



TOOL RAPTORS
BLUES
Powering Construction



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 4 occasions in the Champions Hockey League and in the last 2 years, reached the IIHF European Continental Cup final twice.



MOST SUCCESSFUL UK ICE HOCKEY TEAM IN THE LAST DECADE

OVER THE LAST TEN YEARS, THE CARDIFF DEVILS HAVE
ACHIEVED SEVEN MAJOR TITLE VICTORIES:

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

AS WELL AS REPRESENTING THE UK IN A TOTAL OF 6 EUROPEAN
COMPETITIONS - CHAMPIONS HOCKEY LEAGUE AND IIHF CONTINENTAL CUP





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 | HOMETGROWN | CONNECTION

BOLD

SLEEK | EDGY | RISK TAKERS | THINK DIFFERENTLY

IN ARENA STATISTICS

OVER **130,000** SPECTATORS

With an Arena capacity of 3,116, we have over 1,600 Season Ticket members who can engage with your branding weekly. Approximately 10% of each game day crowd is made up of entirely new spectators.

99.6% FAN CAPACITY

The Devils are proud to lead the Elite Ice Hockey League with an average fan capacity at our home games of 99.6% - 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.

450,000 UNIQUE VISITORS

The annual footfall here at Vindico Arena is 450,000 when you include all in arena events and experiences.

ONLINE STATISTICS

144,000 FOLLOWERS

Across all social media platforms, the Devils post content to over 144,000 organic, highly engaged followers. Between Facebook, X (formerly Twitter), 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.

14 MILLION IMPRESSIONS

Through posting consistent online content, followed with incredible fan engagement, the Devils reach over 14 million impressions annually. Additionally, our average impressions each month is 2.7 million where our content is displayed across our social channels.





