



CARDIFF DEVILS
**PARTNERSHIP
OPPORTUNITIES**



PARTNERSHIP OPPORTUNITIES

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ABOUT THE CARDIFF DEVILS

Formed in 1986, the Devils have been a pillar of the Welsh sporting community for nearly 40 years. Our game plan is simple – to inspire and entertain our customers in a safe, fun and friendly environment, one game at a time...

Playing in the state of the art, Vindico Arena, located in the Sports Village of Cardiff Bay, the Devils regularly sell out to crowds seeking a unique, thrilling and entertaining sporting event experience.

The Devils play in the Elite Ice Hockey League; the highest tier of professional ice hockey in the UK. In the last decade, the Devils have represented the Elite League on four occasions in the Champions Hockey League and reached the Continental Cup Final three times in the last three years. In January 2025, we became only the second British team to ever win the Continental Cup Final title since the competition began.



WINNING TRADITIONS

OVER THE LAST DECADE, WE HAVE BUILT A WINNING CULTURE
HERE AT THE CARDIFF DEVILS WITH 8 MAJOR TITLES:

ELITE ICE HOCKEY LEAGUE CHAMPIONS X 2
CHALLENGE CUP CHAMPIONS X 2
PLAYOFF CHAMPIONS X 3
CONTINENTAL CUP CHAMPIONS

WE HAVE REPRESENTED THE UK ON 7 OCCASIONS IN THE LAST
DECADE IN EITHER THE CHAMPIONS HOCKEY LEAGUE OR
IIHF CONTINENTAL CUP COMPETITIONS





WHY YOU SHOULD PARTNER WITH ONE OF WALES' MOST SUCCESSFUL SPORTS TEAMS

- SPORTS SPONSORSHIPS BUILD BRAND AWARENESS
- ACCESS A NEW AUDIENCE WITH A UNIQUE DEMOGRAPHIC 53% MALE AND 47% FEMALE
- DRIVE MORE VIEWS TO YOUR SOCIAL MEDIA CHANNELS AND WEBSITE
- SELL TO A NEW, HIGHLY APPEALING TARGETED AUDIENCE
- ICE HOCKEY IS RENOWNED FOR BEING COMMUNITY FOCUSED - WE HAVE SEVERAL OPPORTUNITIES AVAILABLE WHERE YOUR ORGANISATION CAN PARTNER WITH US TO DELIVER YOUR CSR GOALS



OUR BRAND IDENTITY

FUN

PASSION | ENERGY | ENTERTAINING

CULTURE

COMMUNITY | HOMETOWN | CONNECTION

BOLD

SLEEK | EDGY | RISK TAKERS | THINK DIFFERENTLY

IN ARENA STATISTICS

OVER **130,000** SPECTATORS

With an Arena capacity of 3,116 and 43 home sell-outs during the 2024-25 season, the Devils will get your brand in front of a highly engaged live audience on a weekly basis.

100% FAN CAPACITY

The Devils sold out every home game during the 2024-25 season - we are the hottest ticket in town - literally!

The benefit of a consistently high attendance is that you and your brand, feel assured that the Devils will drive awareness to mass amounts of spectators on a regular basis. Our audience demographic is 53% male and 47% female – a unique statistic for a sports team, but beneficial in helping our corporate partners maximise the reach of their investment.

505,000 UNIQUE VISITORS

The annual footfall here at Vindico Arena is 505,000 when you include all in arena events and experiences.

ONLINE STATISTICS

160,000 FOLLOWERS

Across all social media platforms, the Devils post content to over 160,000 organic, highly engaged followers. Between Facebook, X, Instagram, TikTok, LinkedIn and YouTube, Devils fans from all demographics have a range of social channels where they can engage with suitable, meaningful content that is thoroughly planned to make the most of each platform's benefits and audience.

23 MILLION IMPRESSIONS

Through posting consistent online content, followed with incredible fan engagement, the Devils reach over 23 million impressions annually. Additionally, our average impressions each month is 4.2 million where our content is displayed across our social channels.





