

## **Barclaycard - New Contract With Mercury Music Prize**

London law firm Collyer Bristow LLP has successfully advised the Mercury Prize on a major new four-year partnership with Barclaycard under which Barclaycard becomes the title sponsor of the prestigious arts prize.



Dan Ford, Director of Marketing for the Mercury Prize said: "It's fantastic news that Barclaycard has shown this long-term commitment to supporting British music. Their innovative and cutting edge values make them an ideal partner for the Mercury Prize."

The partnership with Barclaycard will see the introduction of more exciting new initiatives including the Barclaycard Mercury Prize Sessions - monthly live music events to be held at The Hospital Club in Covent Garden.

Leading the Collyer Bristow team, partner Howard Ricklow commented, "We were delighted to be able to work closely with the Mercury Prize on their sponsorship arrangements. Our long-standing relationship with them has enabled the smooth delivery of this exciting project."

Jonathan Goss worked closely with Dan Ford in the negotiation of the sponsorship deal and the arrangements with The Hospital Club, as well as advising on all related intellectual property and live performance aspects of what the Mercury Prize encompasses.