



COMMERCIAL BROCHURE 2025

SOPHIA GARDENS CARDIFF





**STADIUM NAMING
RIGHTS PARTNER**

PRINCIPAL PARTNER

OFFICIAL PARTNER

MATCH DAY SPONSOR

ADVERTISING

SOPHIA GARDENS CARDIFF PARTNER WITH US



Exciting developments are on the horizon for Sophia Gardens in 2025! We're thrilled to announce the launch of our Tier 2 Women's team, setting the stage for the professional Glamorgan Women's team debuting in 2027.

Our stadium continues to shine, earning the Best Vitality Blast Spectator Experience award and recognition for our sustainability initiatives.

Building on the success of The Hundred, the future looks incredibly bright, with ambitious growth and exciting plans ahead. There's never been a better time to get on board and be part of our successful future!



Business Of Cricket Awards 2024
"Best Vitality Blast Spectator Experience"

MAKING WALES PROUD



15k seater cricket stadium
in Cardiff City Centre



GLAMORGAN



Home of Glamorgan Cricket Club, the only first class county in Wales, and Welsh Fire, one of 8 franchises in the “The Hundred” tournament



An international cricket venue since 1999, we have hosted Ashes Test Matches, World Cups and Champions Trophy fixtures. England play an ODI v West Indies & an IT20 v South Africa in 2025



Tucked away in beautiful parkland, a short walk from Cardiff Central train station

200,000

We welcome around 200k visitors to Sophia Gardens every year across Cricket & non-cricket events, conferences, Dinners and community events

The Only
Welsh
First-Class
County

Internationally
Renowned
Venue

City Centre
All Purpose
Venue

Closely
Aligned to
Government

Best in Class
Community
Engagement

ED&I Certified
by Investors
in Diversity

Values:
Respect
Team
Hwyl

ADVERTISING

Boost your brand's visibility with our impactful advertising opportunities at Sophia Gardens. With thousands of visitors attending cricket fixtures and events annually, alongside viewers via our live stream, your brand can gain unparalleled exposure.

Our pitch and crowd advertising boards offer a cost effective way to showcase your business to engaged audiences. Whether you are targeting fans in the stadium or event attendees, our advertising solutions ensure your message is front and centre.

- Big Screen Advert** – Featured at Glamorgan home T20 matches **£1000+VAT**
- Pitch Facing Perimeter Board** – Displayed for all home domestic games **£1500+VAT**
- Crowd Facing Perimeter Board** – Prominently placed for all home domestic games..... **£1000+VAT**
- Boundary Partners** – Brand featured on big screens for every boundary shot..... **£10,000+VAT**

Speak to us about our many other branding opportunities.

Position your brand where the action happens and make a lasting impression!



MATCH-DAY SPONSORSHIP

The T20 Vitality Blast is the most watched and attended format of county cricket at Sophia Gardens, making it the ultimate platform to boost your brand awareness with a highly engaged audience. As a Vitality Blast matchday sponsor, your business can enjoy a comprehensive package of benefits, including:

- 20 General Admission Tickets
- 5 Places in a Hospitality Lounge
- Big Screen Advert
- Pitch-Facing Advertising Board for the Season
(Excluding The Hundred and crowd-facing for Internationals)
- Inclusion in Pre-Match Social and Email Communications
- Announcements Throughout the Match
- Logo on Team Announcement
- Pitch-Side Group Photograph
- Coin Toss Participation
- Opportunity for Matchday Activation
- Additional activation available at Sponsor's cost

Take advantage of this exclusive opportunity to connect with fans and make your brand a standout feature of the T20 Vitality Blast experience.

