic Velodrome, to the London 2012 Organising Committee (LOCOG)
- 27 JULY 11**  
All main venues and infrastructure completed and handed over to LOCOG, a year before the opening ceremony
- JANUARY 12**  
Handover of Olympic Village
- MARCH 12**  
The International Olympic Committee (IOC) concludes "London is ready to host the world this summer"
- 27 JULY 12**  
Opening ceremony of London 2012

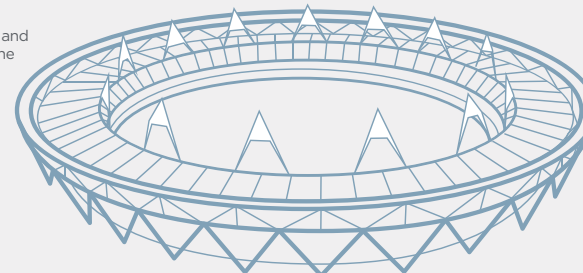
### PREPARING THE SITE

In a phase of work called 'Demolish, Dig, Design', the ODA completed the most extensive and sustainable clean-up operation ever seen in the UK, demolishing >200 buildings, excavating and cleaning 1.4million cubic metres of soil and diverting all major utility networks



### THE BIG BUILD

Design, planning and construction of the Olympic venues



### OVERLAY

Installing all of the temporary equipment and material needed to get venues ready to host a major event, including more than 200,000 seats, enough tents to cover the whole of Hong Kong, enough toilets to service the entire population of Malta and a huge array of other items, such as lighting, rigging, PA systems, media facilities, fencing and more.

