

MALTIN PR

AWARD-WINNING PR
FOR THE SPORTS SECTOR

The Firm will “always take the most direct and sensible approach to further the client’s interests – they’re very focused on the client.”





INTRODUCTION TO MALTIN PR

Maltin PR is an award-winning strategic communications firm in London. We specialise in reputation management, crisis communications and litigation PR, advising sports organisations and key individuals facing complex reputational challenges and intense scrutiny from regulators, supporters, investors and the media.

We work closely with key athletes, sports organisations, Boards, General Counsel, club executives and governing bodies.

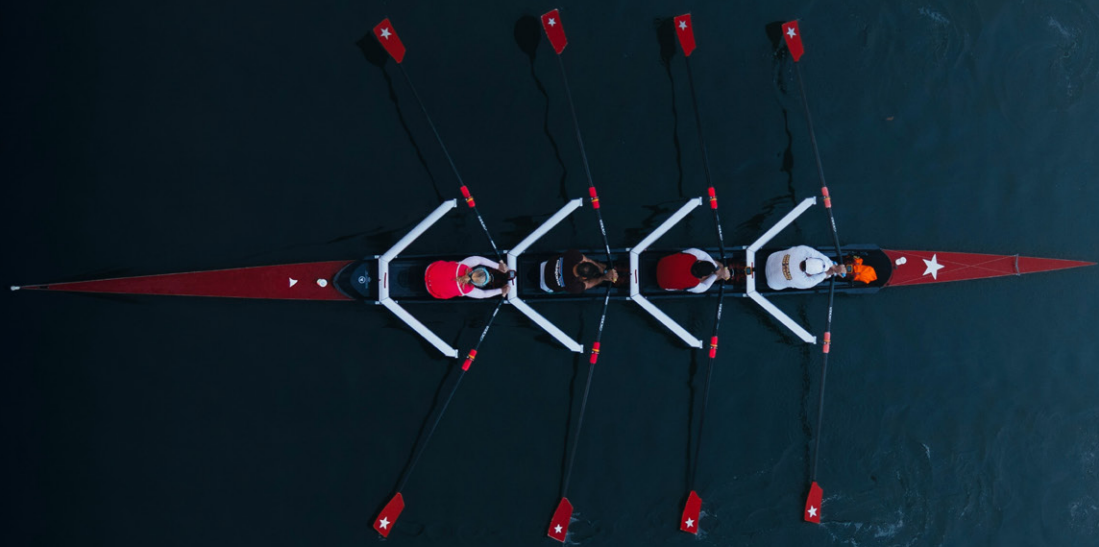
Maltin PR was founded more than 18 years ago by Tim Maltin, who is recognised as a 'Top Flight' reputation manager in the Spear's 500 Guide and listed among the leading crisis communications experts in London.

Four of our Partners are also ranked in the Spear's 500 Reputation Managers Index as leading advisers to high net worth individuals and corporates.

Our team comprises 50 reputation management specialists, including former BBC and sports journalists alongside professionals drawn from corporate communications, investigations and crisis management backgrounds.

Alongside strategic counsel on media perception and stakeholder engagement for sports personalities, we also support their communications teams in managing media relations, regulatory communications and long-term reputation management.





SUPPORT FOR ATHLETES, OWNERS AND KEY INDIVIDUALS

Athletes, club owners and other high-profile individuals in the sports sector are increasingly subject to intense and immediate scrutiny from the media, regulators, supporters and commercial stakeholders.

Personal matters, contractual disputes, regulatory investigations or allegations can quickly escalate into reputational issues with wider implications for careers, investments and associated organisations.

We advise individuals at the centre of such situations, providing discreet, strategic communications support to protect personal and professional reputations while aligning closely with legal and commercial objectives.

