

# Team- und Einzelsport- Management (3. Tag)

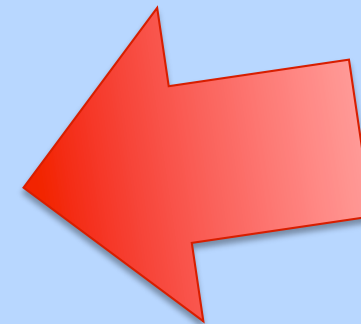
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macromedia hochschule  
WS 2010/2011





# Themen

1. Karriere Management im Sport
2. Sportmanagement
3. **Vermarktung von Einzelsportlern**
4. Ökonomie von Sportligen
5. Kostenkontrolle & Wettbewerbssicherung durch Lizenzierungsverfahren
6. Einkommen von Superstars und Wasserträgern im prof. Teamsport
7. Der Mensch als Marke
8. **Der Sportler als „Marke“**
9. **Fußballer als „Marke“**
10. Sportlervermittlung und Sportlermanagement
11. Sportlervermittler in den USA
12. Sportlermanagementvertrag





What is it?

# Spielervermittlung & Sportlermanagement

**Komponente: Maklertätigkeit**  
Spielervermittlung im eigentlichen Sinn

**Komponente: Beratung**  
Karriereplanung, Marktinfo, Recht, Steuern

**Komponente: Verhandlung**  
Arbeitsverträge, Sponsoringverträge

**Komponente: Sonstige Dienstleistung**  
z.B. Terminplanung, Koordination etc.



**Regularien (D/EU)**

# Spielervermittlung & Sportlermanagement

**Berufs-  
ordnungen**

**12 GG  
56 EUV**

**StBerG /  
RDG  
(früher RBerG)**

**Agent**

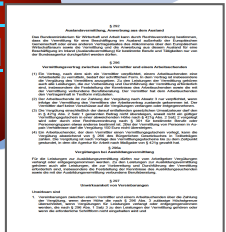
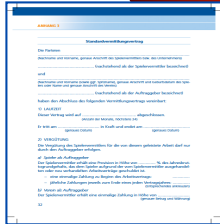
z.B. **FIFA,**  
**US Pro**  
**Sports,**  
**NCAA**

**Verbands-  
Regularien**

**MaklerR  
§ 652 BGB**

**Nachweis- vs.  
Erfolgsmakler-  
Auftrag**

**§ 296 ff  
SGB III**





**What's it about?**

# **Spielervermittler Sports Agents**

[IMG Sports](#)

[Jerry Maguire](#)  
[„Show me the money“](#)

[How to be an agent](#)

[Sports Agent Blog](#)  
[\(List of Agents\)](#)

[A Day In The Life](#)  
[Of A Sports Agent](#)

[South Carolina](#)  
[Consumer Protection](#)

[Example for US State side](#)  
[Agent Licence Requirement](#)

[Lath Kirk](#)  
[\(NBA\)](#)



# US Sports System

# Spielervermittler Sports Agents

**High School & Collegiate Athletics**  
(divisions / scholarships)

**NCAA Regulations**  
(strict amateurism; still eligible?)

**Professional Sports**  
(franchise structure)

**Draft System(s)**  
(rules [MLB](#), [NFL](#) ...)

**Player Contracts / Free Agency**



[2010 Highlights](#)



[College World Series \(ESPN Trailer 2009\)](#)

[NCAA Website](#)

[1. Year Player Draft](#)

[MLB 2010 Draft](#)

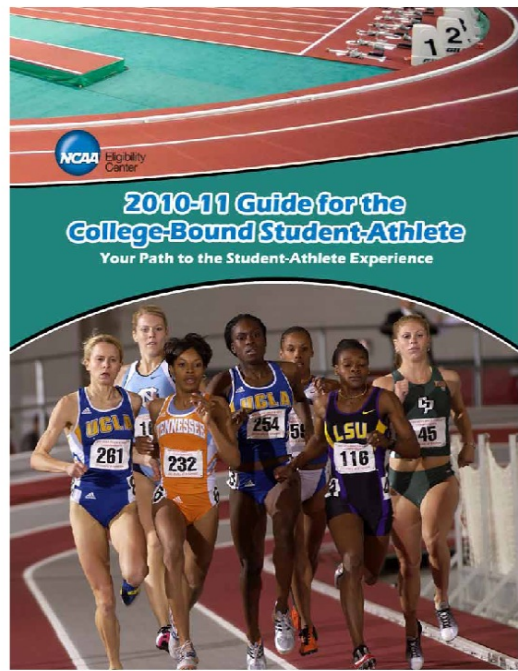
[Bryce Harper](#)

[NFL 2010 Draft](#)

[NBA Draft Lottery](#)

[NHL 2009 Draft](#)

# Spielervermittler Sports Agents



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E. Determination of Salary .....	Page
(1) General Rule .....	90
(2) Average Annual Value of Guaranteed Multi-Year Contracts .....	91
(3) Signing Bonuses .....	91
(4) Performance, Award and Other Bonuses .....	91
(5) Option Contracts .....	92
(6) Deferred Compensation .....	96
(7) Loans to Players .....	98
F. Association's Rights .....	99
(1) Actual Club Payroll Information .....	99
(2) Association's Rights to Challenge .....	100
G. Other Undertakings .....	102
H. Uses Of Competitive Balance Tax Proceeds .....	103
I. Sunset .....	104
ARTICLE XXIV—The Revenue Sharing Plan .....	104
A. Definitions .....	104
B. General Principles .....	111
(1) Intent of the Plan .....	111
(2) Other Sharing .....	111
(3) Accounting Rules .....	111
(4) Interests of the Association .....	112
(5) Other Undertakings .....	112
C. Administration .....	113
(1) Responsibility .....	113
(2) Duties of Administrator .....	113



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(9)

Draft System(s)  
(rules [MLB](#), [NFL](#) ...)

[1. Year Player Draft](#)

[MLB 2010 Draft](#)

[Bryce Harper](#)

[NFL 2010 Draft](#)

[NBA Draft Lottery](#)

[NHL 2009 Draft](#)

Player Contracts / Free Agency



**US Pro Player Unions**

# Spielervermittler Sports Agents

**Hockey (NHL)**

<http://www.nhlpa.com/>

[http://www.nhlpa.com/About-Us/  
Certified-Agents/](http://www.nhlpa.com/About-Us/Certified-Agents/)

**Football (NFL)**

[http://www.nflplayers.com/About-us/Rules--  
Regulations/Agent-Regulations/](http://www.nflplayers.com/About-us/Rules--Regulations/Agent-Regulations/)

**Basketball (NBA)**

<http://www.nbpa.org/about-us>

**Soccer (MLS)**

<http://www.mlssoccer.com/>

<http://www.ussoccerplayers.com/>

**Baseball (MLB)**

[http://mlbplayers.mlb.com/pa/info/agent\\_regulations.jsp](http://mlbplayers.mlb.com/pa/info/agent_regulations.jsp)