

Q&A Guide on Agent Relationships (EMEA)



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I. PURPOSE

This Q&A guide serves as a resource for players navigating the complexities of professional representation within Riot Games' EMEA esports ecosystem. By addressing critical concerns, the guide aims to enhance understanding and promote informed decision-making in player-agent relationships.

The guide includes the following key topics:

- **Role of Agents:** Overview of agent responsibilities, including contract negotiation, sponsorship management, and career development.
- **Agent Selection:** Recommendations for evaluating agent qualifications, asking relevant questions, and assessing professional experience.
- **Contracts and Obligations:** Best practices for reviewing contracts, understanding fee structures, and maintaining financial transparency.
- **Representation of Underage Players:** Guidelines for agents representing players under 18 and the protections available for minors.
- **Potential Challenges:** Examples of common issues players may face with agents, such as conflicts of interest, undisclosed fees, and contract pressure - along with suggested solutions.

II. DISCLAIMER

The information provided in the guide is for informational purposes only and does not constitute legal or financial advice.



III. QUESTIONS AND ANSWERS

Roles & Responsibilities of an Agent

- **What is an agent, and what should they do?**

An agent is someone you hire to represent your interests in specific areas such as negotiating, finding job opportunities, handling sponsorship deals, or managing your public image. Their main responsibilities can include:

- **Negotiating deals:** They work to get you the best financial and career opportunities, such as contracts, endorsements, or sponsorships. They can also explore opportunities for players/coaches to complete desk work and assist in applications for PR opportunities.
- **Advising on career moves:** A good agent helps guide your career decisions, whether it's choosing the right team, company, or brand to partner with.
- **Managing relationships:** They are often the point of contact between you and others (e.g., employers, teams, or media), so you don't have to handle everything directly. Agents act on your behalf, which means they should always prioritize your best interests.
- **Developing your brand:** Creation of a logo, celebration, specific walkout or even a social media strategy are points of action you and your agent can work on.
- **Handling Legal and Financial Matters:** Agents may collaborate with lawyers and accountants to manage your contracts, payments, and other legal obligations. However, they should not act in a dual capacity as both your agent and your lawyer. They can verify the amounts paid to you, liaise with entities for taxes, deductions, and social security contributions, and assist in resolving outstanding payments from organizations.
- **Tax and Compliance Support:** Agents can help players and coaches work with tax advisors and accountants to ensure compliance, including submitting tax returns where required (e.g., in countries like Germany). They may also explore debt collection and legal enforcement mechanisms if necessary.
- **Assisting on work eligibility:** Agents can assist with navigating legal aspects such as visas and work permits when competing internationally.
- **Developing a healthy routine:** This can include structuring training schedules, advising on work-life balance, and coordinating with performance coaches.

- **Can my agent make decisions about my career without my consent?**

No, an agent cannot make significant decisions about your career without your approval unless you explicitly authorize them to do so. Any major decisions, like signing a contract or agreeing to a deal, should be made with your knowledge and consent. Always discuss the level of decision-making power you want to give your agent when you hire them, and you can have this discussion with your agent at any time.

As a safeguard, you can ask to have clauses in your contract that can lay the foundation for the way your relationship works.

- **Should I allow my agent to talk to third parties without my knowledge or presence?**

This depends on your level of trust and the nature of the conversations. It can be practical to let your agent handle day-to-day discussions, but they should always keep you informed about important developments, and at best, always include you in any exchanges they have about you. Regular communication between you and your agent is crucial to avoid misunderstandings. You can also request to be kept in the loop of any ongoing discussions about yourself.

Qualifications and Selection

- **Who can be an agent?**

Currently, there are no official regulations within Riot Games Esports (EMEA), and the League (i.e. the League of Legends EMEA Championship, also referenced as the LEC, and the VALORANT Champions Tour EMEA, also referenced as the VCT EMEA) does not have a formal process of agent licensing process. This means, anyone can act as an agent, including family members or friends (subject to any local legal requirements which vary by country). As long as they understand your goals and are capable of handling contracts and negotiations, they could represent you in esports-related matters.

However, be mindful of family and friend dynamics, potential conflicts of interest, professionalism levels, and the importance of establishing clear engagement terms between you and the agent you chose.

- **Does my agent need to be based in EMEA?**

Not necessarily, but if your career or business is based in the EMEA region, it may be helpful to have an agent familiar with the local market, rules, key stakeholders, and culture. An agent from another region may still be effective if they understand your industry globally.



