

CAPABILITIES

SPORTS

The sports and entertainment sector stands out as one of the most dynamic and rapidly evolving segments of the global economy. Fueled by digital transformation, the globalization of events, and a surging demand for sports content, this industry is experiencing remarkable organic growth. With its vast potential, it generates substantial revenues through a diverse array of opportunities, including cutting-edge technology, strategic partnerships, media rights, and lucrative sponsorship deals



This sector plays a critical role in driving the economic and social development of the country. The deep-rooted passion for sports and its culture serves as a vital catalyst for growth in this vibrant landscape. Supported by a dedicated fan base and an expanding infrastructure, Brazil emerges as a compelling hub for investment and collaboration in the sports industry. With numerous opportunities for partnerships and innovation, the country is poised to harness its sporting spirit to foster sustainable development and elevate its position on the global stage

OUR TAKE ON INDUSTRY TRENDS

The national passion for sports creates a thriving environment for new businesses, investments, and the exploration of emerging niches, such as eSports, which are already generating billions of dollars annually.



The digitalization of sporting events has further expanded revenue streams through live broadcasts and digital content, enhancing accessibility and fan reach. Within this context, strategic partnerships between brands, federations, and clubs are crucial for increasing visibility and fan engagement, fostering relationships that yield mutual benefits.

The recent introduction of Football Corporations (SAFs) has positioned Brazil as an attractive hub for investment, despite the rising regulatory challenges and disputes that demand careful navigation by all stakeholders. Efficient financial management becomes essential in the face of intensifying competition, with organizations increasingly relying on the integration of technology, particularly artificial intelligence and data analytics, to drive informed decision-making and strategic planning.

Sustainability is also taking center stage, as there is mounting pressure for environmentally friendly practices to be woven into the fabric of the sector's operations. This combination of opportunities and challenges paints a dynamic and promising future for the sports industry in Brazil, where adaptability and innovation will be key to thriving in an ever-evolving landscape.

OPPORTUNITIES

- Football Corporations (SAFs)
- eSports
- Sports betting
- Merchandising and licensing
- Digitization of events
- Strategic partnerships
- Financial sustainability
- Emerging platforms that allow greater interaction between fans and teams
- Hybrid events

CHALLENGES

- Financial management
- Regulatory compliance
- Increased competition
- Maintaining sporting integrity
- Adapting to new technologies

MACROTRENDS

- Technology integration: increasing use of artificial intelligence and data analysis to improve decision-making
- Sustainability
- Internationalization of sports brands and events
- Diversity, equity and inclusion
- Athletes' health and well-being

WORK HIGHLIGHTS

- ▼ Football Corporations (SAF)
We provide comprehensive legal representation for investors in football entities involved in legal and arbitration disputes with clubs. Our focus is particularly on defending the rights of minority shareholders who aim to regain control of their respective SAFs. Our expert team navigates complex negotiations and proceedings to ensure our clients' interests are protected in this dynamic industry
- ▼ Strategic representation before the STJD
Our firm offers strategic counsel to clubs, athletes, and investors in matters before the Superior Court of Sports Justice (STJD). We also assist clients in navigating investigations conducted by Parliamentary Investigative Committees (CPIs) and addressing issues arising within the Judiciary. Our in-depth understanding of sports law enables us to advocate effectively for our clients, ensuring they receive the support they need in legal proceedings

AREAS OF PRACTICE

A cross-sector and multidisciplinary team specialized in the sector

Leading practice in Litigation and Arbitration



| Commercial Contracts | Labor | Litigation and Arbitration | Regulatory, Policy Issues, and Compliance | Tax |

GET TO KNOW OUR PARTNERS



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