

## Press Release:

### Couchmans LLP advises on largest sponsorship package in British racing history

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In Royal Ascot week, specialist sports business law firm, Couchmans LLP, announces its involvement in advising flat racing's British Champions' Series on a record title sponsorship extension with QIPCO (Qatar Investment & Projects Development Holding Company).

The British Champions' Series brings together the most prestigious races, racecourses, jockeys and horses in British flat racing. Couchmans has advised the Series since its inception in 2011, during which time the Series has developed into a hugely successful format with prize money across the 35 premier races – including Royal Ascot - having increased by 50%. QIPCO British Champions Day, the Series finale in October, is British racing's richest raceday.

The Couchmans team of Andy Korman and Jody MacDonald advised the Series on all aspects of the recent title sponsorship extension as well as related commercial rights and event hosting matters.

Rod Street, CEO of British Champions' Series Limited, said: "This is very positive for British Racing. Since QIPCO's involvement there has been a substantial improvement in the investment in our top races and an increase in prize money. Implementing the title sponsorship extension has been complex and as ever the Couchmans team provided first class support helping to steer us through it."

Nic Couchman, Chairman of Couchmans LLP, said: "This is certainly one of the largest sponsorship deals of its kind. This agreement is significant for the wider sports world as a notable example of a successful collectivised sports right model. By building a collective platform, the key stakeholders in British Racing have created new commercial rights which will be valuable over the long term, and will help sustain and grow the sport generally".

In 2011, Couchmans LLP advised the founders of the British Champions' Series assisting in taking it from concept to reality and providing strategic commercial and legal advice on the corporate structuring between racecourse shareholders, central commercial rights agreements, event hosting agreements and the first title sponsorship agreement of the Series with QIPCO.

**For further information, please contact Jody MacDonald, Couchmans LLP:  
[jody.macdonald@couchmansllp.com](mailto:jody.macdonald@couchmansllp.com)**

## About Couchmans LLP

Couchmans is the UK's leading specialist sports law firm (as ranked by the independent legal directories), providing advice to clients operating in the sports industry around the world. The firm serves many of the most prestigious operators in sport, who benefit from an unrivalled collective experience and highly commercial approach.

### **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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