Our work includes:

- Advising athletes facing disciplinary proceedings, regulatory scrutiny or allegations impacting their professional standing
- Supporting club owners and investors involved in disputes relating to governance, ownership or financial matters
- Managing media narratives around contractual disputes, transfers and commercial disagreements
- Providing strategic counsel during civil or criminal proceedings with potential reputational impact
- Supporting individuals subject to safeguarding, integrity or misconduct investigations
- Advising on issues involving sponsorship, endorsements and commercial relationships
- Managing reputational considerations arising from social media activity or public statements
- Managing press office functions, including handling media enquiries, drafting statements and coordinating proactive and reactive communications
- Monitoring media and online environments to identify and assess emerging reputational risks, including tracking and advising on potential threats or harmful narratives across digital platforms

We work closely with legal advisers, agents and internal communications teams to ensure that messaging is consistent, accurate and aligned with wider strategic objectives.

Where appropriate, we also provide longer-term reputation management support, helping individuals to rebuild, strengthen or reposition their public profile following periods of scrutiny.



SUPPORT FOR GENERAL COUNSEL & SPORTS EXECUTIVES

General Counsel and senior executives within sporting organisations increasingly face situations where legal issues quickly develop into complex reputational challenges.

In the current media and sporting landscape, investigations, disciplinary proceedings or arbitration disputes can generate significant media attention and supporter debate.

Our role is to work alongside legal teams and internal communications functions to ensure reputational considerations are carefully managed during sensitive proceedings.

We assist clients in matters including:

- Regulatory investigations and disciplinary proceedings
- Arbitration and litigation involving clubs, athletes or governing bodies
- Governance disputes within sporting organisations
- Ownership conflicts and investor disputes
- Financial regulation and compliance issues
- Safeguarding and integrity investigations
- Discrimination or diversity issues involving players, staff or supporters
- Sponsorship and commercial partnership controversies
- Reputational issues arising from contractual conflicts

By coordinating communications strategy with legal strategy, we help ensure that media narratives do not undermine a client's position during sensitive disputes.



CRISIS COMMUNICATIONS IN SPORT

Sporting organisations and individuals can quickly become the focus of intense national and international media attention. Governance disputes, disciplinary investigations, financial issues or allegations involving athletes can escalate rapidly into sustained media coverage.

In such circumstances, reputational damage can occur before the underlying facts are fully understood.

We assist clubs, governing bodies, athletes and investors in executing effective crisis communications strategies, ensuring that messaging is carefully aligned with legal considerations while protecting relationships with supporters, sponsors, commercial partners and regulators.

Our team is experienced in rapidly analysing emerging situations, preparing responsive communications strategies and engaging with journalists to ensure that accurate information is presented in a fast-moving media environment.

REPUTATION & REGULATORY RISK AUDITS

Sport is subject to increasingly complex regulatory frameworks across national and international governing bodies.

Financial sustainability rules, ownership requirements, integrity frameworks and safeguarding obligations are creating new areas of scrutiny for clubs, leagues and federations.

We assist clients in conducting structured reputation and regulatory risk audits to identify potential areas of vulnerability before issues escalate.

Typical areas of reputational risk include:

- Governance
- Financial Sustainability
- Integrity and Compliance
- Stakeholder Relations
- Equality, Diversity and Safeguarding

Identifying potential issues early allows organisations to prepare clear and evidence-based communications strategies before narratives develop externally.



MEDIA MONITORING & INTELLIGENCE

Understanding how media narratives develop is critical during sporting disputes.

We monitor coverage across national and international media outlets and social media platforms, providing analysis of how stories are evolving and how stakeholders are responding.

This includes:

- Media sentiment analysis
- Monitoring commentary from governing bodies and regulators
- Tracking narratives relating to governance, ownership and financial issues
- Analysis of supporter and stakeholder commentary
- Monitoring international coverage of disputes or investigations

Monitoring can be provided regularly or continuously during periods of heightened scrutiny.

MEDIA TRAINING FOR SPORTING EXECUTIVES & ATHLETES

Senior executives, athletes and officials may increasingly find themselves required to address difficult issues publicly.