[FORMERLY TWITTER] FAN INTERACTION



58,000

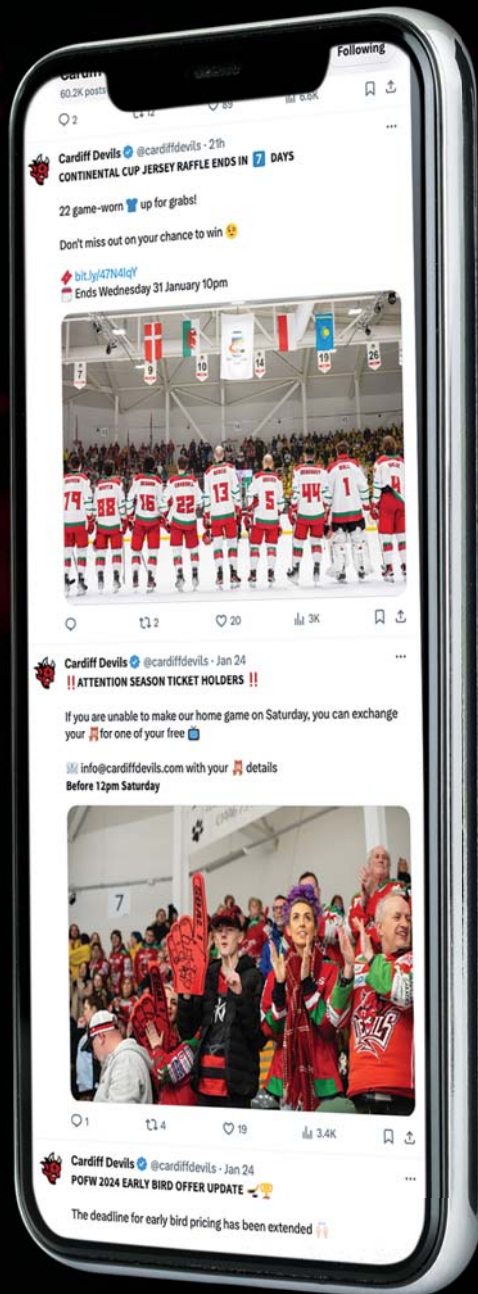
ORGANIC FOLLOWERS

7,200,000

MONTHLY IMPRESSIONS

269,000

