

*We don't believe in law as usual
For us, law is inspiring...*

Our story

A number of years ago, we decided that we could change the way legal services are delivered. That we could do them better. At gunnercooke, we believe the potential of our clients and our people rests with our ability to free the law and make it work as it should. Today, we attract passionate lawyers and advise with authority: every gunnercooke lawyer has a minimum 10,000 hours practising experience.

Flexibility, transparency and freedom guide everything we do. Flexibility for our people to work how they want. Transparency of cost for our clients because we removed time recordings and billable hours. Freedom for our people and clients to achieve their personal and professional aspirations.

We work with clients that believe tradition is there to be tested, not obeyed. Working together, we help them seek opportunities and push the boundaries of what's possible.

Providing a suite of corporate and commercial legal services, gunnercooke is one of the UK's fastest-growing challenger brands. Proud of what we have achieved, committed to doing more.



Andrew Price

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Overview

What he's best at

Andrew is one of the UK's leading sports lawyers and has considerable experience in the sports industry, having advised on a variety of sports law matters for over 20 years, including media rights deals, sponsorships, hosting/participation agreements and sports data exploitation.

Andrew has acted for rights holders such as UEFA, The Football League, Premier Rugby, the NFL, World Snooker and the British Darts Organisation, as well as clubs such as Leeds United, Newcastle United, Manchester City and Liverpool.

In addition, Andrew has also advised companies involved in the wider sports industry on a range of commercial agreements. Clients have included Kitbag (online retail), Supponor (digital advertising replacement), Interregional Sports Group (sports rights agency), Ceefox Sports (sports advertising agency) and AIG (sponsor)

Andrew also has experience of advising on large scale commercial agreements such as outsourcing, joint ventures and supply/service contracts.

Who he works for

- Sports rights holders – governing bodies and clubs
- Sponsors and advertisers
- Technology companies in the sports sector
- Online retailers

Testimonials

“Andrew’s legal expertise, industry knowledge and commercial nous has been very helpful to us in the rapid expansion of our group” – Tony Ragan, Joint MD, Interregional Sports Group

“I worked with Andrew for well over 10 years and was always impressed by his dedication, integrity and ability to find practical solutions - all to deliver a first-rate service for clients” – Steve Burton, Managing Director, Genius Sports

“Andrew’s pragmatic business advice continues to impress clients” - Legal 500

Experience Highlights

- Premier Rugby – record breaking extended media rights deal with BT, highlights and live match agreement with Channel 5 and international broadcast agreement with RDA Associates. Agreements with Perform for production of match footage and live match data.
- The Football League – national radio tender and subsequent agreements with Talksport and BBC, local radio contracts and agreements between EFL Digital and clubs for websites, mobile apps and international live streaming services.
- Supponor – range of agreements in relation to its groundbreaking technology to digitally alter advertising boards in broadcasts of various *La Liga* and *Serie A* matches.
- Interregional Sports Group – acquisition of sports production company Skibbly Media and agreements in Italy and Spain for LED advertising, virtual advertising and broadcast sponsorships.
- AIG – sponsorship agreement with Manchester United.