FAN INTERACTION

59,000

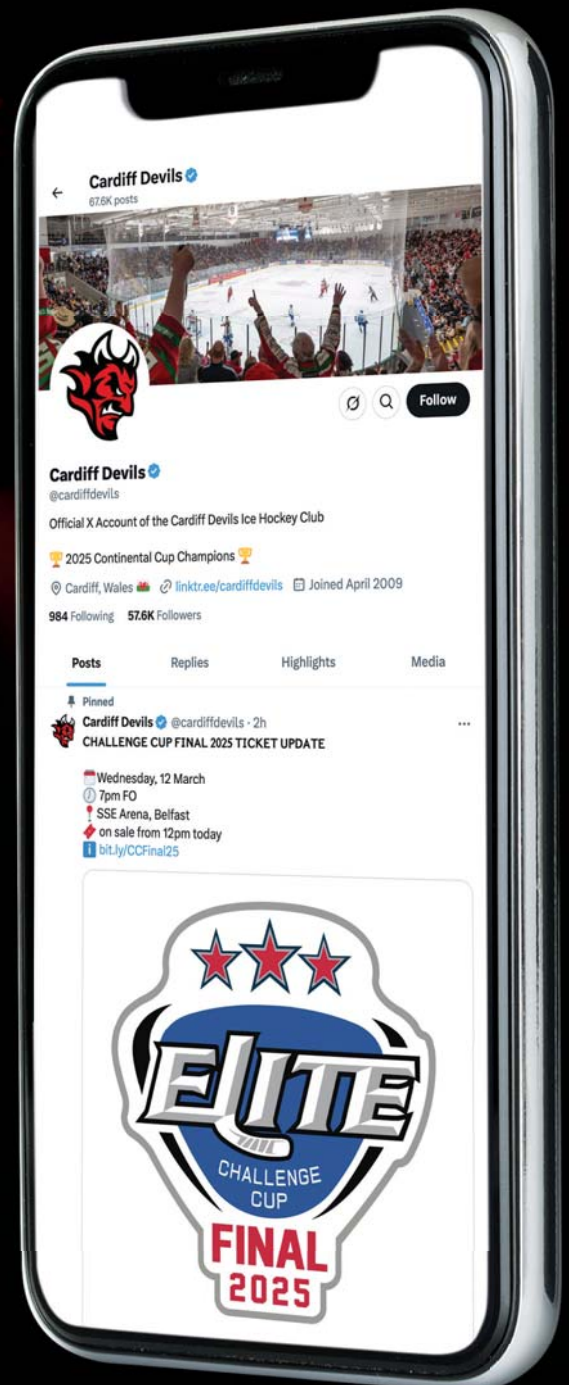
ORGANIC FOLLOWERS

7,200,000

MONTHLY IMPRESSIONS

269,000

MONTHLY PROFILE VISITS