MONTHLY PROFILE VISITS



FACEBOOK

FAN INTERACTION



34,000

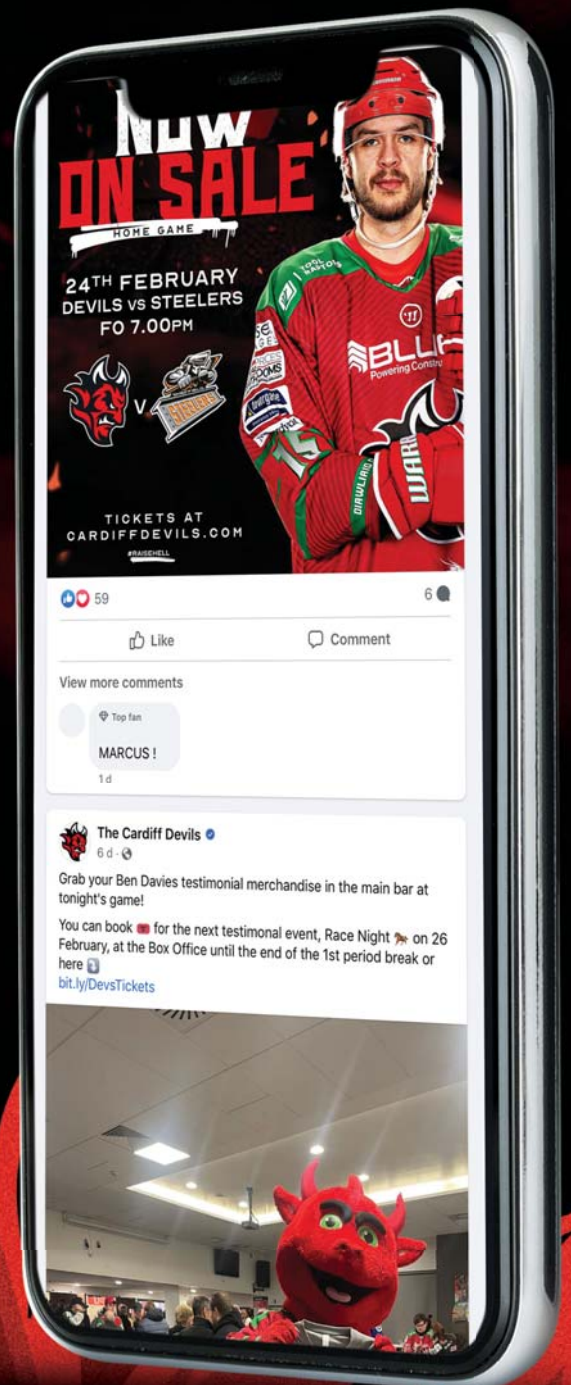
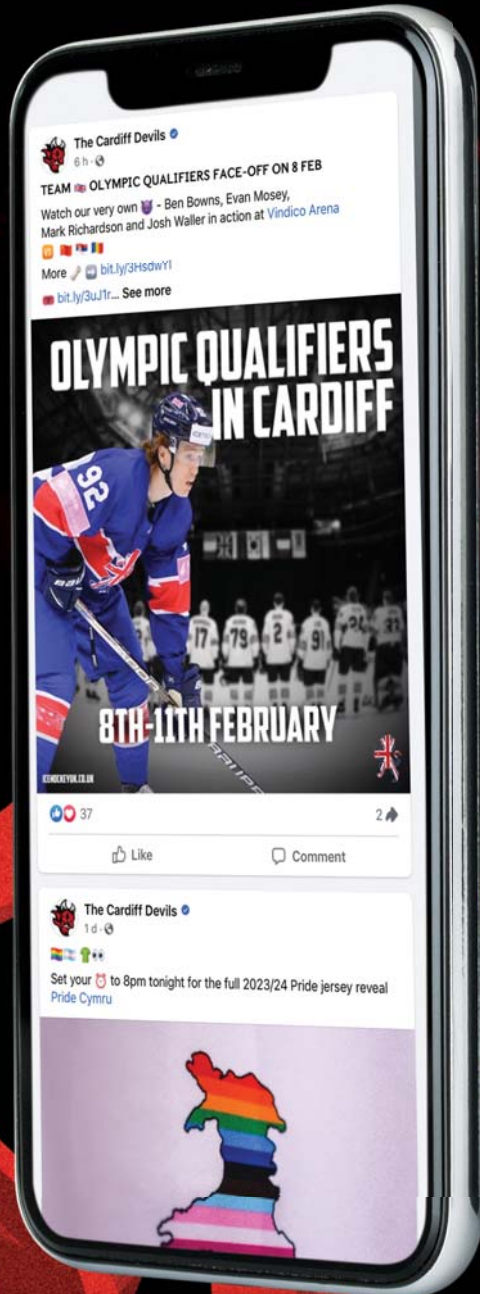
ORGANIC FOLLOWERS

