



Painstaking number of hours spend to understand sponsors' user profile – how Sevilla FC handled the risks when agreeing new partnership

- Earlier this year, Sevilla partnered with NAGA, a social trading platform, replacing sports betting sponsor Marathonbet.
- Sevilla FC's General Business Manager Jorge Paradela reveals how the club had to make sure that they were engaging with a company aligned with their values.
- For Sevilla, there is added value with the NAGA-deal, due to the club leveraging the new sponsors' expertise and technology, in tandem to support fan engagement.

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Most Important News



1. RFEF and LaLiga trade blows over CVC agreement prior to clubs' vote

The Royal Spanish Football Federation (RFEF) has [released a statement](#) underlining its opposition to LaLiga's proposed deal with private equity firm CVC, which will be voted on by clubs this Friday.

The RFEF claimed the deal, known as the LaLiga Impulso project, is "incompatible" with Spanish sports law, "and we trust that the competent Spanish authorities will not allow its execution."

It added: "The league can only belong, and can only be managed, by the clubs that at any time play in the First and Second Division, without harming in any way the legitimate expectations of the clubs of lower categories."

LaLiga promptly [issued a response](#), saying "we reject any accusation of illegality of the project and more so when it is carried out from an intentional ignorance."

The Spanish league said the RFEF "has had the opportunity to consult all the information in the reports of renowned prestigious firms Uria Menéndez and Latham & Watkins advising CVC, which guarantee the legal solvency of the agreement."

LaLiga added that "the accusations about the alleged conditions of the clubs are also without any basis."

2. England's 'big six' stall on owners' charter due to UEFA Champions League qualification uncertainty

England's so-called 'big six' clubs are stalling on demands to sign up to the Premier League's new owners' charter next week as they wait for clarification from UEFA about Champions League qualification.

[The Times reports](#) that the new charter would commit clubs to only qualifying for the Champions League via "current sporting merit."

The big six – Arsenal, Chelsea, Liverpool, Tottenham Hotspur and the two Manchester clubs, who all signed up to the doomed European Super League – have so far failed to agree to the new charter.

They are hesitating in case UEFA goes through with a proposal to allow two clubs a season to qualify via their European ranking based on historical performances.

The six clubs argue that their post-ESL settlement with UEFA commits them to following any of the European governing body's competition rules.

However, UEFA insiders have told The Times that the commitment is a general one rather than specifically related to proposals around qualification via ranking or coefficient.

It is also looking increasingly likely that UEFA will scrap the co-efficient plan altogether, with all Champions League places awarded directly by qualification from domestic leagues, apart from the Champions League and Europa League winners.

3. Newcastle United could sign deals with Saudi companies before January as new sponsorship rules set to be agreed

Premier League clubs are close to agreeing new rules for related-party sponsorship deals that would pave the way for Newcastle United to land their first major endorsement from Saudi Arabia.

[The Daily Telegraph reports](#) that the league's 20 clubs are due to meet next Wednesday, 15th December to approve the new rules for related-party transactions.

It will be the responsibility of the Premier League legal department to analyse the value of new commercial deals for a club, and decide whether they represent fair market value.

It is likely that any deals submitted to the league from next Tuesday, 14th December onwards could go through by the end of the year.

4. Edwin Van der Sar admits desire for Manchester United executive role

Former Manchester United goalkeeper Edwin Van der Sar has admitted his desire to return to the club in an administrative capacity, [The Mirror reports](#).

The Ajax CEO has been tipped to succeed United's executive vice-chairman Ed Woodward, who is expected to step down from his position at the end of the year, with managing director Richard Arnold set to take over.

Asked about the prospect of returning to Old Trafford in an executive role, Van der Sar told Dutch TV channel RTL7: "I am sure that one day the moment will arrive."

However, he also pointed out that he still has two years left of his contract with Ajax. "I want to keep achieving things here with the club," he said.

5. Aston Villa owners close in on new MLS club based in Las Vegas

Aston Villa owners Wes Edens and Nassef Sawiris are close to acquiring a new MLS franchise based in Las Vegas, [according The Birmingham Mail](#).

Earlier this week MLS commissioner Don Garber revealed that Vegas is the favourite city to be awarded the organisation's 30th team.

Edens and Sawiris are believed to be the ownership group of the prospective club. This summer the Edens group filed a trademark for 'Las Vegas Villains,' suggesting that could be the new franchise's name.

It is thought it would cost Sawiris and Edens around £239 million for the license for the MLS team. The 30th MLS club will not enter the league until 2024 at the earliest.

Here's what else is happening

- PFA have decided against publishing an [independent review](#) of the Gordon Taylor era. Sources claim that the review contains damning details.
- Gianluca Vidal, member of the board of directors at Sampdoria, says they currently have knowledge of [four subjects interested](#) in the club.
- Ajax extend the contract with Marc Overmars [until summer 2026](#). Overmars has been the director of football affairs at Ajax since summer 2012.
- Tottenham are set to request the postponement of Sunday's Premier League game against Brighton due to [multiple Covid-19 cases](#) in the squad.
- Sevilla FC continue to consolidate in China with their [second live show](#) on Chinese social media network Weibo.
- UK football police chief Mark Roberts hopes that the review of the EURO 2020 final kills recommendations to [allow fans to drink alcohol](#) at their seats inside the stadiums.
- Newcastle United have hired London-based sports experts [Nolan Partners to lead](#) the process of finding their new director of football.
- In a [restructure at Bayern Munich](#), the previous chief scout Marco Neppe has been appointed Technical Director while previous Legal Director Michael Gerlinger will be appointed as Vice President of Sports Business and Competitions of Bayern Munich AG.
- The European Super League paid more than €4 millions for [PR and legal advice](#) before it failed.
- Juninho confirms that [he will be leaving](#) the role of sporting director at Lyon.

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