FACEBOOK

FAN INTERACTION



38,000

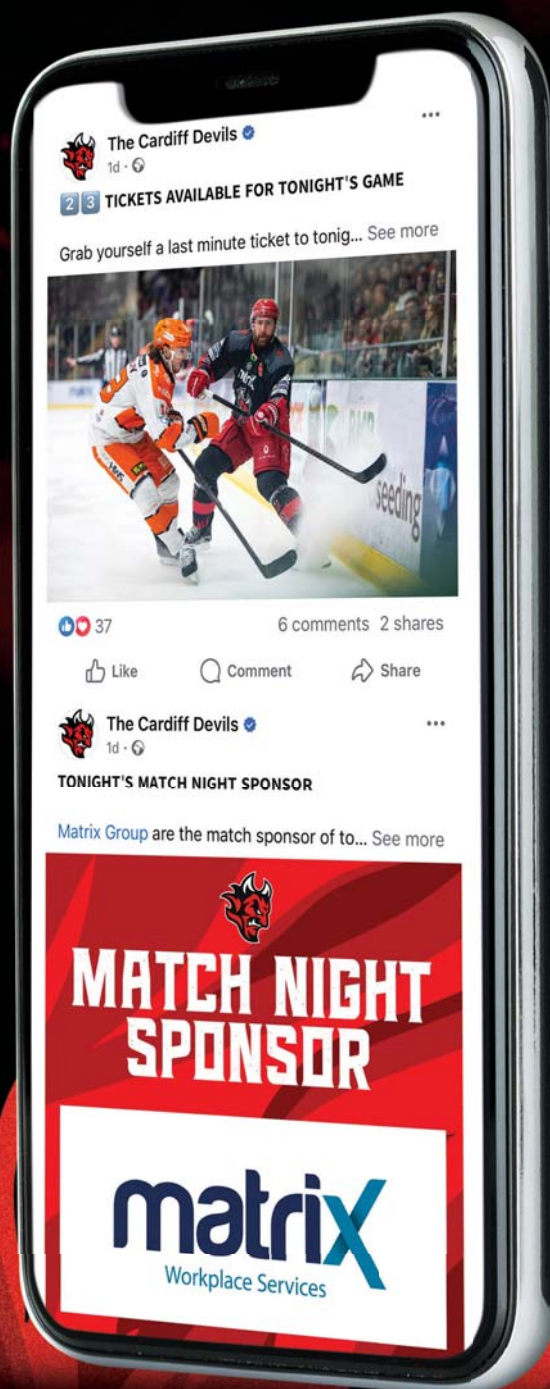
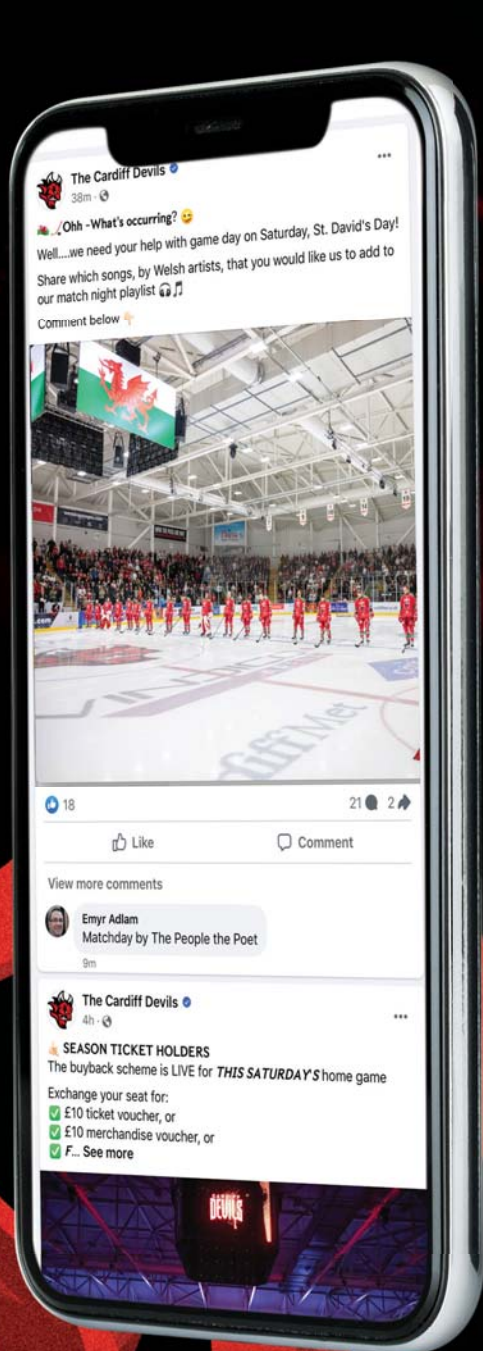
ORGANIC FOLLOWERS

