

Press Release:

Couchmans the Perfect Foil for Beazley's Fencing Partnership

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Couchmans LLP, the market-leading specialist sports law practice, has acted for insurer Beazley Group in its ground-breaking sponsorship of the British Fencing Association. The deal will see Beazley become the premier partner of fencing in this country and inject a seven figure sum into the sport, contributing both to grass roots initiatives and support for elite fencers competing on the world stage.

Andy Korman, Head of Sponsorship at Couchmans, said, "For our first foray into fencing we drew on our experience of sponsorship deals over the years in more than fifty sports. We are delighted Beazley chose us to help guide them through their significant investment in this exciting sport".

Ian Hoy of Beazley's Corporate Development team added, 'Beazley has never previously undertaken any form of sports sponsorship so we were keen to work with a law firm that has a demonstrable track record in this area and Couchmans more than delivered in this regard.'

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Note to Editors

Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports and sponsorship industries internationally. The leading independent legal directories say the following about the firm:

"The UK's leading sports boutique" (Legal 500)

"If you want someone who knows the sports business inside out, these are the guys to call" (Chambers & Partners)

"Formidably strong line-up ... the firm dominates the commercial side of the sector" (Legal 500)

“A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry” (Legal 500)

“The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings” (Chambers & Partners)

“Remarkably successful at a time when other firms have been looking to exit the sports market ... winning business model” (Legal 500)

“The achievement of this firm is incredible ... the country’s number one sports boutique” (Chambers & Partners)

Website: www.couchmansllp.com