

Press Release: Couchman Harrington goes Nationwide in England Team Sponsorship

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Couchman Harrington Associates, the leading sports business law specialists, have successfully advised the **Nationwide Building Society** on its recent sponsorship agreement with **The Football Association**. The transaction required specialist advice on all aspects of the agreement, under which Nationwide becomes the “England Team Sponsor” for the men’s and women’s national sides at senior and youth levels, as well as sponsor of the national disability football teams.

Dan Harrington, the partner who led the legal negotiations with The FA’s in-house legal team said, *“We are proud to have advised Nationwide on sponsorship matters over many years, and delighted that we were able to successfully advise upon such a high-profile sponsorship agreement. Our sponsorship practice continues to go from strength to strength.”*

Peter Gandolfi, Head of Brand Marketing for Nationwide, said, *“Couchman Harrington responded rapidly to developments in our negotiations with the FA and provided invaluable and considered advice throughout.”*

The deal caps a great summer of football activity for Couchman Harrington which included acting for Michael Ballack and Andriy Shevchenko on their high profile moves to Chelsea FC.

Couchman Harrington Associates is a commercial law firm offering specialist legal advice to the sports industry. The leading independent legal directories say the following about the firm:-

“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 ... it has made a huge impression in the market ... the country’s number one sports law boutique” (Chambers Directory 2006)

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