2,700,000

MONTHLY IMPRESSIONS

150,000

MONTHLY PROFILE VISITS



INSTAGRAM

FAN INTERACTION



40,000

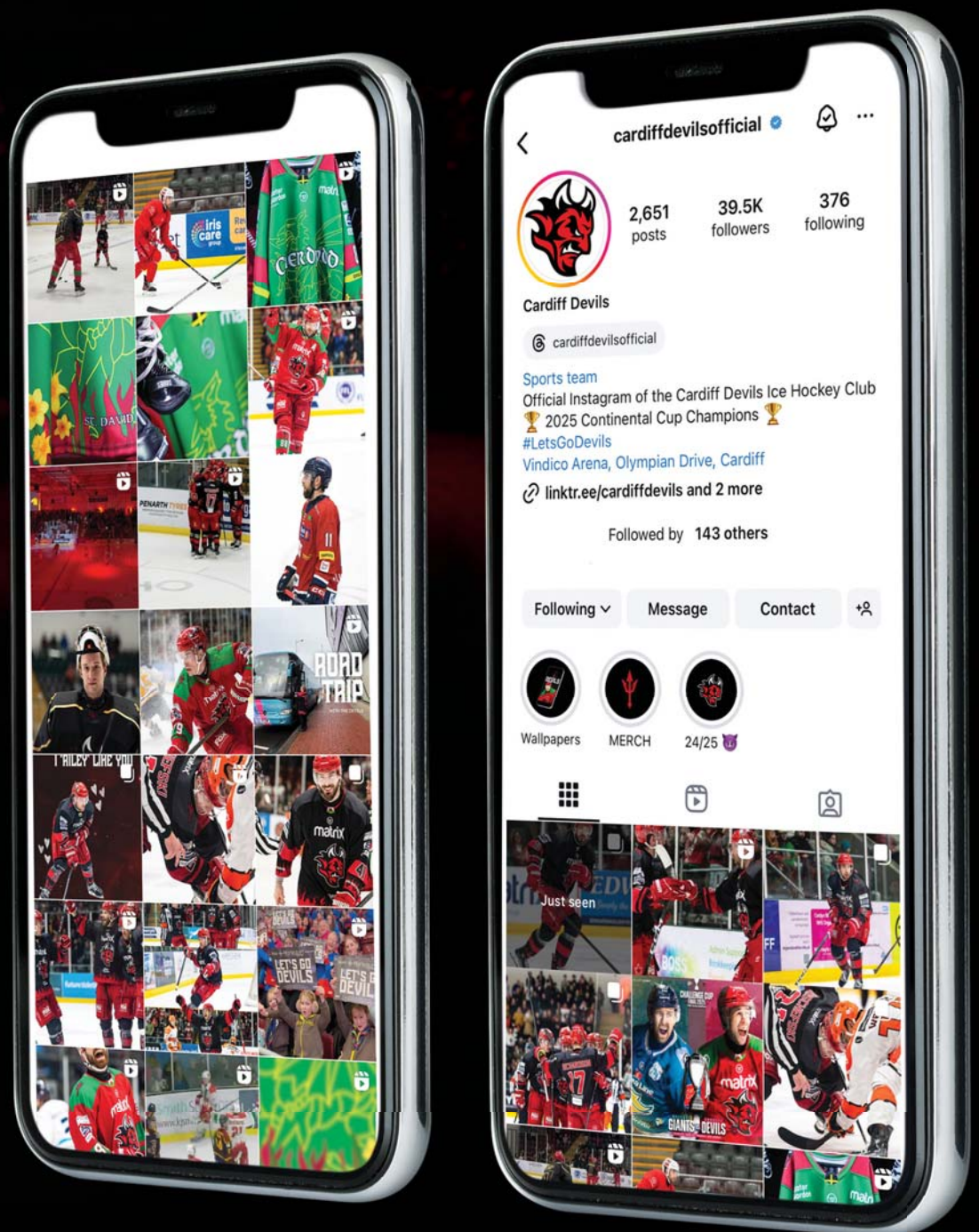
ORGANIC FOLLOWERS

612,700

MONTHLY IMPRESSIONS

38,000

MONTHLY PROFILE VISITS





LINKEDIN

INTERACTION

3,500

ORGANIC FOLLOWERS

15,000

MONTHLY IMPRESSIONS

2,900

MONTHLY PROFILE VISITS



TIKTOK

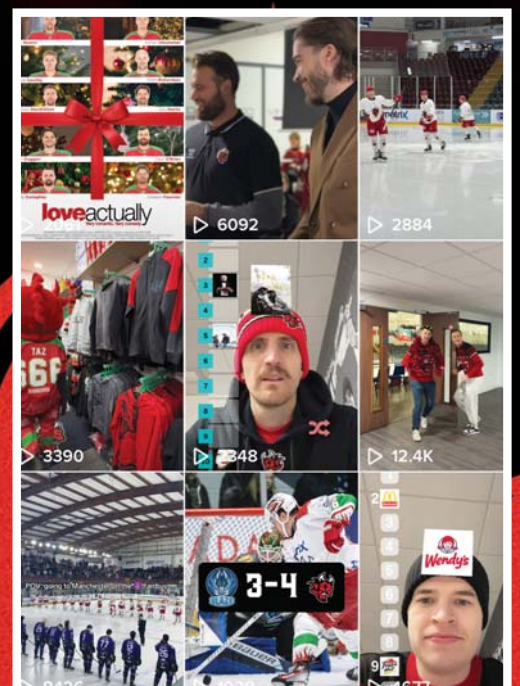
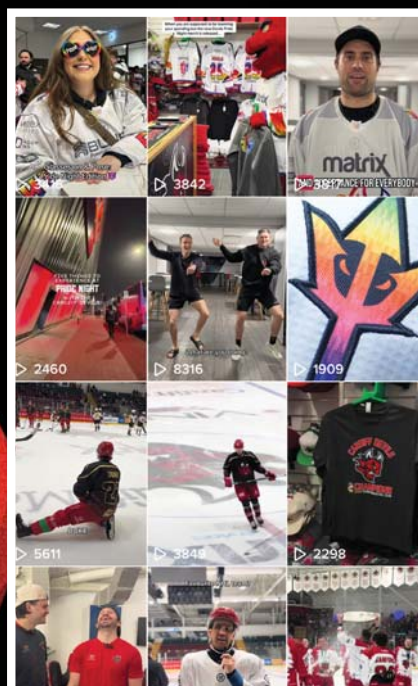
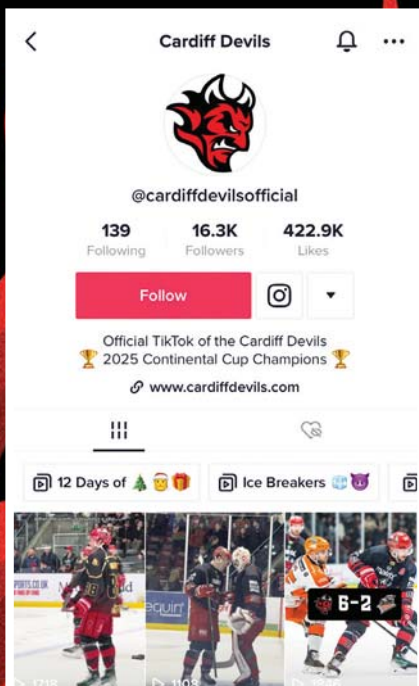
FAN INTERACTION

16,300

ORGANIC FOLLOWERS

147,000

MONTHLY IMPRESSIONS



IN ARENA OPPORTUNITIES





CARDIFF DEVILS



VINDICO ARENA



CORPORATE HOSPITALITY



MATCH NIGHT SPONSORSHIP

STARTS FROM
£3,200

Match night sponsorship allows you and your guests to enjoy and engage with a Devils game to the fullest. We kickstart each game day morning by sharing your company branding across all social media channels, with a direct link to your company website to raise brand awareness amongst our highly engaged audience.

