

LEARN WITH DETERMINANT

The Problem

In efforts to raise brand awareness, new customer acquisition and sales, Hong Kong clothing brand DETERMINANT entered discussions with **FC Barcelona**, one of the world's most famous football clubs, for a potential global partnership. Football has been identified as a strong affinity interest among the target audience of males aged 25-45 across their key markets and potential growth markets in Asia. The opportunity to leverage the FC Barcelona brand and players, to develop branded products to market and sell, is a great one.

DETERMINANT was presented with two opportunities to collaborate with FC Barcelona, and had to decide whether **a full brand partnership deal or a licensing deal** would ultimately make more sense for the brand.

Which contract would you choose and why?

Remember that when dealing with business contracts and negotiations, the devil is in the details, especially in reviewing contract agreements. Critical thinking, strong reading comprehension, and attention to detail is key—knowing which terms are important and beneficial for the business, and what terms are unreasonable and need to be negotiated.

Deliverables

1. Review and examine the **two sample contracts**:
 - ♦ [Partnership deal contract](#)
 - ♦ [Licensing deal contract](#)
2. Identify the key terms and details in each contract to help you make a decision between the two options. You may use [this template](#) to outline the details, and refer to DETERMINANT's [sales report](#) and [brand guidelines](#) as additional resources.
3. **Explain in 150-200 words** why you would choose one deal over the other.