2,000,000

MONTHLY IMPRESSIONS

118,000

MONTHLY PROFILE VISITS



INSTAGRAM

FAN INTERACTION



33,000

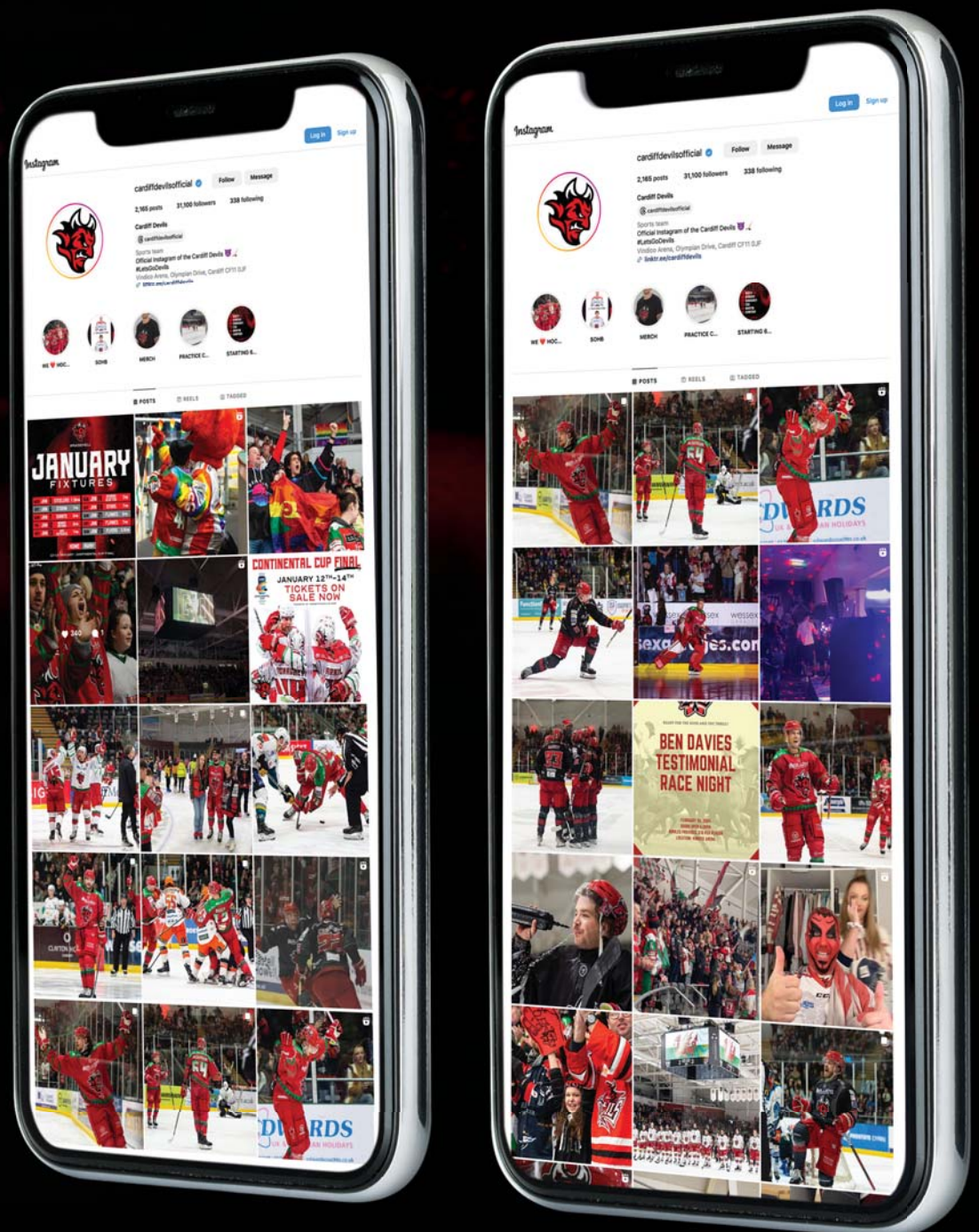
ORGANIC FOLLOWERS

480,000

MONTHLY IMPRESSIONS

35,000

MONTHLY PROFILE VISITS





TIKTOK

FAN INTERACTION

12,000

ORGANIC
FOLLOWERS

147,000

MONTHLY
IMPRESSIONS



LINKEDIN

INTERACTION

3,000

ORGANIC
FOLLOWERS

13,000

MONTHLY
IMPRESSIONS

2,100

MONTHLY
PROFILE VISITS



IN ARENA OPPORTUNITIES





CARDIFF DEVILS

Coors
KEEP IT FRESH



VINDICO

ARENA



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 450,000 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.

