



CARDIFF DEVILS

**PARTNERSHIP
OPPORTUNITIES**

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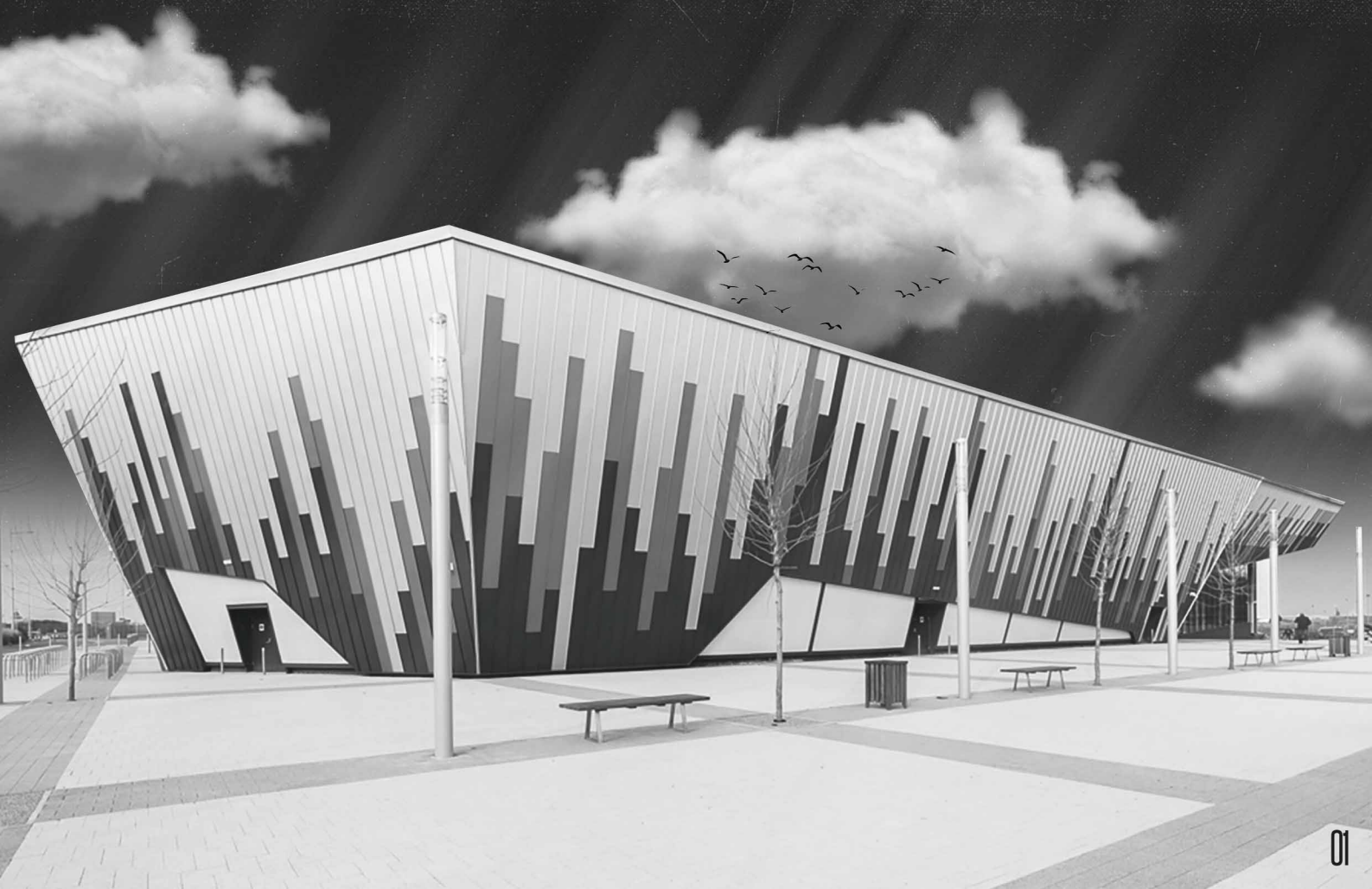
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ABOUT THE CARDIFF DEVILS

Formed in 1986 by former pro hockey player and British Ice Hockey Hall of Famer John Lawless, the Devils have been a pillar of the Welsh sporting community for over 35 years. Built on a progressive, family friendly, exciting foundation, the Devils aim to develop and maintain a high performing player base, structured around a profitable and sustainable business that engages with the greater community.

