

Press Release:

Couchmans advises ITF on renewal of its long term partnership with BNP Paribas

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Couchmans, the UK's leading specialist sports law practice, has advised the International Tennis Federation (ITF) on the renewal of its long term partnership with BNP Paribas for a further five years.

The deal was [formally announced](#) by the ITF ahead of Great Britain's Davis Cup triumph in Ghent.

The renewal covers the title sponsorship for the Davis Cup by BNP Paribas and Fed Cup by BNP Paribas - the premier international national team tennis events for men and women - as well as sponsorship of the Junior Davis Cup and Junior Fed Cup by BNP Paribas, the ITF wheelchair tennis activities and the biennial Worldwide Coaches Conference.

The renewal reinforces both BNP Paribas' huge commitment to tennis and its long term association with the ITF, which is already into its 15th year.

Couchmans has enjoyed a long relationship with the ITF, with industry veteran Jon Higton, Head of Broadcasting and Media at Couchmans, commenting:

"It has always been a pleasure and a privilege to work with the ITF. This has been an exciting project to be involved with which will further support the global commercial strategy of the ITF and these prestigious competitions."

Couchmans also advised the ITF on the recently announced three-year appointment of Betway as the new international sponsor of the Davis Cup by BNP Paribas and the Fed Cup by BNP Paribas and the extended official data rights deal with Sportradar AG.

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About Couchmans LLP

Couchmans LLP is a leading specialist international sports law firm based in London, providing legal, commercial and strategic advice to sports federations, leagues, agencies, brands and athletes internationally. 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 Couchmans LLP:

“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)

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