

# DG LAW ADVISES RAW ON SPONSORSHIP AGREEMENT WITH ALPINE F1

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**DG LAW has advised RAW Organic Sport Drink on the negotiation of the sponsorship agreement**

## between RAW and Alpine F1



Thanks to an agreement with Alpine F1 Team, RAW will be present in the Formula 1 World Championship. With this alliance, RAW consolidates its presence in Formula 1 and strengthens its partnership with the Asturian driver Fernando Alonso, ambassador of the brand.

According to the company, Free spirit, sportsmanship, passion, sustainability and loyalty are some of the shared values on which this union has been built.

Starting last weekend at the Sakhir Circuit (Bahrain), the first round of the FIA Formula 1 World Championship, RAW will accompany the team to improve their performance and hydration on the track

Oviedo (Asturias)-based DG LAW advised RAW from a Commercial and Intellectual Property point of view, whereby the 100 per cent organic isotonic drink becomes the official organic beverages supplier of the Alpine F1 team for the current F1 World Championship season. The agreement includes not only the status of the official beverage of the F1 team but also the possibility of joint actions for the commercialisation of official products and merchandising, as well as the reciprocal use of intangible assets.

DG LAW advised RAW with its founder Daniel Gutiérrez (pictured).