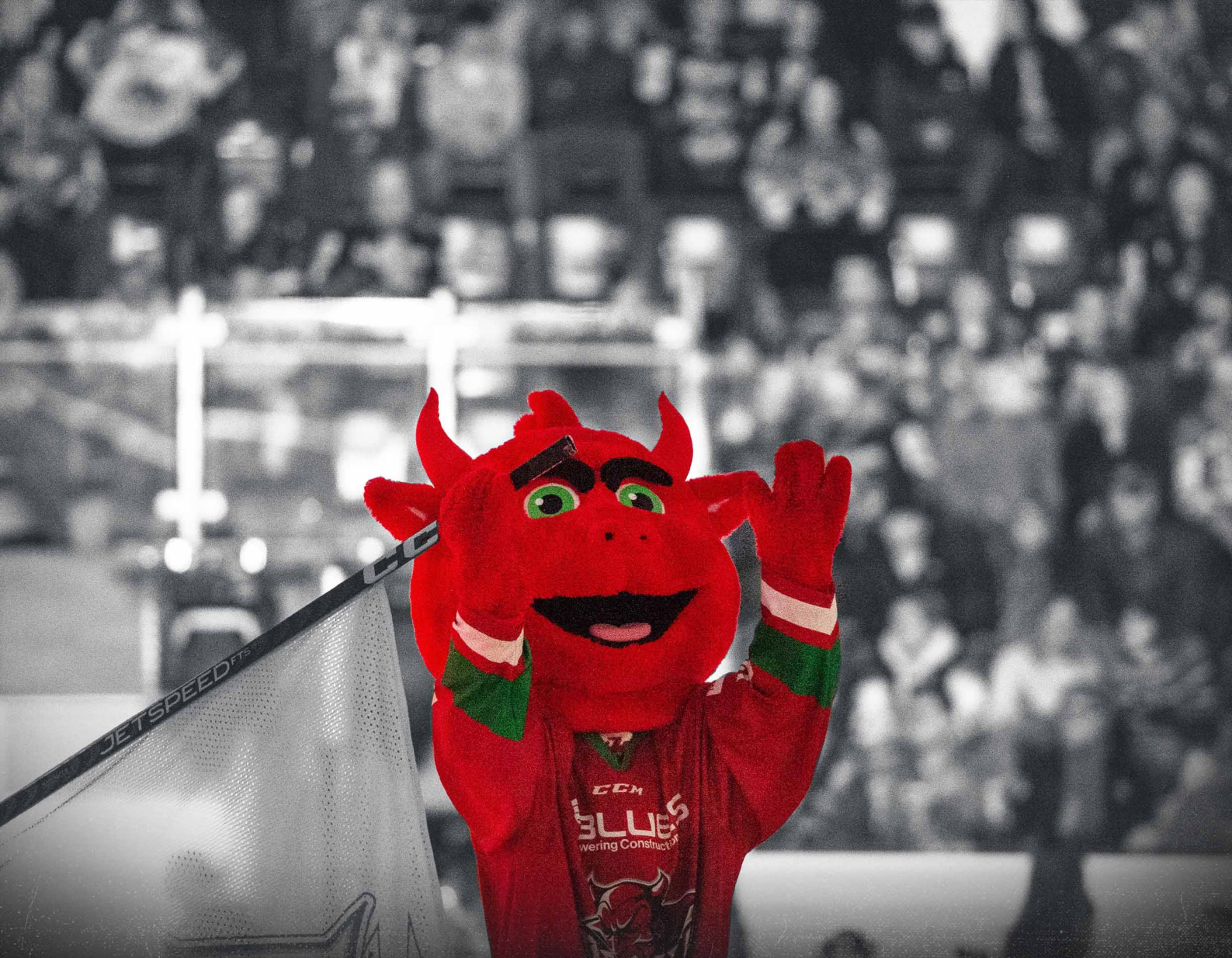
Playing in the state of the art Ice Arena Wales, located in the Sporting Village of Cardiff Bay, the Devils sell out to crowds seeking a unique and thrilling experience. The Devils play in the Elite Ice Hockey League; the highest tier of professional ice hockey in the UK. The Devils have recently been recognised and acknowledged as the 6th most loved UK sports team in 2022 and ice hockey as the 4th most loved UK sport (Sports Direct, 2022).





