



# **PARTNERSHIPS**

## *2025/26*

# ABOUT THE SWINDON WILDCATS

Founded in 1986, the Swindon Wildcats have become a dominant force in the NIHL National Division, backed by a loyal and ever-growing fanbase. Committed to developing homegrown talent, the team takes pride in nurturing the next generation of players. With over 60 games per season and home ice at the Better Link Centre, the Wildcats contribute to ice hockey's rise as the UK's most-watched indoor sport, delivering fast-paced, family-friendly entertainment every game night.

# STATISTICS

Swindon Wildcats are a powerhouse in the NIHL National League, with our reach growing every day. Millions of impressions and interactions fuel a strong connection with our passionate fanbase. Partner with us to be part of this unstoppable momentum.

On the ice, the energy is electric. Our crowd is diverse, dedicated, and continually expanding. With a packed home schedule and an engaged fanbase filling the stands, the atmosphere at the Link Centre is second to none; making it the perfect platform for brands to shine.

**250K**

Link Centre Annual Footfall

**1300**

Weekly Attendees

**2100**

Stream Viewership PA

**34**

Home Games Per Season

**17.3M**

Impressions

**38.4K**

Followers

# ADVERTISING & SPONSORSHIP

A partnership with the Swindon Wildcats is a unique opportunity to connect with the fastest sport in Swindon, with capacity crowds, social media following of **38,400** and the most action-packed night of family entertainment in Swindon!





# SHIRT & KIT SPONSORSHIP

Players' shirt or kit sponsorship is one of the most prominent ways to associate your business with the Swindon Wildcats.

Being on the kit is a fantastic way to boost your brand visibility as well as match night exposure, sponsors logos are included in our replica jerseys that are very popular with our ever-growing audience.



# ADVERTISING & SPONSORSHIP

## RINK SIDE

Exposure in front of our fans base and public skaters all year round at the rink.



## ICE LOGOS

Showcase your brand in the heart of the action with your logo embedded into the ice, ensuring maximum visibility every game night.



## BLOCK BRANDING

Give your brand the optimum profile, reaching a captivated audience whilst showcasing your support for a local sports team.



# PLAYER SPONSORSHIP

Our Player Sponsorship package gives you a direct connection with the team and your chosen player. The package includes:

- Your brand or name on your chosen player's game jersey
- PA announcements at home games
- See your brand or name on our Big Screen
- Featured on our website's player profile
- Feature in our Match Night photography
- A signed jersey from your player
- Photo with your player





# BIG SCREEN SPONSORSHIP

See your brand on our 6m x 3 m digital screen during match nights. Multiple appearances each game during play and breaks in play to promote your business.

Fan Cam  
Sin Bin Home  
Sin Bin Away  
Powerplay  
Penalty Kill  
Replays

Puck out of Play  
50/50 competition  
SOPB competition  
Chuck a Puck  
Man of the match sponsor

 OFFICIAL SIN BIN SPONSORS

It's all fun and games  
until someone calls HR.

We take care of HR so you can take care of business.

*face2faceHR*

Mobile: 07795 471426

Email: [rachel.weaven@face2facehr.com](mailto:rachel.weaven@face2facehr.com)



# GROW YOUR BUSINESS

Partnering with the Wildcats also allows you to build relationships and meet our other sponsors through our networking events.

Showcase your business by using our first team players and Head Coach. Product placement at the rink and on match nights, showcase your brand in a unique way.



# MATCH NIGHT SPONSORSHIP

PRESENT MAN OF THE MATCH



CEREMONIAL PUCK DROP



FEATURE ON THE BIG SCREEN



PHOTO WITH THE FULL TEAM



Put Your Business in the Spotlight and reach a captivated audience with our game night sponsorship package. Enjoy prime exposure with tannoy announcements throughout the game and your business logo displayed on the big screen. Take centre stage with a Ceremonial Puck Drop before the action begins and present the Man of the Match on the ice, followed by a group photo with the team after the game. Plus, benefit from frequent social media tags in the lead-up to the game. It's the perfect way to showcase your business while experiencing the thrill of live ice hockey!

# MATCH NIGHT HOSPITALITY

Experience top-tier hospitality at Swindon Wildcats! Enjoy the action from our Royal Box, the best seats in the house. located in the centre of the action and can seat a group of 18. Alternatively, host up to 25 guests in our exclusive Legends Lounge. Perfect for businesses, client entertainment, or a night out with friends.

## LEGENDS LOUNGE

15 VIP tickets  
Exclusive private Lounge  
Perfect for Networking  
Drink on arrival  
PA Announcement  
Additional Food & drink options available

## ROYAL BOX EXPERIENCE

12 VIP tickets  
Drink on arrival  
The best seats in the Link Centre  
Chuck a puck for each guest  
PA Announcement  
Additional Food & drink options available



# COMMUNITY ENGAGEMENT



## IN HOUSE CHARITIES & PARTNERS



# OUR PARTNERS



# GET IN CONTACT

[www.swindonwildcats.com](http://www.swindonwildcats.com) | [sponsorship@swindonwildcats.com](mailto:sponsorship@swindonwildcats.com)

