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Hammonds to advise England cricket team's new sponsor

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Onside Law and Dentons hit the field on flagship sponsor deal

Hammonds has won a role advising Brit Insurance as it takes over from Vodafone as the new team sponsor of England cricket.

The national law firm advised the insurer, a new client, on its four-year sponsorship mandate from the England and Wales Cricket Board.

The deal, thought to be worth around £4m, will mean the FTSE 250 company's logo will feature on all playing and training uniforms worn by the England men's and women's teams, as well as those of the Lions and the England disability teams. The contract starts in January 2010.

Hammonds sports partner James Hennigan led the firm's team assisted by commercial associate Paul Smith. The company was referred to Hammonds' sports team by the pensions practice, which won Brit Insurance as a new client earlier this year.

Hennigan said: "This is one of the largest and most prestigious sponsorship deals in English cricket."

Sports boutique Onside Law advised the England and Wales Cricket Board, with founding partner Jamie Singer leading the team. The London-based firm was instructed in 2008 for all general commercial work for the board and last month advised as npower renewed its sponsorship contract for all England home test matches for two years.

Denton Wilde Sapte advised the board on Vodafone's contract. Brit Insurance's sponsorship package also includes advertising in grounds, team image rights and access to members of England cricket teams for commercial and marketing use.

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