MOST SUCCESSFUL UK ICE HOCKEY TEAM IN THE LAST SIX YEARS

Over the past six seasons, the Cardiff Devils have achieved seven major title victories, including two Elite League titles, two Challenge Cup wins and three Playoff Championships.



THE BENEFITS OF PARTNERING WITH THE DEVILS

Align your brand with one of Wales' most successful sports teams ever

Present your brand to the most dedicated fan base within UK Ice Hockey

Reach your audience where they are most engaged

Immerse your brand within a cornerstone of the Welsh sporting community

Achieve consistent advertising to 120,000 spectators over the season

Partnership sends a message that your brand is strong and cares about the community



IN ARENA STATISTICS

120,000 SPECTATORS

The Cardiff Devils welcome 120,000 spectators to the arena across the duration of the season (3,100 fans per game). Within this audience, the Devils boast over 1,450 dedicated Season Ticket members who have the opportunity to engage with your branding weekly. Further driving awareness, approximately 10% of every game day crowd is made up of entirely new spectators. The annual footfall of the arena is 350,000 when including all in arena events and experiences.

98% FAN CAPACITY

Selling out 35 of 40 home games last season, the Devils are proud to lead the Elite Ice Hockey League with a fan capacity of 98%. Devils fans are as engaged as ever, this is most evident through the Devils' consistent standout attendance rates. The benefit of a consistently high attendance is that you, and your brand, can feel assured that the Devils will drive awareness to mass amounts of spectators on a regular basis, maximizing the reach of your investment.



cardiffdevilsofficial

1,800 posts

26k followers

300 following

Cardiff Devils

Official Instagram of the Cardiff Devils

#LetsGoDevils

ONLINE STATISTICS

112,000 FOLLOWERS

Across all social media platforms, the Devils post content to over 112,000 organic, highly engaged followers. Between Facebook, Twitter, Instagram, TikTok and YouTube, Devils fans from all demographics have a selection of channels in which they can engage with suitable, meaningful content that is thoroughly planned to make the most of each platform's benefits.

8 MILLION IMPRESSIONS

Through posting consistent online content, followed with incredible fan engagement, the Devils reach over 8 million impressions monthly. Additionally, the Devils achieve over 1 million views per month exclusively on video content via social media. Short form video has been an increasingly popular element of the Devils' Online content, and will be a key focus moving forward.



