



Blaž Tomažin Bolcar

Founder and Senior Partner at Bolcar Law Office Ltd

EDUCATION:

- 2024 – Mesgo – Executive Master In Global Sport Governance
- 2012 - DeMontfort University / Leicester, United Kingdom
Postgraduate Certificate with Merit “Sports Law and Practice”
- 1998 – 2007 – The Faculty of Law / Ljubljana, Slovenia
Bachelor of Law
- 1994 – 1998 – Diocesan Classical Gymnasium / Ljubljana, Slovenia
High School Graduate

EXPERIENCE:

- 2020 – Law office Tomažin Bolcar Ltd.
Founder and Lawyer
- 2012 – 2020 – Lawyer at law Office Bolcar
Lawyer
- 2023 – Slovenian Sports Law Association
Co-founder and President
- 2023 – Arbitrator at European Handball Court of Arbitration
- 2006 – 2020 – Sportelement Ltd., sports marketing
Co-founder:
Counselling at business negotiations
Athlete representation
- 2019 – SportLex institute

Founder:

Organisation of Sports Law Arbitration Moot (SLAM) competition in 2020 and 2021:
Organisation of on-line SportLex Talk

- 2021 2024 – Nameholder Ltd ., sports marketing agency

Co-founder

Counselling at bussines negotiations
Athelte representation

- 2005 – 2007 – Adriatic Basketball League ABA

Marketing coordinator:

Cooperation with the marketing departments of clubs from the former Yugoslavia
Preparation and execution of marketing strategy
Negotiating sponsorship agreements
Implementation of the first “All Stars” game in the former Yugoslavia

- 2005 – 2007 – Agency OMD

External Associate:

Counselling the Agency’s clients on the optimization of sponsorship investments

LIST (non-exhaustive) OF LECTURER REFERENCES:

- ISDE Madrid, Master of International Sports Law, Regular lectures on a selected topic of basketball law (2023, 2024)
- The Faculty of Law in Ljubljana, Legal Clinic: Regular lectures on a selected topic of Sports law (2013 – 2024)
- Bar Association of Slovenia, Law School – “Specifics of regulating sports within EU law and its application before Slovenian courts” and “Athlete’s personal rights and their (il)legal use – case study”, March 2019
- The Slovenian Intellectual Property Office – “Intellectual property in sport”, April 2019
- European Law Faculty: “Development and challenges of Sports Law”
- European Law Faculty; Summer School: “Law and Sport”
- 14th Media trends conference SEMPL: “Legal issues in sports marketing”
- Faculty of Economics, Postgraduate course, Management in Sports: “Legal aspects of sports marketing”
- Faculty of Management: “Sport and Law”
- 13th Slovenian public relations Conference: “Sports sponsorships”
- Advertising Chamber of Slovenia; The Business Breakfast: “Advertising in sport and sport in advertising”
- Olympic Committee of Slovenia, Conference of General Secretaries of the National Associations: “Legal aspects of sponsorship”

REFERENCES LIST OF PUBLICATIONS (non-exhaustive):

- **T. Bolcar B., Mrzel A., Sports Law Slovenia – F. Hendrickx, M. Colluci, R. Blanpain (2023)**
International Encyclopaedia of Laws Sports Law, Wolters Kluver,
- **Global Sports law and Taxation Report:**
The state of sports law in Slovenia, International Sports Law Review, January 2018

- **Pravna praksa (Legal Practice – monthly legal journal):**
 - More on the exclusivity of the right to market the image of the Olympians (4 July 2019, no. 26)
 - Do the Olympic games at least partially belong to athletes (9 May 2019, no. 17-18)
 - Basketball Arbitration Tribunal Awards – conflict between the principles (21 March 2019, no. 12)
 - Contractual torments of collective sports in Slovenia (14 March 2019, no. 11)
 - Immeasurably lightness of a sports agency (February 21, 2019, no. 8)
 - The home forum did not help Lance Armstrong (2013, no. 7-8)
 - The first Olympic games on social networks (August 2013)
 - Personal sponsorship and endorsement (September 2013)

- **Finance (daily business paper):**
 - Maze vs. Ski Association of Slovenia – (r)evolution of sports marketing (31 January 2012)
 - Is AUKN causing more harm than benefit in its desire for transparency in sport? (26 October 2011)
 - What can sponsors get from the Basketball European Championship (co-author)? (30 November 2010)
 - Sports-Marketing Baroque and what will follow it (co-author), (26 October 2010)
 - Charity vs. prestige (26 October 2010)
 - Has Zavarovalnica Triglav caused more damage than good to Sara Isaković? (6 July 2010)
 - Rescue of Union Olimpija in the Parliament (co-author), (28 April 2010)
 - How the Stožice Sports Park will survive (co-author), (28 April 2010)
 - Marketing opportunities by our athletes' performances (co-author), (9 February 2010)
 - Winners of the Football World Cup (co-author), (5 January 2010)
 - Sport in the service of Politics (co-author), (12 October 2009)
 - Will Pivovarna Laško still be the greatest athlete after Boško Šrot (co-author)? (10 August 2009)

- **Dnevnik (daily newspaper):**
 - European Basketball Championship in Slovenia: Not "yes or no", but "how" (co-author), (25 October 2010)
 - Variable femininity or inadmissible masculinity in sport, (14 September 2009)

- **Manager (business monthly magazine):**
 - What can sponsors get from the Basketball European Championship (co-author)? (11 February 2011)
 - What can Petra Majdič and Tina Maze teach sponsors (co-author), (10 March 2010)

- **Marketing Magazin (business monthly magazine):**
 - Olympic Sponsor Trap (co-author), (February 2012)
 - Not every athlete can promote products (November 2009)