With former BBC broadcast and national print journalists on our team, we prepare clients for media scrutiny through:

- Broadcast interview preparation
- Media training and broadcast familiarisation
- Preparation for press conferences and regulatory announcements
- Executive messaging and speechwriting
- Crisis communications simulations

We also assist sporting organisations in preparing communications to supporters, sponsors, investors and regulators during periods of regulatory or reputational pressure.

“Second to none, responsive, collaborative. Maltin PR deliver on everything we expect of them – above and beyond.”



SETTLEMENT PR IN A MOTORSPORT RIGHTS DISPUTE

Maltin PR was instructed by an investment fund involved in a commercial rights dispute with a leading international motorsport organisation.

The client sought compensation but wished to avoid the cost and duration of prolonged litigation.

Working alongside legal advisers, we developed a litigation PR strategy designed to demonstrate how the dispute would be scrutinised publicly if proceedings progressed. This included promoting the client's pre-action correspondence and ensuring the matter attracted media attention around early court hearings.

Following a period of media scrutiny, the dispute was resolved through a multi-million pound out of court settlement.

REPUTATION MANAGEMENT IN FOOTBALL

A member of the Maltin team advised a high profile Premier League football club owner in relation to complex litigation the individual was bringing against multiple parties.

The work required careful management of the narrative surrounding the dispute, given the significant media interest in both the claim and defence arguments - and the need to prevent the matter from impacting club activities unduly.

Following a period of media scrutiny, the dispute was resolved through a multi-million pound out of court settlement.



LAUNCH OF A SPORTS MANAGEMENT AGENCY

Maltin PR supported the launch of a new sports management agency created by a high-profile former international footballer in partnership with a senior lawyer.

Our role was to position the agency as a credible new entrant in the sports representation market while highlighting the legal expertise behind the venture.

We delivered a targeted media campaign across national, legal and sports industry publications, including a full-page feature interview in a leading UK broadsheet.

FRAUD CLAIM INVOLVING A FOOTBALL CLUB INVESTMENT

Maltin PR supported clients pursuing legal proceedings against a businessman in relation to a proposed multi-million pound investment in a European football club. The claim alleged that the investor had misrepresented his financial position and ability to complete the transaction.

Working alongside the legal team, we implemented a litigation PR strategy to ensure the allegations and court proceedings were accurately reported.

National media coverage highlighted the claims and the legal steps taken by the claimants, reinforcing the seriousness of the proceedings.

LAUNCH OF A SPORTS AND ENTERTAINMENT LEGAL PRACTICE

Maltin PR supported a London law firm in announcing the launch of its Sports and Entertainment department following the recruitment of a specialist team of sports lawyers and a former top executive for a Premier League club.

Our role was to position the firm as a growing presence in the sports legal sector while highlighting the experience and expertise of the incoming team.

We secured coverage across legal, business and sports industry media, helping to establish the department's profile within the UK sports law market.

OUR TEAM



TIM MALTIN
MANAGING PARTNER



CLIVE COLEMAN
SENIOR PARTNER



ARTHUR MALTIN
SENIOR PARTNER



KATRYNNA UY
GENERAL COUNSEL



JIM DONALDSON
NON-EXEC CHAIR



CHRIS GIDEZ
SENIOR PARTNER, U.S.



SOPHIE GREEN
PARTNER



GAETAN PORTAL
PARTNER



GAVIN LUNNING
PARTNER, HEAD OF REPUTATION



REBECCA COFFEE
HEAD OF OPERATIONS



JAMES LYNCH
PARTNER



RORY FITZGERALD
GENERAL COUNSEL



PETER BARRETT
PARTNER



FENELLA MAUDSLAY
PARTNER



GEORGE THWAITES
HEAD OF CORPORATE



ALEX BERRY
HEAD OF DIGITAL



MELISSA GAMA
PARTNER, LEGAL DIRECTOR



ANDREW FREEDMAN
PARTNER, HEAD OF LEGAL PR



STEPHEN BATEMAN
PARTNER



JOSH BLOCK
SENIOR PARTNER, U.S.