TWITTER

54,000

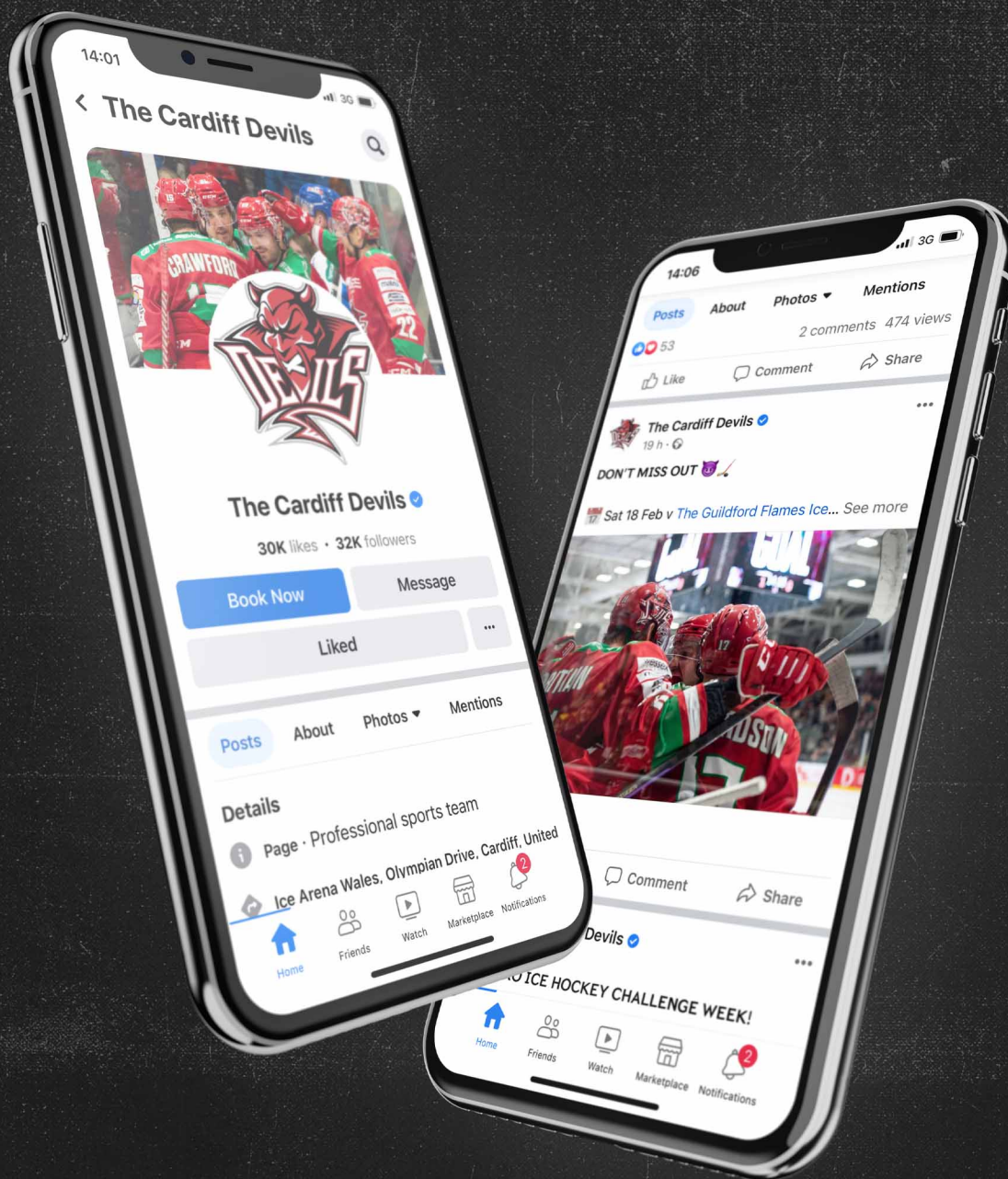
ORGANIC
FOLLOWERS

6,000,000

MONTHLY
IMPRESSIONS

100,000

MONTHLY
PROFILE VISITS

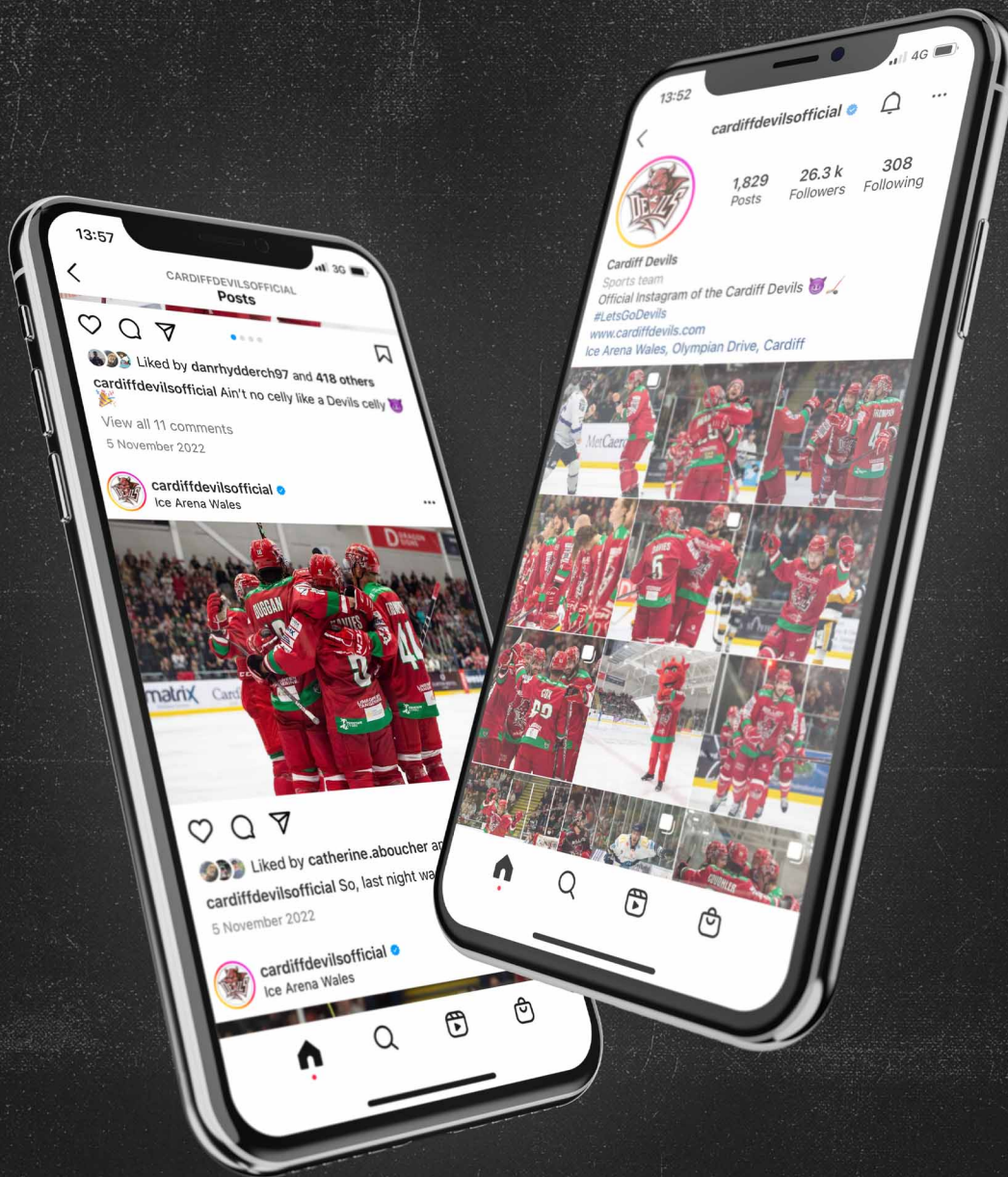


FACEBOOK

32,000
ORGANIC
FOLLOWERS

1,500,000
MONTHLY
REACH

115,000
MONTHLY
ENGAGEMENTS



INSTAGRAM

26,000
ORGANIC
FOLLOWERS

476,000
MONTHLY
IMPRESSIONS

30,000
MONTHLY
REACH

IN ARENA OPPORTUNITIES



DASHERBOARDS

Framing the edge of the ice pad, dasherboards are seen by over 3000 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.



ICE PAD BRANDING

Impactful exposure awaits your brand when immersing yourself within the arena's ice pad. Become a part of the captivating game action with stunning on ice branding.



SCOREBOARD FEATURES

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 PROGRAMME

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.



PLAYER & KIT SPONSORSHIPS



PLAYER SPONSORSHIP

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 also be read out by the announcer whenever your player is mentioned.



