



Universität Augsburg
Juristische Fakultät

Sponsorship and ancillary obligations in the employment relationship

date: 17 September 2026, 9.50 am (Beijing Time)

venue: Beihang University, Beijing (China) /
Beijing University of Aeronautics and Astronautics

duration: approximately 90 minutes, including time for discussion

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Introduction Sponsorship

01



Sponsorship

Altruistic motivation, advertising and investment

Sponsorship is generally motivated by the following reasons:

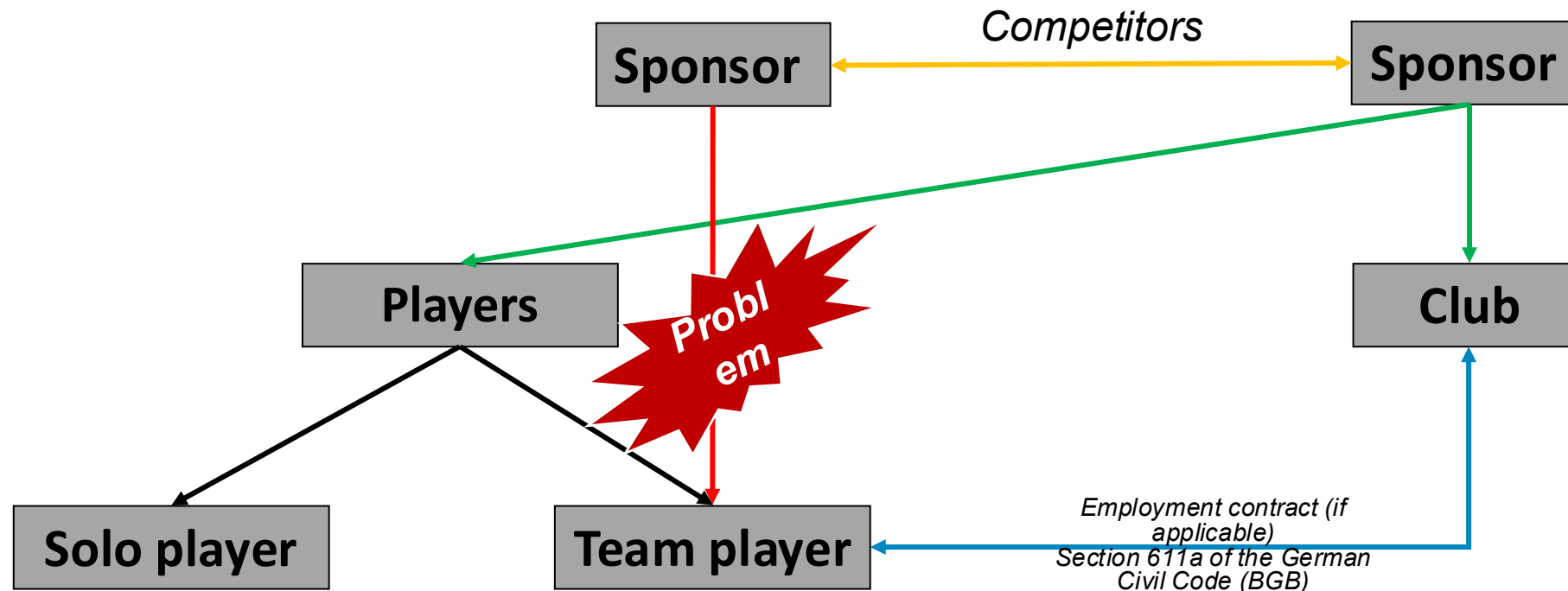
- no direct economic interest, but altruistic motives (e.g. being a fan) —> very rare
- indirect financial interest (e.g. advertising and brand association) —> the norm
- direct financial interest (e.g. investment, as a shareholder in the club) —> venture capital (hardly seen since the 'esports winter')



The importance of sponsorship

Source of revenue

Alongside prize money, sponsorship is the most important source of revenue in esports (as it is in sport in general).

