

SPONSORSHIP BROCHURE

2026/27



Pêl-droed Met Caerdydd
Cardiff Met Football



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WHY PARTNER WITH US?

As the capital city's only club competing in the top flight of Welsh football in both Men's and Women's leagues, Cardiff Met FC offers a truly unique commercial platform for businesses of all sizes.

Uniquely embedded within a university environment Cardiff Met FC provides partners with access to a student population of over 12,000, alongside a global alumni network and an engaged local community.

Through our growing digital platforms, regular media coverage, and matchday presence, partners benefit from consistent, high-quality exposure across multiple audiences.

We pride ourselves on flexibility. Whether your objective is to increase brand awareness, engage new customers or support community initiatives, Cardiff Met FC can tailor a partnership that delivers against your goals.



Unique within Welsh football, we combine elite performance with our strong university foundation, creating a distinctive and successful model within the game. Cardiff Met FC proudly competes in the Cymru Premier and Adran Premier, the highest levels of domestic football in Wales for Men and Women.

As a club, we have built a proud history of achievement in recent years, including qualification for the UEFA Europa League, success in the Nathaniel League Cup, and being crowned British University Champions on two occasions. We also operate a UEFA-accredited academy, alongside six additional National League and BUCS teams, reflecting the club's commitment to developing players across multiple levels of the game.

Our women's programme has an equally impressive tradition of success and has achieved significant honours over the past decade across BUCS competitions, the Genero Adran Premier League, and the FAW Women's Cup. The squad has featured several current and former international players, and the club has represented Wales in the prestigious UEFA Women's Champions League on multiple occasions, making it one of the most successful sides within Wales over recent years.



MENS

MET HONOURS

BUCS National Champions –
2016-17 & 2017-18



WELSH LEAGUE CUP WINNERS

2019



WELSH AMATEUR CUP WINNERS

1968, 1969, 1976



WELSH LEAGUE DIVISION 1 WINNERS

1975-76, 2015-16



WELSH LEAGUE DIVISION 2 WINNERS

2013-14



WELSH LEAGUE DIVISION 3 WINNERS

1995-96, 2012-13



ADRAN PREMIER WINNERS

2011-12, 2013-14,
2014-15, 2015-16,
2017-18, 2018-19



FAW WOMEN'S CUP WINNERS

2014, 2017, 2019



ADRAN TROPHY WINNERS

2014, 2017, 2019



ADRAN SOUTH WINNERS

2026

BUCS National Champions –
2007-08 & 2012-13 & 2013-14

MET HONOURS

WOMENS

MET ALUMNI



Cardiff Met FC has built a strong reputation for nurturing players into the professional game, whilst also supporting those transitioning from elite football academies.

With the unique ability to combine university education alongside top-flight domestic Welsh football, Cardiff Met FC is known as THE place for dual career footballers.

Our alumni demonstrate the success of our approach, with former players progressing into high-performance environments.

Notable alumni include current professionals Will Evans, now plying his trade with Mansfield Town, and Sophie Ingle, whose career has included spells at Chelsea and Liverpool.

We operate an FAW-accredited Category A Boys Academy (one of only five in Wales) comprising 10 teams from Under-8 to Under-19 and supporting over 250 players.

Our Under-19s compete annually for qualification to the UEFA Youth League, highlighting the performance level of our programme. As we continue to expand, we are committed to delivering a clearly defined, high-performance pathway that enables young players to maximise their potential. This is underpinned by experienced, qualified coaches who create an environment that balances challenge and support, alongside structured performance reviews. In parallel, our rapidly growing Girls Academy currently features six teams from Under-9 to Under-19, with a clear ambition to scale and align with the successful boys' model.

MET ACADEMY

Together, these programmes reflect our commitment to developing talent within an inclusive, forward-thinking environment, making the club an attractive platform for partners seeking meaningful engagement in player development and community impact.

PARTNERS

Our current sponsors and partners range from SME's to international companies with partnership and sponsorship options to suit every budget.



**Card/Met
Football Club**



UEFA

YOUTH LEAGUE



The 2026/27 season marks a landmark moment in the history of Cardiff Met FC, with our Under-19s securing qualification for the UEFA Youth League for the very first time. As one of the most prestigious youth football competitions in Europe, the UEFA Youth League provides a platform for the continent's brightest young talents to compete on the international stage and offers our club an unprecedented opportunity to showcase the Cardiff Met pathway beyond domestic football.

Entering the competition in the First Round, our U19s are guaranteed both an away fixture and a home European tie, bringing the excitement of UEFA competition directly to the Cyncoed Stadium. This historic achievement

presents a unique commercial opportunity for businesses to align with a pioneering chapter in the club's story. Partners will benefit from enhanced exposure, increased matchday audiences, media attention and the prestige associated with supporting Cardiff Met's first-ever European youth campaign. As we embark on this exciting adventure, we invite businesses to be part of the journey.

OUR REACH

Football plays a significant role in Wales, delivering an estimated £550m in social, economic and health benefits nationwide.

Football is now the most participated and followed sport in Wales, and Cardiff Met FC sits proudly at the heart of the domestic game. In addition to its own official channels, the club benefits from exposure through Cardiff Met Sport and Cardiff Metropolitan University platforms, offering partners a level of reach that is unmatched within Welsh football.