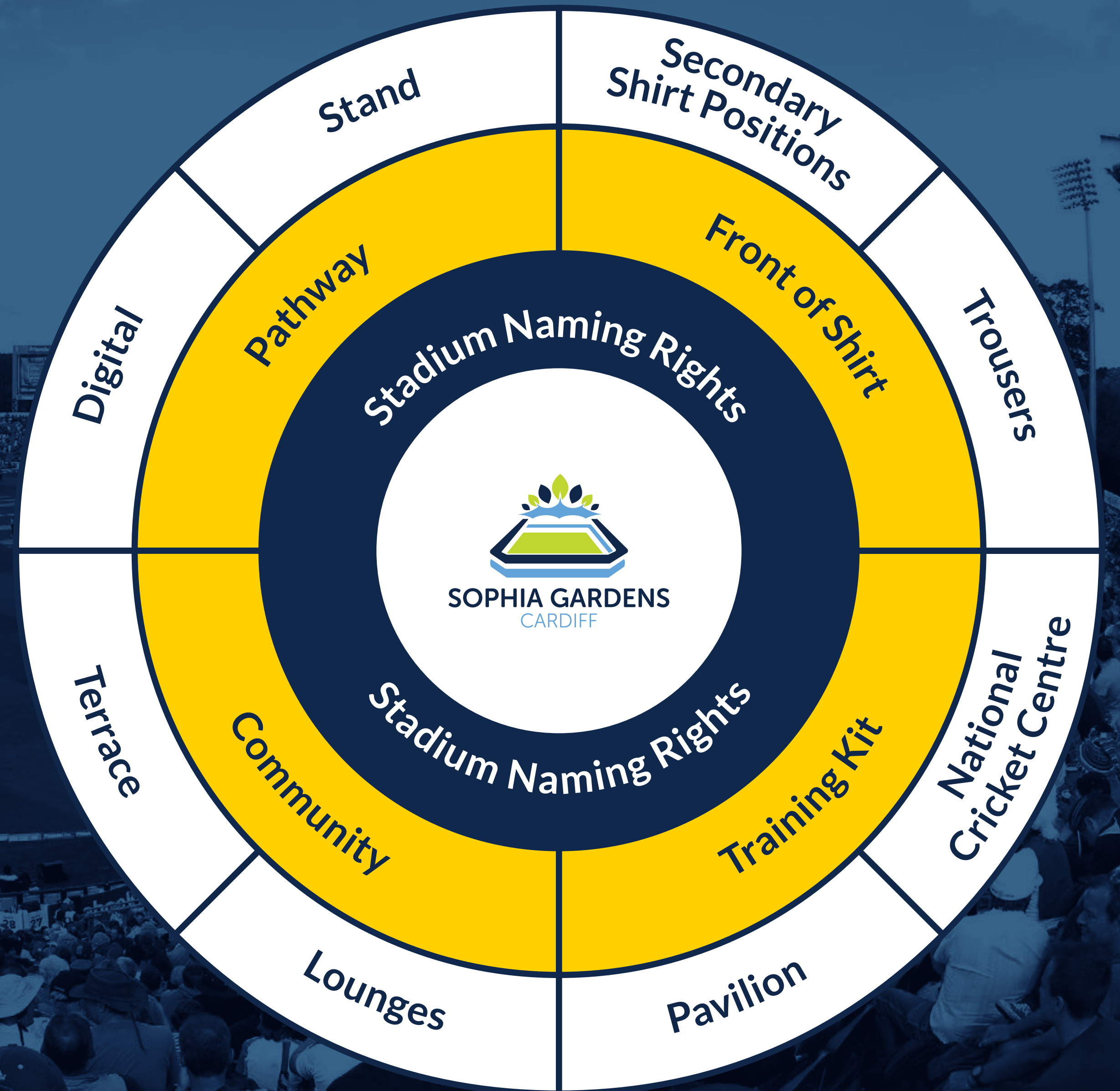
Matchday Sponsorship package from £3500+VAT

SPONSORSHIP OPPORTUNITIES

Put your brand in the spotlight with our dynamic partnership opportunities, designed to deliver maximum exposure and unforgettable impact. From global media coverage through kit branding to stand sponsorships that elevate brand visibility and engagement, we offer powerful ways to connect with audiences.

Your brand will command attention not only within the stadium but also throughout the entire online journey of Glamorgan Cricket's loyal members and supporters. Our tailored sponsorship packages ensure a bespoke partnership that amplifies your presence and leaves a lasting impression.

Bespoke Sponsorship Packages starting from £20,000+VAT per annum



STADIUM NAMING RIGHTS

Become our Stadium Naming Rights Partner and see your name take pride of place across our iconic venue. This exclusive partnership offers unmatched brand prominence and the opportunity to be intrinsically associated with one of Cardiff's most iconic and vibrant venues: An international venue at the heart of its community.