OUR TEAM



CHARLES HALLORAN
SENIOR PARTNER



ADRIAN PEPPER
HEAD OF PUBLIC AFFAIRS



ISOBEL HELME
ACCOUNT DIRECTOR



LIAM GORMAN
TECHNICAL DIRECTOR



ADAM BAHRAMI
MANAGING ASSOCIATE, HEAD
OF ENERGY



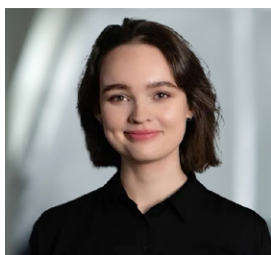
NICK CONNOR
ASSOCIATE DIRECTOR



MARLEY WARD
ASSOCIATE DIRECTOR



BARNABY SCUDDS
ASSOCIATE DIRECTOR



LEA RAFAYOVA
SENIOR ACCOUNT MANAGER



DAN ARTHUR
ACCOUNT DIRECTOR



TOM DANIELS
ACCOUNT DIRECTOR



MAVERICK FREEDLANDER
ACCOUNT DIRECTOR



OLIVER LAURENCE
HEAD OF INVESTIGATIONS



HANNAH SNELL
SENIOR ACCOUNT EXECUTIVE



JAMIE DUNKLEY
SENIOR ADVISOR



ALEX THOMPSON
SENIOR ACCOUNT MANAGER



HADI AL-NAHER
SENIOR ASSOCIATE



HUGO SOONS
SENIOR ASSOCIATE



AMELIA CASCIANI
SENIOR ACCOUNT EXECUTIVE



GARY DEAKIN CBE
HEAD OF DEFENCE & SECURITY

OUR TEAM



WILLIAM CARRUTHERS
ACCOUNT EXECUTIVE



HEATHER PARAYRE
ACCOUNT EXECUTIVE



MADISON ESMAILBEIGI
ACCOUNT EXECUTIVE



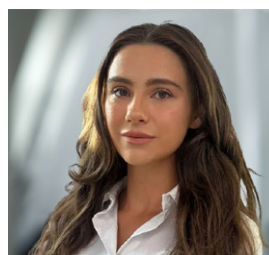
EMMA LINDSEY
ASSOCIATE



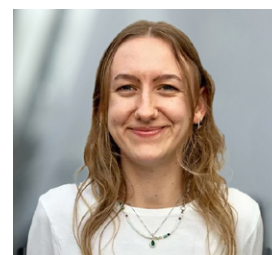
SAVANNAH SOTTAK
ASSOCIATE



MACY KAY
DIGITAL CREATIVE



INDIA MAYCOCK
DIGITAL DESIGNER



RACHEL OCHSNER
DIGITAL CREATIVE



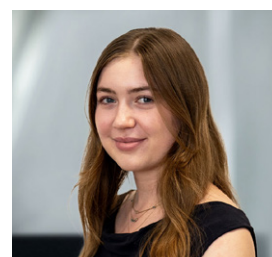
SHANE SOMMERS
DIGITAL DEVELOPER



ERICK MULLEN
SENIOR ADVISOR



ALICE PALSER
OPERATIONS ASSISTANT



SOPHIA FLANN
ADMINISTRATOR



SARAH JEFFERY
FINANCE ASSISTANT



JONATHAN HARTLEY
MEDIA CONSULTANT



VICKY MCGUIRE
MEDIA TRAINER



ALASTAIR MITCHELL
DIRECTORIES ASSOCIATE



FEES & REPORTING

Our fee structure is as follows:

Managing Partner	£600 per hour
Senior Partners	£500 per hour
Partners	£450 per hour
Managing Associate	£375 per hour
Account Directors	£350 per hour
Senior Account Managers	£275 per hour
Account Managers	£225 per hour
Senior Account Executives	£180 per hour
Account Executives / Copywriters	£165 per hour

“I’m incredibly impressed with their commitment, free thinking, attention to detail and professionalism.”

MALTIN PR

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