AVERAGE
1.5M
MONTHLY VIEWS

ACROSS | WIDER
CARDIFF MET SPORT
MEDIA CHANNELS



PAST **5**
SEASONS
**INCREASE IN
ATTENDANCE**

32.6K

followers across
Cardiff Met FC
social channels

OUR REACH

85% INCREASE IN

 WWW.CARDIFFMETFC.CO.UK

AVERAGE

300K

monthly views

across Cardiff Met FC media channels

Cardiff Met FC provides partners with exceptional brand exposure through extensive national and international media coverage. Competing in both the Cymru Premier and Adran Premier, the club's fixtures are regularly broadcast live, with highlights featured across Sgorio's dedicated football programming and digital channels.

From the 2026/27 season, the launch of the streaming platform "Cymru Football TV" will further enhance the club's reach, giving supporters around the world the ability to watch every match live and on demand. This significant development opens Cardiff Met FC to a truly global audience, creating new opportunities for partners to engage with fans beyond Wales.

The club benefits from consistent year-round coverage across television, print, digital and social media platforms. Cardiff Met FC has been featured by major outlets including Wales Online, SPORTbible, and LADBible, while also receiving regular exposure through national news broadcasts and football-focused media channels.

Complementing this external coverage, the club produces a growing portfolio of in-house content, including its dedicated YouTube programme, Archers Football Show: Extra Time. Through original storytelling, behind-the-scenes access, player features and match content, Cardiff Met FC provides additional opportunities for partners to connect with an engaged and expanding audience.

OUR COVER- AGE



PARTNER OPPORTUNITIES

Cardiff Met FC is committed to building long-term, mutually beneficial relationships with businesses of all sizes.

Our partnership model allows organisations to tailor their involvement with the club, choosing advertising and sponsorship options that align with both budget and ambition. Partners can engage across matchdays, digital platforms and community initiatives.

We currently offer **three official partnership levels**, each designed to deliver clear value and commercial impact.

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CLUB PARTNER PACKAGE

An ideal entry level opportunity for businesses seeking exposure within the Cardiff Met FC community. Club Partners benefit from dedicated visibility while supporting a leading Welsh football institution.

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PREMIUM PARTNER PACKAGE

Designed for businesses looking to maximise digital exposure, the Premium Partner Package includes access to the club's new LED advertising system and enhanced digital platforms.

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PLATINUM PARTNER PACKAGE

Our flagship partnership option, offering maximum exposure across matchdays, digital channels and community activations. Platinum Partners align their brand with the club at the highest level.

CLUB

PARTNER PACKAGE

An ideal entry-level opportunity for businesses seeking exposure within the Cardiff Met FC community. Club Partners benefit from dedicated visibility while supporting a leading Welsh football institution.

The Club Partner Package includes the following:

- Player Sponsorship or Match Sponsorship (subject to availability).
- Name on Website.
- Advertising Board at the Cyncoed Stadium.
- Social Media post announcing the partnership.
- Business network membership.
- Cardiff Met FC club season ticket x2.

Designed for businesses looking to maximise digital exposure, the Premium Partner Package includes access to the club's new LED advertising system and enhanced digital platforms.

The Premium Partner Package includes:

- Match Sponsorship.
- Name on Website.
- Business network membership.
- Cardiff Met FC club season ticket x2.
- Advertisement Board at the Cyncoed Stadium.
- Player Sponsorship for the duration of the season.
- Social Media post announcing the partnership.
- Minimum of 2x LED screen advertisements during Cardiff Met FC fixtures.

PREMIUM

PARTNER PACKAGE

Our flagship partnership option, offering maximum exposure across matchdays, digital channels and community activations. Platinum Partners align their brand with the club at the highest level.

The Platinum Partner Package includes:

- Match Sponsorship.
- Name on Website.
- Business network membership
- Cardiff Met FC club season ticket x2.
- Player Sponsorship for the duration of the season.
- Advertising Board at the Cyncoed Stadium
- Activation access at Fan Parks throughout the season.
- High value sponsorship offer e.g. Training kit Sponsor, Stand Naming Rights (minimum 3 year deal), Stand naming Rights (minimum 3 year deal).
- Multiple pitch side advertisement boards at the Cyncoed Stadium.
- Social Media post announcing the partnership
- Article on club website announcing the partnership.
- Minimum of 2x LED screen advertisements during Cardiff Met FC fixtures.

PLATINUM

PARTNER PACKAGE

OTHER Sponsorship Opportunities

Cardiff Met FC offers a wide range of additional sponsorship options and is committed to finding the right fit for your business.

Popular opportunities include:

- First Team Player Sponsorship.
- Academi Player Sponsorship.
- Matchday Sponsorship.
- Matchball Sponsorship.
- Player of the Match Sponsorship.
- Pitch side advertising boards.
- Dugout sponsorship.
- Digital and website sponsorship.
- LED screen advertising.
- Training and travel wear sponsorship.

A full and up-to-date list of opportunities is available on the club website, with flexible payment plans available upon request.



Contact Us

For further information, or to discuss how your business can become a part of Cardiff Met Football Club, please contact:

Sponsorship & Partnerships Team

football@cardiffmet.ac.uk



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd



Chwaraeon Met Caerdydd
Cardiff Met Sport