- **What questions should I ask before selecting an agent?**

Before selecting an agent, you should ask any questions that you have to ensure you have a clear understanding and feeling about them and their work. Such questions could be:

- What experience do you have in my field?
- How do you handle negotiations?
- How often will we communicate?
- How many other clients do you have?
- Can I contact your current or past clients for references?
- What is your fee structure, and how are you compensated?
- If I decide to stop or change representation, what are the terms?

There are no universally right or wrong answers to these questions - it depends on what works best for you and your career.

Do not hesitate to ask specific questions if you want to explore a subject in more depth with your potential agent.

Agent Obligations and Contract

- **Is having an agent mandatory?**

No, in the Riot Games EMEA esports ecosystem, having an agent is not required. Players can manage their own contracts and negotiations. However, many choose to hire agents for help with deals and sponsorships, as agents can bring valuable expertise, though it's entirely optional.

- **When can I sign with an agent?**

You can sign with an agent whenever you feel you need professional representation to advance your career or manage your business interests. This can be at any stage of your career if you feel like professional guidance is necessary.

- **I signed with an agency, who am I working with in this agency?**

When signing with an agency, ask whether you'll have one dedicated agent or if multiple people will handle your account. It's important to know who your primary point of contact is and how the agency structures its services.

- **Do I compensate my agent, and how much do I pay them?**

Yes, agents are usually paid a percentage of the deals they secure for you. From our experience in Riot Games (EMEA) Esports, this percentage typically ranges from 5% to 10% depending on the agent's experience, ability to

generate value, scope of services, and other factors.

Agents may also work on a retainer or a fixed fee basis. Compensation varies by individual and should be discussed between you and your agent.

- **Can my contract with my agent automatically renew?**

Some contracts may include automatic renewal clauses triggered by specific conditions. It's important to carefully review these clauses, ensuring that any renewal requires your explicit consent and signature rather than occurring automatically. In the worst case scenario, you can end up stuck in a relationship longer than you would prefer so it's best to be diligent here.

- **When signing with an agent, should I have someone review the contract?**

Having someone review the contract can add additional comfort and assurance to you is your decision. Consulting with a lawyer or a legal professional who specializes in sports or entertainment contracts can help you understand the terms, obligations, and any potential risks. This helps protect your interests and ensures you're aware of what you're agreeing to.

If a professional legal review is not an option, having a trusted individual review the document is still beneficial.

- **How many clients does an agent have, and how many clients in my specific role?**

Agents often represent multiple clients. It's important to ask how many clients they manage in your field or role. If an agent has too many clients, they may not provide you with adequate personal attention, and conflicts of interest could arise. This could impact their ability to represent you effectively.

- **What should I expect in an agent contract?**

An agent contract should clearly outline:

- The services the agent will provide
- The commission or fee structure
- The contract duration
- The dispute resolution process

Make sure to review the contract carefully and clarify any unclear terms before signing.

Agent Issues

- **I am not happy with my agent. What should I do?**

If you're unhappy with your agent, start by discussing your concerns with them directly. Clear communication can often resolve issues.

If the problems persist, review your contract for any exit clauses that outline the process for ending your relationship. You may need to provide advance notice or meet specific conditions to terminate the agreement.

If necessary, consult a lawyer or legal professional to better understand your contractual obligations and find the appropriate outcome.

Rules Around Player Age & Representation (Underage Players)

- **Can players who are under the age of 18 have agents?**

Yes, but agents representing minors (typically under 18 in most countries) must adhere to local legal regulations. A parent or legal guardian is usually required to be involved in all negotiations, including the initial agent selection process.

- **What protections exist for underage players?**

Contracts involving minors often require a parent or guardian's co-signature, and local legal protections may be in place to prevent exploitation. These protections vary by country so it's essential to review the applicable regulations.

- **What should parents or guardians consider when choosing an agent?**

In addition to the considerations outlined above, parents should ensure the agent has sufficient experience working with young players and prioritizes long-term development. They should also verify the agent's reputation, contractual terms, and approach to player welfare.

