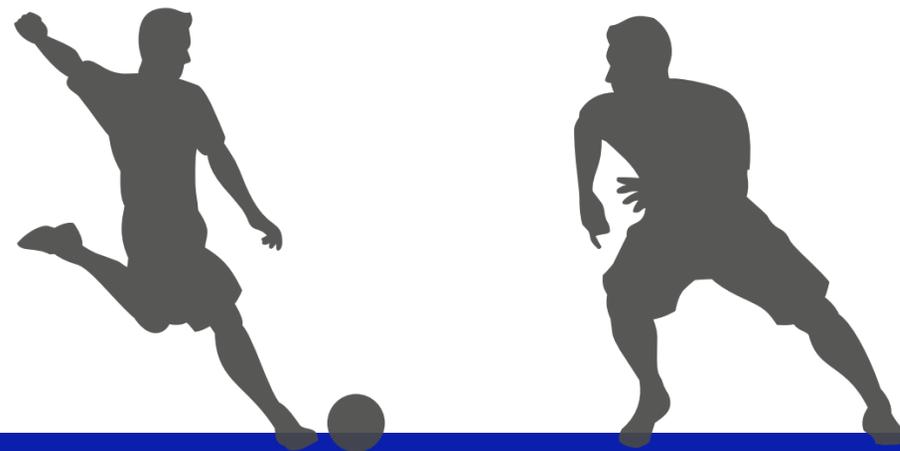


# The Saudi Pro League's New Era: Football Royalty and Sponsorship Goldrush



Ronaldo. Neymar, Henderson. Mane,  
Firmino. Benzema, Bono, Fabinho,  
Mendy, Kante, Mahrez, Laporte, Koulibaly  
along with other prominent players.

Destination: **Saudi Pro League.**



# The eyes of the footballing world are firmly fixed on Saudi Arabia



With global football royalty heading to Saudi, it is expected new branding and sponsorship deals will accompany these players, and players will bring their own “super brands” to the Saudi Pro League.



There will need to be synergy between image rights of players and club rights and their commercial exploitation.



# What are the image rights of players?

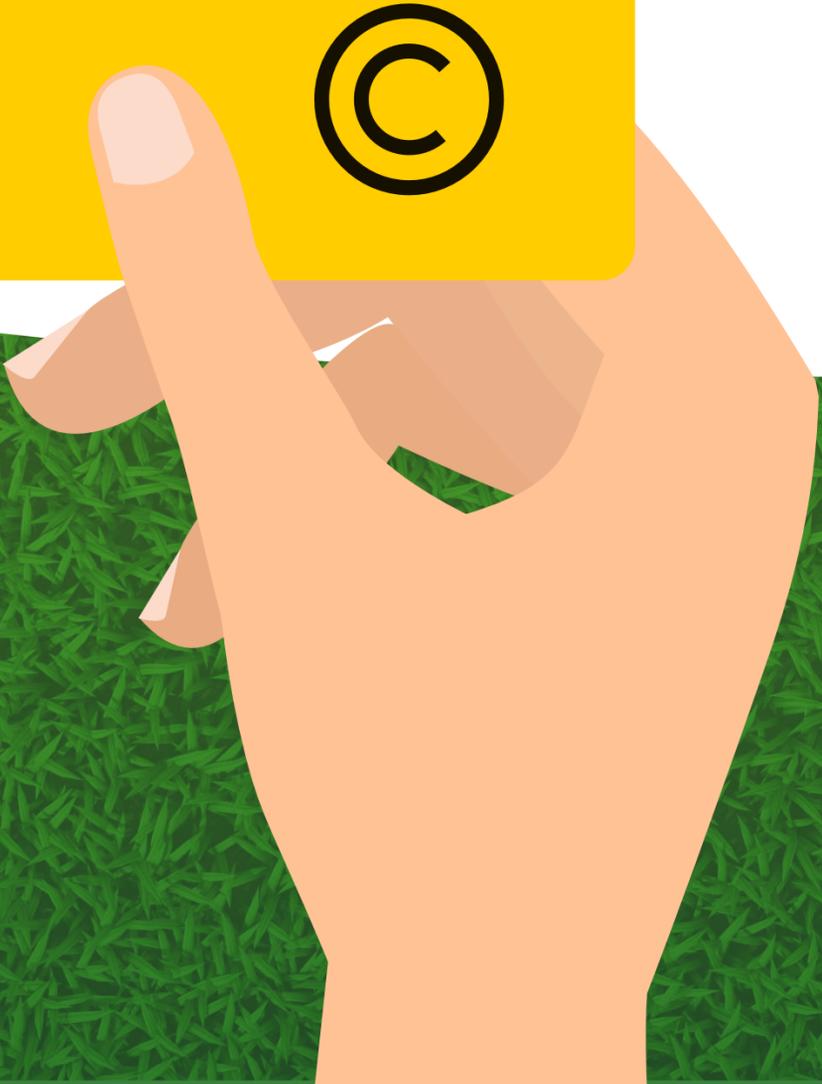
A hand is shown holding a yellow rectangular card. On the card, there is a black copyright symbol (©). The background of the slide features a green grassy field at the bottom, a blue curved shape on the left, and two blue soccer balls. There are also some hand-drawn black marks: an 'X' with an arrow pointing to the card, and a circle with an arrow pointing away from the card.

Image rights will allow players to stipulate the way the club will be able to exploit said rights in various club related activities including the use by club sponsors.



# Who would own player images?

Player rights can be exploited either by the club or the player, it will depend on who owns the image rights. Given the high-profile nature of the signings, they all own their image rights and have their say as to their commercial exploitation.

The players bring will no doubt increase the sponsorship opportunities for the Clubs and the league.



## What type of sponsorship opportunities do Clubs usually have?

Clubs should own all Club IP rights namely, name, slogans, crest etc. They can then commercialise these assets to allow for different type of sponsorships.

**We expect these sponsorship opportunities for clubs to grow in value given the high-profile nature of the new elite players.**

Read the full edition on our website

