

## Couchmans Acts for SIP on Arena Sports Investment Deal

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Couchmans LLP, the market leading specialist sports law firm, has advised specialist sports sector investment business, **Sports Investment Partners LLP**, on its investment in **Arena Group**. Arena are a leading sports event infrastructure and design company supplying major events internationally, including Wimbledon, Grands Prix and The Open Golf Championship .

Chaired by **Sir Martin Broughton**, Sports Investment Partners (SIP) is Europe's and the UK's first investment firm focused specifically on driving investment and growth in the global Sport Industry.

SIP's investment in Arena is a partnership with growth capital investor MML Capital. The two investing companies will together take a significant minority stake in Arena, supporting the existing management structure with its plans to develop the global business in a deal worth £16.5million.

The deal comes at the start of a busy year for Arena who will be designing and delivering overlay services to create a number of iconic venues in London and elsewhere in 2012. The deal provides Arena with both equity and expertise as Matthew Wheeler, a senior figure in the sports marketing industry and a Managing Partner of SIP, takes over as Chairman.

**Nic Couchman**, Chairman of Couchmans LLP, said "*We helped to co-found Sports Investment Partners in 2010, working with Sir Martin Broughton, Matthew Wheeler and the other SIP partners and we are delighted to be involved in its first major investment project. There are many opportunities in the sports sector and we look forward to working with SIP to identify and bring to fruition other investments in 2012.*"

**Matthew Wheeler**, Managing Partner of SIP and Chairman of Arena Group added: "*Couchmans have been highly involved and instrumental in assisting SIP to build its business including our investment in Arena, calling upon their unique breadth and depth of experience. They have advised on hundreds of sports sector commercial and corporate deals and we were always confident of their ability to help us to complete this latest and very significant step in our growth.*"

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## **Note to Editors**

**Couchmans LLP is a commercial law firm based in London offering specialist legal advice to the sports, sponsorship and media 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)

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

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