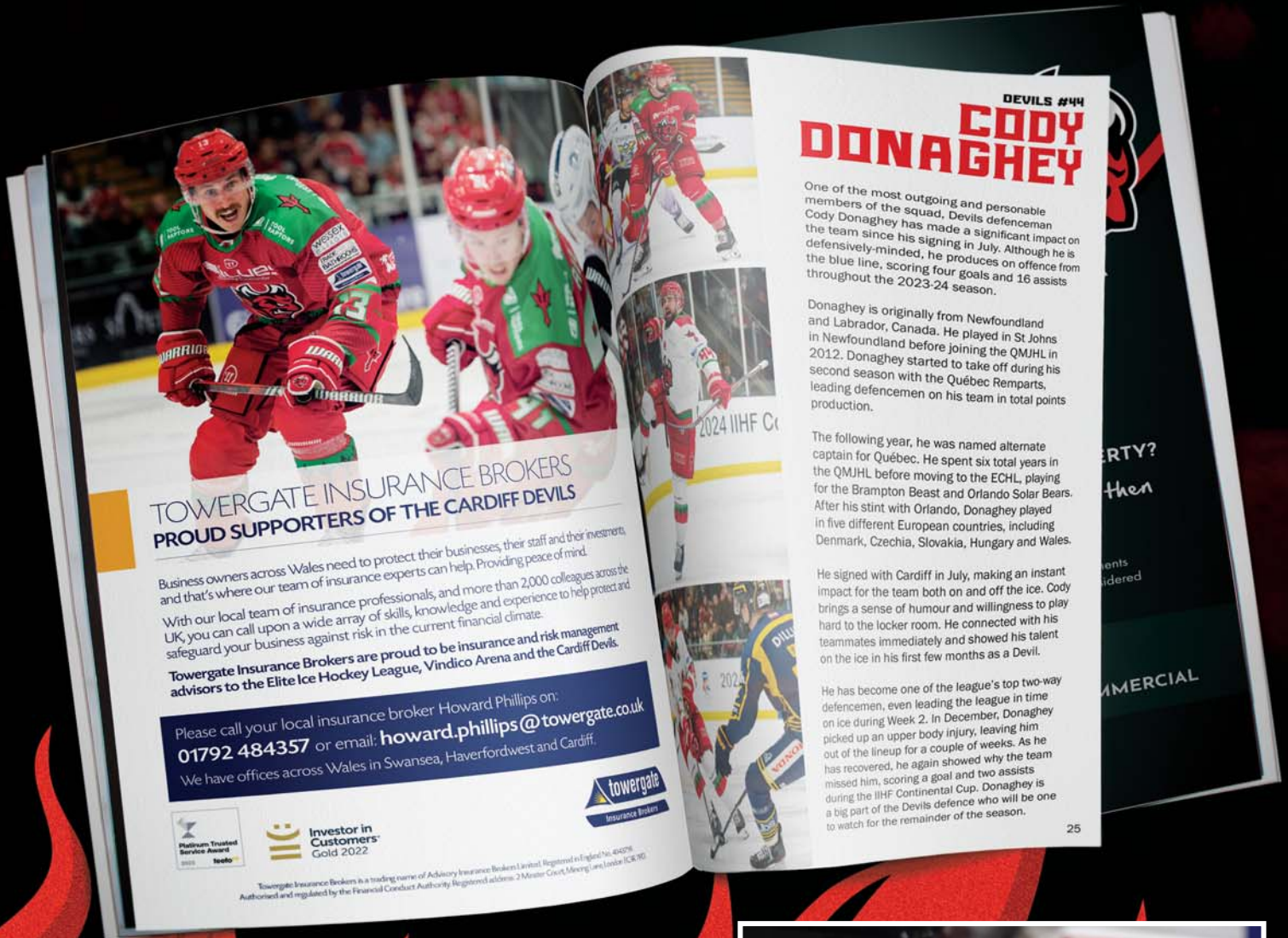


MATCH NIGHT PROGRAMMES

PRICING STARTS FROM £1,100

The Devils sell informative, bespoke programmes that are made uniquely for each game day. 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 as often as you want throughout the season, up to 40 games. Our match night programmes are distributed for free to our hospitality customers in our Wessex and Executive Lounges, and in schools as part of our community programme.



TOWERGATE INSURANCE BROKERS PROUD SUPPORTERS OF THE CARDIFF DEVILS

Business owners across Wales need to protect their businesses, their staff and their investments and that's where our team of insurance experts can help. Providing peace of mind.

With our local team of insurance professionals, and more than 2,000 colleagues across the UK, you can call upon a wide array of skills, knowledge and experience to help protect and safeguard your business against risk in the current financial climate.

Towergate Insurance Brokers are proud to be insurance and risk management advisors to the Elite Ice Hockey League, Vindico Arena and the Cardiff Devils.

Please call your local insurance broker Howard Phillips on:
01792 484357 or email: howard.phillips@towergate.co.uk

We have offices across Wales in Swansea, Haverfordwest and Cardiff.



Towergate Insurance Brokers is a trading name of Advisory Insurance Brokers Limited, Registered in England No. 0440798. Authorized and regulated by the Financial Conduct Authority Registered address: 2 Manor Court, Mersey, L16 6JG.

DEVILS #44 CODY DONAGHEY

One of the most outgoing and personable members of the squad, Devils defenceman Cody Donaghey has made a significant impact on the team since his signing in July. Although he is defensively-minded, he produces on offence from the blue line, scoring four goals and 16 assists throughout the 2023-24 season.

Donaghey is originally from Newfoundland and Labrador, Canada. He played in St Johns in Newfoundland before joining the QMJHL in 2012. Donaghey started to take off during his second season with the Québec Remparts, leading defencemen on his team in total points production.

The following year, he was named alternate captain for Québec. He spent six total years in the QMJHL before moving to the ECHL, playing for the Brampton Beast and Orlando Solar Bears. After his stint with Orlando, Donaghey played in five different European countries, including Denmark, Czechia, Slovakia, Hungary and Wales.

He signed with Cardiff in July, making an instant impact for the team both on and off the ice. Cody brings a sense of humour and willingness to play hard to the locker room. He connected with his teammates immediately and showed his talent on the ice in his first few months as a Devil.

He has become one of the league's top two-way defencemen, even leading the league in time on ice during Week 2. In December, Donaghey picked up an upper body injury, leaving him out of the lineup for a couple of weeks. As he has recovered, he again showed why the team missed him, scoring a goal and two assists during the IIHF Continental Cup. Donaghey is a big part of the Devils defence who will be one to watch for the remainder of the season.

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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.