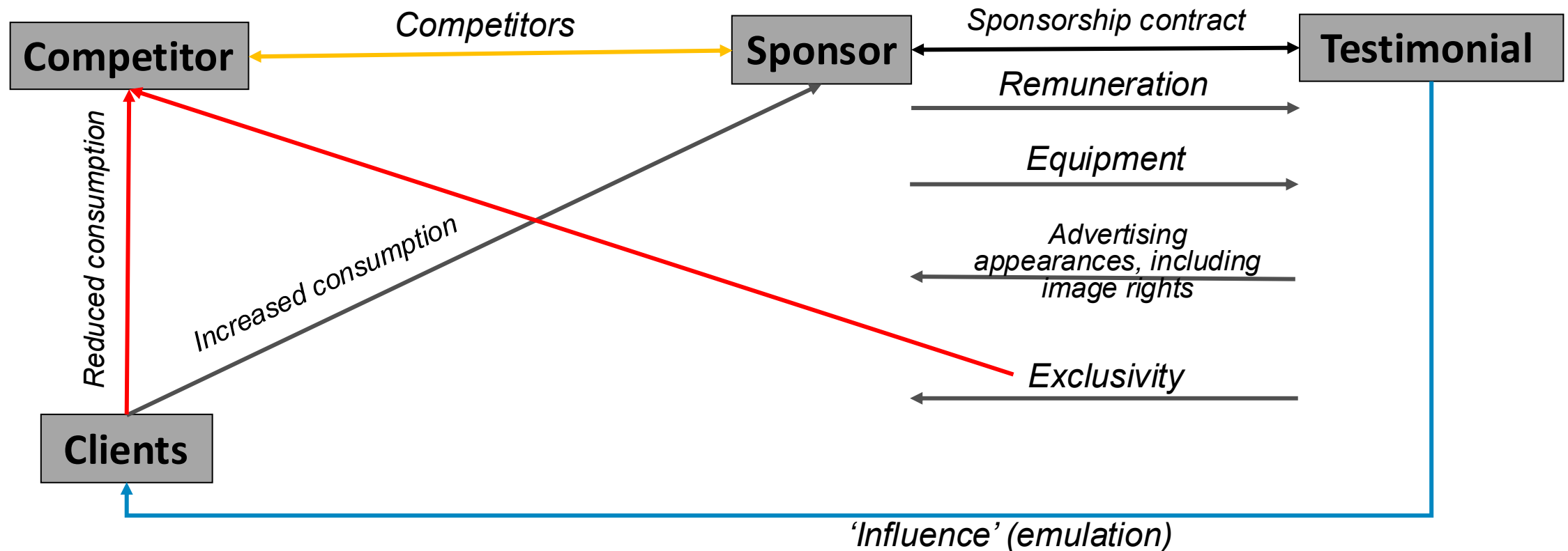




Sponsorship

Image Transfer

Why is sponsorship in sport (esports) regarded as an indirect economic advantage?





Sponsorship

Sources of income

We discussed its significance during the first session.

Economic dimension:

Just as a reminder and by way of example:

Shirt sponsor for FC Bayern Munich: Telekom —> approx. 50 million euros per year

Kit supplier: Adidas —> approx. 60 million euros per year

Automotive partner: Audi —> approx. 50 million euros per year

Stadium name sponsor: Allianz —> approx. 13 million euros per year

Mobile phone partner: Google —> approx. 10 million euros per year

In addition, there are various sponsors (Bitpanda, SAP, Paulaner, Emirates, Viessmann) for perimeter advertising ...

**Total: approx. 173 million euros =
1,348,441,061.00 Renminbi yuan**

**Exclusivity
as the most
important
criterion**

02



Exclusivity

Exclusion of competition

The most important element of sponsorship:

Agree on exclusivity!!!

(P): For what?

—> Anticipate which items and brands

—> Restriction to official events? (e.g. Jürgen Klopp used to advertise for Opel —> can he now own and drive other cars in his private life?)



Exclusivity

Exclusion of competitors

Everything must be agreed precisely and transparently!

Why?

→ a otherwise, disputes are inevitable as to whether there have been breaches of duty

Why is this a problem?

—> The restrictions also affect private life

which, in turn, is protected by the general right to privacy (Article 2(1) of the Basic Law).

Scope of the
rights

03



Subject-matter of the contract

Time, image and sound rights

As always, the subject matter of the contract is a matter of agreement.

In the case of a traditional two-party relationship:

- How many engagements is the sponsored party available for, and over what period?
- Transfer of rights of use for images, audio and video recordings to the sponsor?
- Term of the contract
 - Timeframe for the implementation of promotional activities
 - Duration of the rights to use the images, audio and video recordings
- Duties of conduct
- Obligations to refrain from certain actions



Subject-matter of the contract

Payment

- Payment for exclusivity
 - Depending on the duration of the term
 - and the scope of the exclusivity
- Payment for the duration of the promotional events
- Payment, where applicable, for rights of use to the