We are able to offer two hospitality options, in either our Wessex Lounge for up to 18 guests or our exclusive Blues Sky Lounge for 20-40 guests. You will arrive for game night via our VIP entrance and enjoy match night programmes, chuck a pucks, food, an inclusive bar tab, all on ice game presentations and receive a team signed and framed jersey on ice. All on ice photos will be shared with you following your match night sponsorship for your own commercial or personal use.



CORPORATE SEASON TICKETS

£970

Corporate Season Tickets can be shared within your company or can be transferred to your clients or guests. Skip the queue on match night through our VIP entrance and enjoy VIP padded seating. As a corporate season ticket holder you will have access to our business lounge which includes a private bar and complimentary teas and coffees.

Our corporate season tickets include all home games*, (**except any cup finals we qualify for or host*) whereas a regular season ticket covers 32 home games.

Enjoy our corporate match night experience for £24.87 per game



SKY LOUNGE

PRICING STARTS FROM £3,000

The perfect and exclusive hospitality box where you can entertain your guests and enjoy our match night experience. Our Sky Lounge can cater for up to 40 people and includes our VIP entrance, exclusive space for you and your guests, company branding, food and private bar as well as match night programmes and chuck a pucks. Postgame head to the ice for a photo with the team where you will receive a team signed and framed jersey.



DASHER BOARDS

£3,150 (NON-TV FACING) OR £3,675 (TV FACING)

Framing the edge of the ice pad, dasherboards are seen by over 3,100 live fans in the Arena each game and are visible on all forms of digital viewing such as livestreams, highlights and all photographic / video based online content. Also, with over 505,000 unique visitors to the Arena your dasherboard is seen year round.



ICE PAD BRANDING

£4,000

Become a part of the captivating game action with stunning on ice branding.



SCOREBOARD FEATURES

£4,000

Have your branding present on scoreboard graphics and videos during Devils' games. The scoreboard is a standout feature of the Arena and drives awareness to your brand at memorable, key moments of the game.



ON ICE PROMOTIONS

The Devils are keen to entertain fans throughout the entire match night, including the two intermission breaks. Interactive activities keep fans engaged in the action between periods of play. Sponsoring these experiences aligns your brand with values of excitement and fun.



MATCH NIGHT PROGRAMMES

PRICING STARTS FROM £1,100

We sell informative, bespoke programmes, each month of the season, which will reach an audience of 5,000+ fans. The programme is an essential guide to everything Devils related throughout the season. Put your branding in the hands of Devils' fans when they are attentive and engaged.

Change your match night programme advert up to 8 times throughout the season. Our match night programmes are distributed for free to our hospitality customers in our Wessex Lounge and Blues Sky Lounge, and in schools as part of our community programme.



PLAYER & KIT SPONSORSHIPS



PLAYER SPONSORSHIP £3,600

Exclusively align your brand with a specific Devils player. Your branding will appear on the back of your player's game worn jerseys, on player specific graphics, and on their website profile. Your brand name will be read out by the announcer whenever your player is mentioned.



