



**Global Corruption & Sports:
Transparency International Global Corruption Report
*The role of sponsors in fighting corruption and strengthening
integrity in sports***

PwC - 300 Madison Avenue, New York City, NY – Monday, May 16th - 8:00am – 11:00am

Why You Should Attend

Recent corruption scandals in sports - from FIFA to track and field to tennis - have brought global attention to the governance failures of sports, as well as questions around who has the power to fix them. For the first time, sponsors are very much in the spotlight. As sports organizations are dependent on sponsorship for sustainability, major sponsors are often presented as the catalysts for change. What can and should sponsors do? What responsibility do they bear?

As featured in the recently released *Global Corruption Report*, Transparency International believes sponsors should require their partners to uphold the same anti-corruption and human rights standards that they are expected to adhere to in their own operations. They also have a clear commercial interest in being associated with clean sports.

As part of Transparency International global event series, in partnership with PwC, the panel discussions will bring together for the first time many of these key sponsors and leading voices in the sports, legal and anti-corruption communities to publicly discuss the reputational risks of sports sponsorship, recent experiences and the appropriate role of sponsors in sports governance and in the organization of major sports events.

Who Should Attend

CMOs, CCOs, GCs, CFOs, Law firm attorneys, of companies that sponsor sports organizations or athletes, C-suite and management of sports organizations, sports agents, as well as other professionals who work within the sports industry.

[To Register Click Here](#)

Program Schedule

Panel Discussions – PwC Auditorium

8:00 – 9:00

Breakfast and Networking

9:00 – 9:10

Opening Remarks and Introduction to the Global Corruption Report

9:10 – 9:15

Key Note Speaker

9:15 – 10:05

Panel 1: Legal Developments in Corruption and Sports

From transactions to disputes to investigations, lawyers are deeply involved in helping sponsors and sports organizations manage and respond to risk. Hear from legal experts who focus on the biggest corruption issues confronting teams, leagues, and sponsors today.

Confirmed Panelists:

- ❖ **Tim Treanor** – *Partner, Sidley Austin LLP*
- ❖ **Jon Fetterolf** – *Partner, Zuckerman Spaeder LLP*

Moderator:

- ❖ **Peter Zanolin** – *Director, PwC*

10:05 – 10:55

Panel 2: Anticorruption Risks and Roles for Sports Sponsors

Financial risk is clearly evident in today's large corporate sponsorships and endorsement deals, but sponsors also face reputational risks for being tied to individual athletes, organizations or events. Hear from leaders in companies with significant sports sponsorships to learn about their experiences in sports sponsorships, how they work to protect their companies' brands, and how they view the role of sponsors in cleaning up sports.

Confirmed Panelists:

- ❖ **Javier Robles** - *SVP Global Compliance and Anti-Corruption Counsel, MasterCard*
- ❖ **Susan Cote-Freeman** – *Head of Business Integrity Program, Transparency International*
- ❖ **Manny Alas** – *Head of Sports Corruption Practice, PwC*

Moderator:

- ❖ **Gareth Sweeney** - *Chief Editor of the Global Corruption Report & Head of the Corruption in Sport Initiative, Transparency International*

10:55 – 11:00

Closing Remarks

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