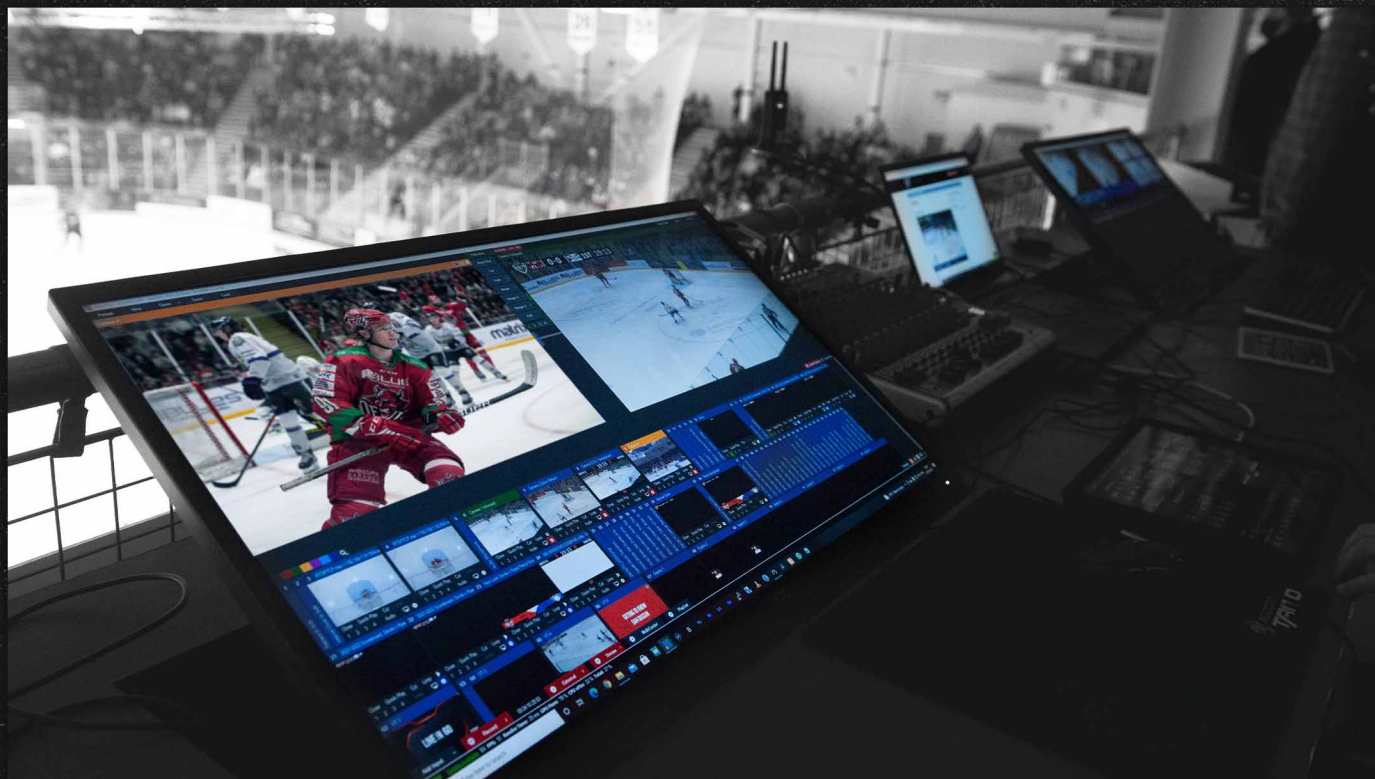
KIT BRANDING

Kit Branding opens the opportunity for you to showcase your brand on all Devils' shorts and jerseys. 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 around the arena.