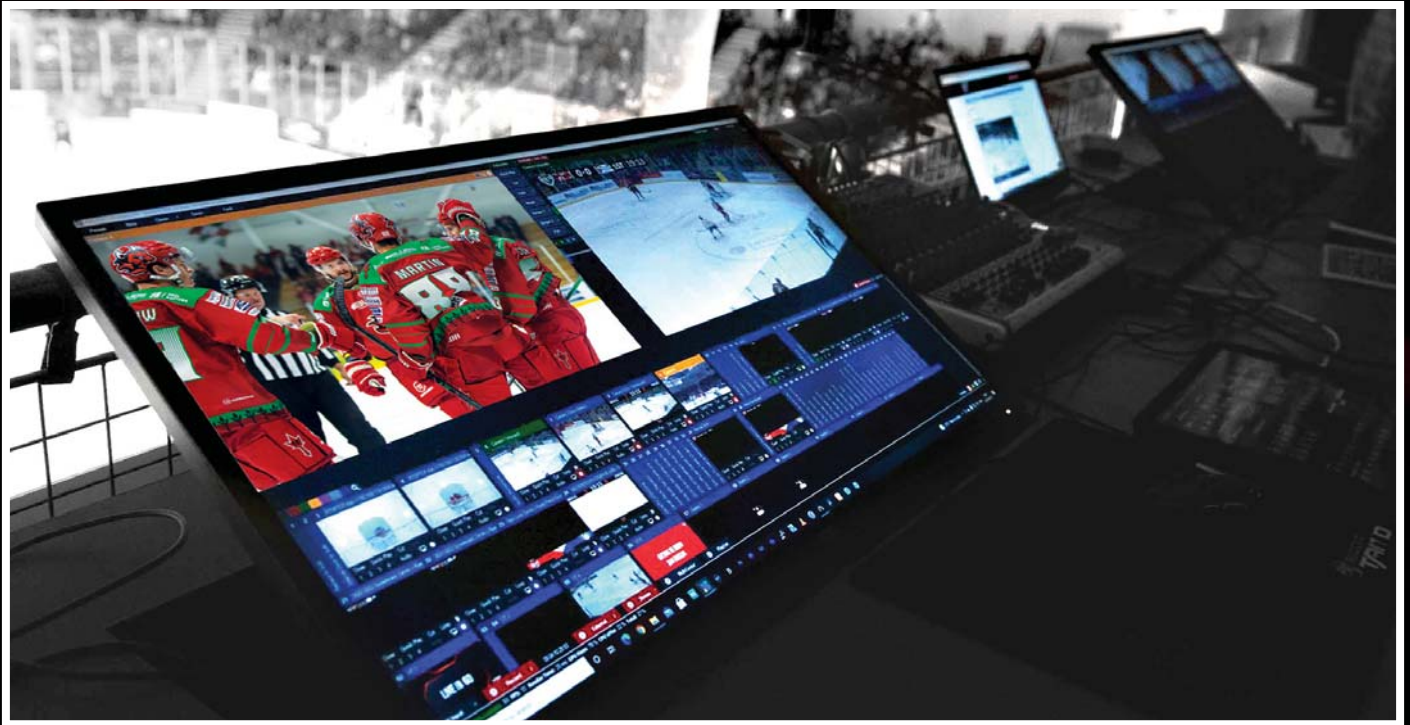
KIT BRANDING PRICING STARTS FROM £4,000

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.



E-NEWSLETTER BRANDING

(AVAILABLE AS PART OF YOUR SPONSORSHIP PACKAGE)

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 7,000 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.

WE NEED YOU

CAN'T MAKE THE GAME SATURDAY?



RED ARMY

GAME DAY, KIDS WAY



TARGETED SOCIAL MEDIA POSTS

(AVAILABLE AS PART OF YOUR SPONSORSHIP PACKAGE)



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.





#RAISEHELL

PRIDE

FRIDAY 09 FEBRUARY
FO 7:30PM

MATCH SPONSORS

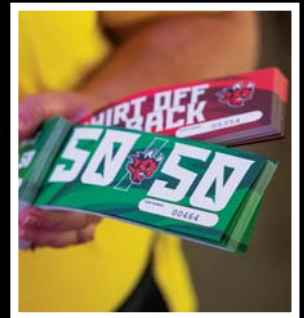


DEVILS VS BLAZE



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.



Cardiff Devils @ca... · 18h

GOAL OF THE WEEK 🐾

#96 Cole Sanford who broke away to open the scoring last night in Dundee 😊

Brought to you by encapsulatedmemories.com



CORPORATE HOSPITALITY



MATCH NIGHT SPONSORSHIP £3,200

Match night sponsorship allows you and your guests to enjoy and engage with a Devils game day to the fullest. Hospitality is offered in a reserved and branded area of our business lounge for up to 18 guests. You will have access to our VIP entrance and seating, food and a bar tab of £500, match night programmes and chuck a pucks. You will also host all on ice presentations and receive a team signed and framed jersey on ice, with a team photo.



CORPORATE SEASON TICKETS £950

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 £24.35 per game



EXECUTIVE 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 Executive Lounge can cater for up to 40 people and includes our VIP entrance, exclusive space for you and your guests, company branding, food and bar tab 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.



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 focussed activities for you to partner with.



CARDIFF
DEVILS

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