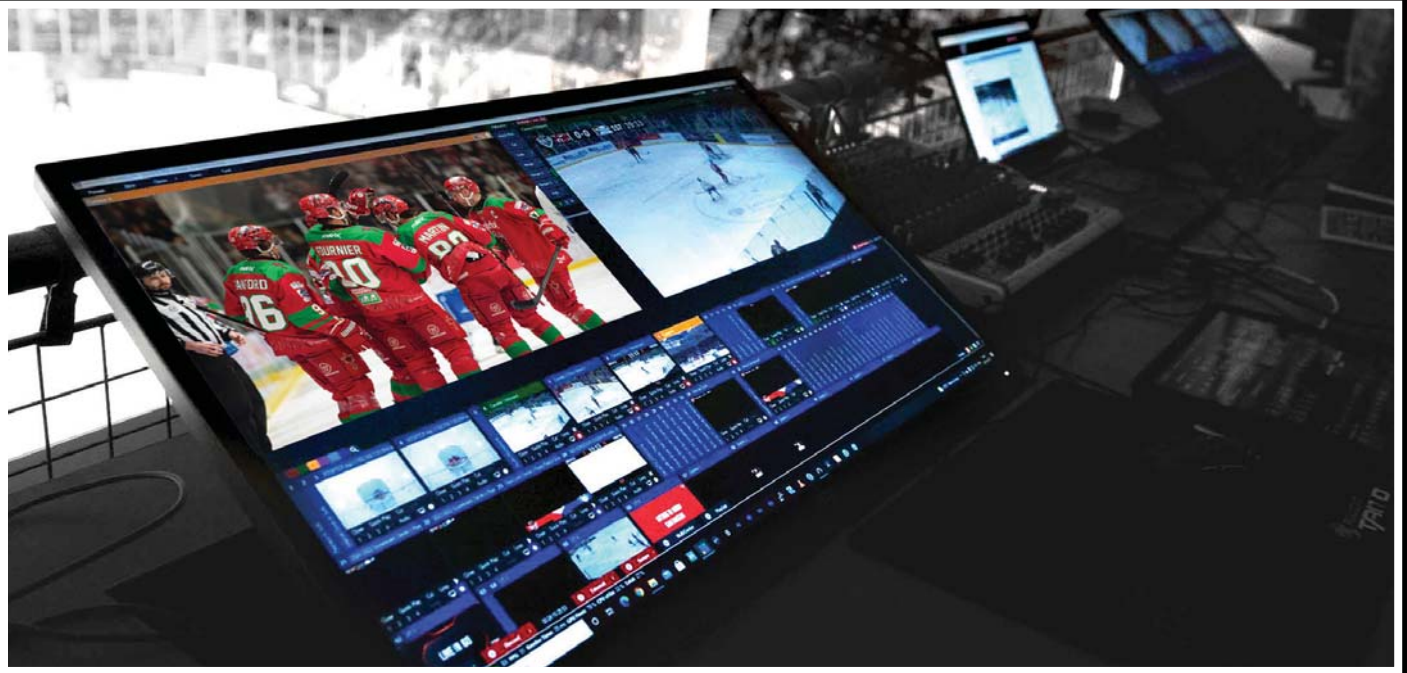
KIT BRANDING PRICING STARTS FROM £4,000

Kit Branding opens the opportunity for you to showcase your brand on all of the Devils' players shorts and jerseys at all of our home and away games. This includes the game worn uniform that the players wear on the ice and on each replica jersey. Replicas are sold to fans all season long and are widely worn by fans on match nights.



LIVE STREAM

Every Devils home game is broadcast live for fans following along from home. During the stream there are countless opportunities for you to take over and exclusively showcase your brand, driving mass awareness.



TARGETED MAILERS

(AVAILABLE AS AN ADD ON PRODUCT WHEN PURCHASED WITH A KEY PRODUCT)

The Devils e-newsletter is a vital method of communication with our customers and fans. Consistent emails are sent to the entire Devils database, over 10,000 email accounts, keeping fans informed and engaged. Showcase your brand or business promotions to a targeted audience where they are tuned in to the content presented.

JOIN US FOR THE DEVILS MORTGAGE WORKSHOP

WESTMOREINSURE
COMMERCIAL INSURANCE • PERSONAL INSURANCE • MORTGAGES
www.westmoreinsure.co.uk 01423 22244 info@westmoreinsure.co.uk