General Questions

- **An agent approached me, claiming I had no choice but to sign with them if I wanted to join a certain team - is this true?**

Be cautious of any agent who claims only they can secure you a spot on a certain team. Agents do not have exclusive agreements with teams, and

negotiating without your knowledge or consent is a red flag. It also may create conflict of interest if an agent is contracted by both a team and you, as they may not fully act in your best interests. Always ensure transparency in such discussions and stay informed of who is speaking on your behalf.

- **Are agents also required to follow the Team Continuity Protection rules (commonly referred to as poaching and tampering)?**

Yes. If you are in a league with a Global Contract Database (LEC Rulebook clause 10.3, VCT Roster Construction Rules section 6, and ERL Rulebook clause 16.3), you are protected by the Team Continuity Protection rules.

These rules prohibit both you and teams from engaging in discussions during the season or before your current team grants permission. This restriction also applies to your agent and anyone in your circle representing you, as an agent works on your behalf.

If your agent or representative violates these rules - whether knowingly or without your consent - it could result in rule violations and repercussions that may negatively affect you.

- **Is an agent I have no affiliation with allowed to speak to teams about me?**

Some agents may take the liberty of mentioning your name to teams without actually representing you. While this might seem helpful, be cautious of individuals who claim to act in your "best interest" without your consent or a full understanding of your needs.

An agent should only speak on your behalf with your explicit approval.. Such actions often serve the agent's own interests rather than yours and could be considered a breach of the Team Continuity Protection rules.

- **Should the player pay their agent directly?**

Yes, paying the agent ensures transparency and gives the player full control over their finances. Typically, the team or organization pays the player directly, and the player then compensates the agent.

To avoid misunderstandings, the payment terms should be clearly outlined in the player-agent agreement, including the fee structure, payment schedule, and any deductions.

- **Should the agent representing me collect my salary?**

This arrangement can create potential issues related to accountability, oversight, and transparency, especially in cases of payment disputes or delays. Additionally, allowing the agent to receive your full salary may lead to tax complications and potential financial mismanagement.

- **Is it normal for my agent to work with me only during the transfer window and not at other times?**

If you are paying your agent on a monthly basis, your contract should clearly outline the services they are expected to provide outside of the transfer window, in addition to helping you secure the best team or contract.

Always carefully review and understand your agreement before signing. It is essential to know what your agent or agency is obligated to do throughout the duration of your contract. If they fail to fulfill their obligations, discuss your concerns with them. If no changes are made then refer to the contract's termination clauses or explore other recourse options. Be mindful of these terms before signing with any agent.

Agents who charge a monthly fee typically provide services beyond transfer negotiations, such as relocation support, taxes and administration assistance, or securing personal sponsorship deals.

- **How to find an agent?**

Look for agents with experience in esports, with strong references, and a track record of successful negotiations. Most importantly, choose someone who you trust and who you know will prioritize your best interests.

Agents can be found through:

- Recommendations from teammates or industry professionals
- Networking within the esports community
- Social media and esports-related platforms
- Direct outreach—some agents may approach you first

Regardless of how you find an agent, take the time to evaluate their qualifications, reputation, and approach before making a decision

Existing Scenarios

Navigating player-agent relationships can present various challenges, particularly when transparency and ethical considerations come into play. Below are some common scenarios that players have encountered when working with agents.

- **Conflict of Interest in Player Placement:**

There could be situations where agents prioritize placing multiple players they represent within a league, even at the cost of neglecting the best opportunities for an individual player.

- **Pressure to Renew with Agents:**

During the offseason, players may face pressure to renew their contracts with agents. In some cases, this pressure can make players feel obligated to stay with their agent to avoid being left without representation. Some agents may use this dynamic to their advantage.

- **Withholding of Contract Information:**

Agents may fail to disclose key details or even the existence of a contract offer or, continuing negotiations without informing the player that a team has made a proposal or that an offer is final. Lack of transparency can result in missed opportunities that the player might otherwise have accepted.

- **Undisclosed Agent Fees:**

Failing to thoroughly review your contract with an agent can lead to unexpected fees or clauses that do not align with your initial discussions. If the agreed-upon terms differ from what was stated in the contract, address these discrepancies with your agent to find a resolution.

- **Commission-Driven Bias in Player Representation:**

Some agents may favor players who generate larger commissions when presenting them to teams during transfer windows, potentially sidelining other clients they represent to get better compensation.

IV. VERSION HISTORY

VERSION NO.	DETAILS
Version 1	The initial Q&A Guide was released January 31, 2025.