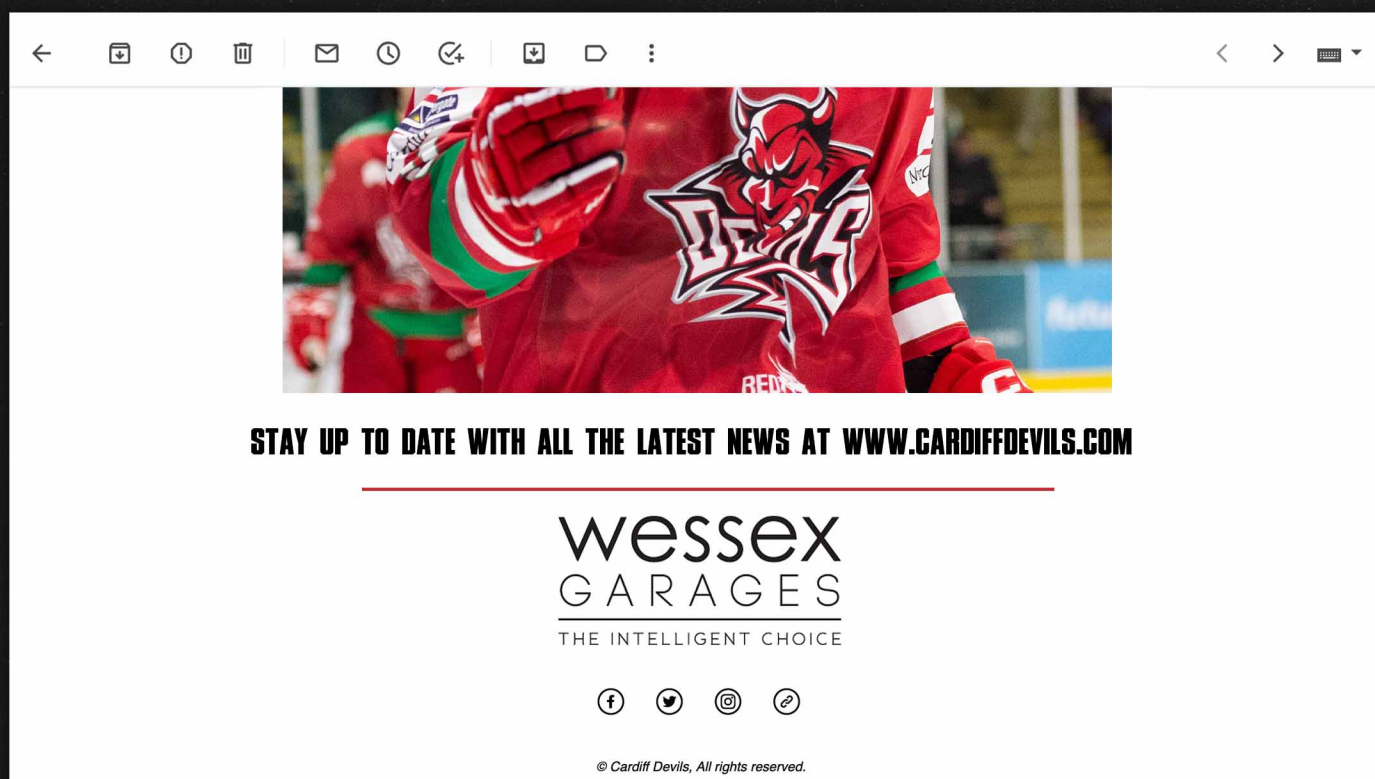
LIVESTREAM PROMOTIONS

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.



NEWSLETTER BRANDING

The Devils' newsletter is a vital method of communication with fans. Consistent emails are sent to the entire Devils database, keeping fans informed and engaged. Showcase your brand to fans when they are tuned in and willing to take note of what they see.



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.



WEEKEND PREVIEW

PRESENTED BY



REVOLUTION

 PUCKSTOP.COM

BETWEEN THE PIPES BOWNS

STATS THIS SEASON

GAA	SVS	GP
2.86	91.19	17



UNICAL

“GOAL” SANFORD

COLE “GOAL” SANFORD LEADS THE EIHL WITH THE MOST GOALS AND HAT-TRICKS. IN 34 GAMES, SANFORD HAS NETTED 30 GOALS AND HAS ACHIEVED 5 HAT-TRICKS.



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.

