

Dentons advises the Emirates Cricket Board on the Grand Midwest Sports Masters T20 Champions League in the UAE

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Dentons has advised the Emirates Cricket Board (ECB) on its recently announced Grand Midwest Sports Masters Champions League (League). Dentons specialist Sports Law Team assisted ECB in negotiating the agreement with Grand Midwest Sports MFZE.

The League will comprise an annual T20 tournament featuring retired international cricket players, including former international test cricket, one day international cricket and international T20 cricket players. With inaugural games planned for February 2016, the tournament offers loyal cricketing fans a one-of-a-kind opportunity to see the all-time greats of cricket retake centre stage, some appearing for the first time in the UAE.

David East, Chief Executive ECB, commented, "The UAE is home to a sports-loving people and has world class cricket facilities. We are proud to bring some of the all-time cricket legends to our shores legends to re-enact the magic that they once were so famous for."

Combining 50 years on the ground in the Middle East with established sports sector expertise, Dentons was uniquely placed to assist with bringing the League to UAE. The firm's Middle East Sports Team has advised on a number of high profile sporting events and sponsorships across the region, including advising the ECB on the hosting of the Pepsi Indian Premier League in the UAE in 2014, the Qatar 2022 Bid Committee on their successful bid to host the Qatar 2022 World Cup, Qatar Sports Investment on the €160m shirt sponsorship of the FC Barcelona for the 2012-2016 seasons, and the Saudi Arabian General Presidency of Youth Welfare on the privatization of up to 16 sports clubs as well as the establishment of a new professional football league in the Kingdom of Saudi Arabia.

Dentons leading sports practice is recognised in both Legal 500 and Chambers Global, the later noting that Dentons is "highly active in the sports arena, and advises major names on a range of matters including sponsorship agreements and privatisations of clubs".

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