



GUERNSEY STRUCTURES FOR CLIENTS IN SPORT, INVESTMENT AND CULTURE

By Ryan Courtney, Head of Legal & Governance, Artemis Fiduciaries

ARTEMIS
The Value of Independence

INTRODUCTION

Individuals working in professional sport, media, entertainment, high-value investment, and club ownership often need clear, reliable structures to support wealth preservation, manage risk, and plan for the future. Whether it's a playing career, a stake in a professional team, a significant private collection, or rights-based commercial work, the value involved is substantial and so are the risks. Guernsey-based structures, implemented through Artemis, provide a stable, flexible platform to manage that wealth responsibly and ensure it lasts.

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WHAT STRUCTURES DELIVER



1. Protecting Key Assets

High-profile individuals and families face increasing exposure to litigation, reputational risk, and opportunistic claims. Where valuable assets such as club shares, intellectual property, investment portfolios, or personal collections are held in personal names, they remain vulnerable. Guernsey trusts and companies allow those assets to be separated from personal exposure while maintaining strategic oversight and influence.



2. Preserving Wealth Beyond the Peak

In sport and entertainment, significant earnings are often made over a short window. Without proper structuring, it's easy for wealth to be depleted through over-expenditure, tax inefficiencies, or poor decision-making. A well-administered trust or holding structure puts long-term stewardship in place. It provides discipline around cashflow, oversight of investments, and clarity on how wealth is used and for whose benefit both now and in the future.



3. Succession Planning

Many clients are looking beyond their own success and thinking about how best to support future generations. Guernsey structures are designed for this. Whether it's managing succession in a family-owned club, protecting a high-value art or asset collection, or simply providing financial stability for future generations, the right structure creates clarity, continuity, and control.



4. Efficient Ownership of Clubs and Commercial Interests

Professional sports clubs, rights-based revenues, and commercial opportunities often involve multiple parties, international assets, and complex funding structures. A Guernsey company or trust can serve as a clean, tax-efficient platform to hold these interests, manage inflows and outflows, and support exits or capital events. This structure is particularly effective where family members, partners, or co-investors are involved and where clarity around governance is essential.



5. Managing Global Exposure and Compliance

Clients in this space typically operate across jurisdictions, with income, assets, and family interests in multiple locations. That creates complexity around tax, reporting, and compliance. Guernsey structures provide a neutral and internationally respected base for managing that complexity. They allow the centralisation of wealth and decision-making, support interaction with domestic planning tools, and ensure professional oversight of compliance and governance requirements.

WHO THIS IS FOR

This solution is suited to individuals and families with complex wealth profiles and international exposure, including:



Professional athletes, entertainers, or public figures with significant earnings or commercial rights



Private investors and owners of sports franchises, cultural assets, or media entities



Family offices and agents managing wealth on behalf of HNW or UHNW clients



Collectors and curators of valuable assets such as art, cars, or memorabilia

PRACTICAL EXAMPLES

Image Rights and Career Earnings

A Top-tier athlete may use a Guernsey trust to hold career earnings image rights and post-career commercial income. The structure provides clear management of capital, professional investment oversight, and long-term protection for their family.

Ownership and Investment in Sport

An investor in a European football club may hold their equity through a Guernsey company, allowing them to manage co-investors, improve tax efficiency, and prepare the business for sale or succession.

Preserving Cultural Assets

A client may transfer a collection of artworks and luxury assets into a Guernsey trust. The structure allows for long-term preservation, succession planning, and protection from future personal or financial risks.





WHY GUERNSEY

Guernsey is a well-established international finance centre known for its political stability, clear legal system, and strong regulatory framework. The island offers structures that benefit from independent courts and a tax-neutral environment, which helps provide security and flexibility for trusts and corporate vehicles.

Clients value Guernsey's solid track record and the expertise available locally. The island's focus on long-term governance and investor protection makes it a reliable jurisdiction to manage wealth and complex assets over time.

WHY ARTEMIS

Artemis Fiduciaries is an independent, Guernsey-based trust and corporate services provider with deep experience in cross-border wealth planning. Our focus is on practical, bespoke structuring delivered with discretion and clarity.

Clients benefit from:



Proven expertise in working with international families and professionals



A fully independent perspective, not tied to any bank, law firm, or institution



Direct access to decision-makers who understand the nuances of this space



A long-standing presence in Guernsey, one of the world's most respected fiduciary jurisdictions

For more information

please contact Ryan Courtney,
Head of Legal & Governance,
Artemis Fiduciaries:
info@artemisci.com

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