**The Cardiff Devils** 

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PLAYER OF THE WEEK  



  61 3 comments 4 shares 580 views

 Like  Comment  Share

**The Cardiff Devils** 

23 Jan · 

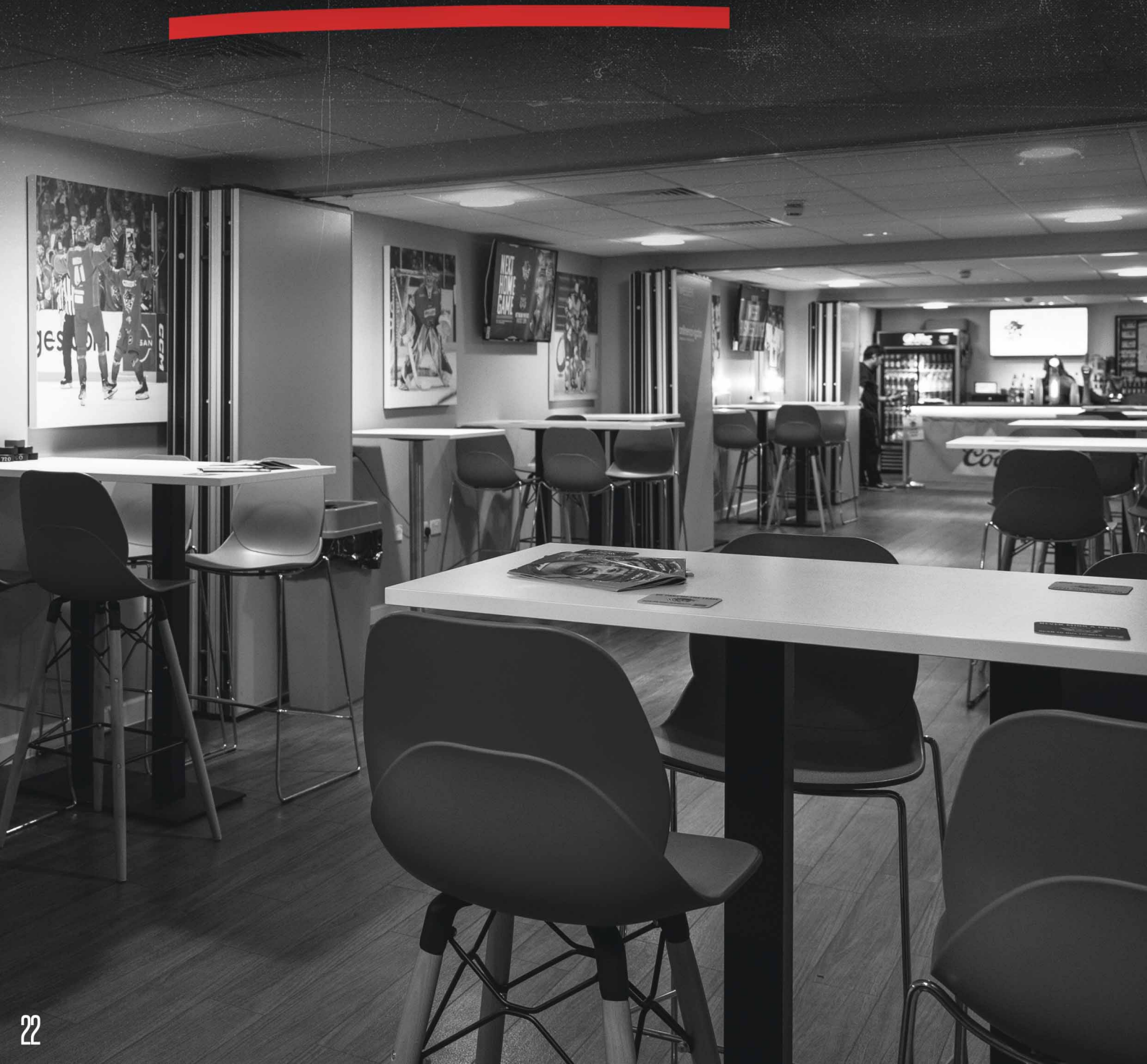
PLAYER OF THE WEEK  



  89 4 comments 3 shares 614 views

 Like  Comment  Share

CORPORATE HOSPITALITY



MATCH NIGHT SPONSORSHIP

Match Night Sponsorship allows you and your team to enjoy and engage with a Devils game day to the fullest. Your party will have access to VIP seating, a food and bar tab, programmes and chuck-a-pucks. You will also host the ceremonial puck drop and present post match awards on the ice.



CORPORATE SEASON TICKETS

Corporate Season Tickets can be shared within your company or can be given out to your clients or guests. They allow access to VIP seating, and the Devils Corporate Lounge, which includes a private bar which is open before, during and after the game.





PARTNERSHIP OPPORTUNITIES

Official Vehicle Partnership

Official Training Partnership

Official Energy Supplier

Official Nutrition Partnership



DEVILS IN THE COMMUNITY

The Devils are always extremely keen, and proud, to engage with the greater community as much as possible. As part of their initiative to give back, the Devils run a highly successful community program which sees fan favorite players visit local schools, presenting to children about subjects such as literacy, anti-bullying and the importance of a healthy lifestyle.

The Devils' passion to give back runs deep to its core, and will remain a key aspect of the Devils ethos. With your partnership, the Devils can push their community engagement to be bigger and more influential than ever.



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