**ARE YOU RENEWING
OR LOOKING FOR A
NEW MORTGAGE?**

LOCAL, HONEST ADVICE
RIGHT AT THE HEART OF PONTYPRIDD

Call in and visit
us on Mill Street

CELEBRATE THE KIDS TAKEOVER GAME WITH CÔTE

CÔTE

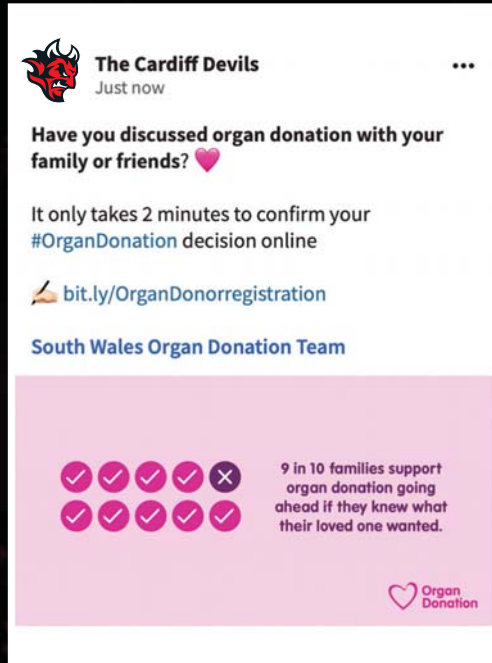
**KIDS EAT
FREE**

AT CÔTE
MERMAID QUAY
9TH MARCH

matrix
Slater Gordon

TARGETED SOCIAL MEDIA POSTS

AVAILABLE AS AN ADD ON PRODUCT WHEN PURCHASED WITH A KEY PRODUCT)



Sponsored social media posts can elevate awareness and visibility of your brand, while reaching a targeted audience.

A great product for low cost advertising with higher conversion rates, directing customers to your website or social media channels.

DESIGN ASSETS

The Devils use visually stunning designs to aid digital content across all platforms. Visual content grabs attention quickly and is extremely sharable amongst fans, generating extensive impressions organically.



DESIGN ASSETS



50/50 AND SHIRT OFF HIS BACK TICKETS

We sell 5,000 of our match night raffle tickets, 50/50 and Shirt Off His Back, every home game. The perfect opportunity to raise your brand awareness by adding your company branding to the design, reaching an audience of 200,000 fans each season.



VIDEO ASSETS

Video based content is a key focus going forward. It authentically opens communication between Devils' players, coaches and fans. Sponsoring content such as interviews and highlight reels will align your brand with the best plays from the most in form players at the time.

A screenshot of a Twitter post from Cardiff Devils (@cardiffdevils). The post is promoted and features the text: 'PLAYER OF THE WEEK' with a purple and orange emoji, 'When the GOAT proves once again why they're the' with a bull and fire emoji, '#Legendary #Unstoppable', 'Congratulations #88 - Joey Martin, 3 games and 4 goals' with a trophy emoji, and 'Brought to you by @WessexGarages' with a gold coin emoji.

Cardiff Devils @cardiffdevils
Promote

PLAYER OF THE WEEK 🐾🔥

When the GOAT proves once again why they're the 🐂🔥
#Legendary #Unstoppable

Congratulations #88 - Joey Martin, 3 games and 4 goals 🏆

Brought to you by @WessexGarages 💰

A screenshot of a Facebook video post. The video shows a hockey game in progress on an ice rink. A 'wessex GARAGES THE INTELLIGENT CHOICE' logo is overlaid on the bottom left of the video. The post shows 95 likes, 2 comments, and 2.4K views.

BROUGHT TO YOU BY
wessex GARAGES
THE INTELLIGENT CHOICE

95 2 comments 2.4K views

DEVILS IN THE COMMUNITY

The Devils are always extremely keen and proud to engage with the greater community as much as possible. Ice hockey worldwide is recognised as a community focused sport.

Each season we run a highly successful and engaging community program which sees players visit local schools presenting to pupils about subjects such as literacy, anti-bullying and how to maintain a healthy lifestyle.

The Devils passion to give back is one of our core values and we can help you achieve your corporate social responsibility goals. We have a range of community focused activities for you to partner with.



CARDIFF
DEVILS

GET IN TOUCH

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