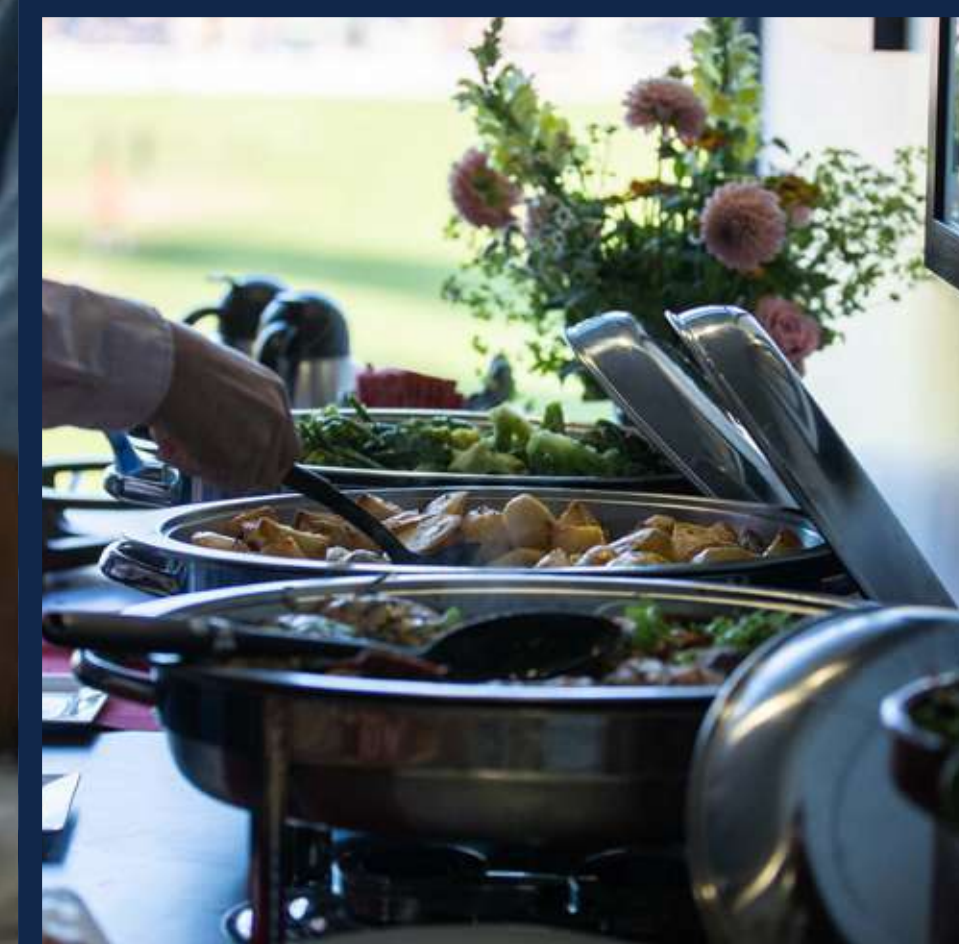
For more information on this unique opportunity, contact us today and explore the benefits of becoming our stadium partner.

HOSPITALITY

A WARM WELSH WELCOME LUXURY DINING IN THE BEST SEATS IN THE HOUSE

Whether you choose the intimate exclusivity of one of our private executive boxes or the vibrant atmosphere of our superb hospitality lounges, you are guaranteed an unforgettable match day experience.

Our award-winning hospitality elevates every moment, allowing you to indulge in luxury while connecting with like-minded individuals. Immerse yourself in the excitement of the game, all while enjoying the comfort of a relaxed, sophisticated setting designed to impress your clients and guests. From the finest cuisine to impeccable service, every detail is crafted to ensure your experience is nothing short of extraordinary.



HOSPITALITY BOX PACKAGES

BRONZE PACKAGE



6 games included /
12 people per game

- 2 x Internationals inc. 3 course & inclusive bar
- 2 x Vitality Blast inc. 3 course meal
- 2 x The Hundred inc. 3 course meal

* No specific box placement guarantee

FROM
£16,300
+VAT

SILVER PACKAGE



6 games included /
12 people per game

- 2 x Internationals inc. 3 course & inclusive bar
- 2 x Vitality Blast inc. 3 course meal
- 2 x The Hundred inc. 3 course meal
- 6 x non match day use (Subject to availability)
OR
12 x General Admission tickets per game for the remaining 5 x Vitality Blast and 2 x The Hundred games

* No specific box placement guarantee

FROM
£18,000
+VAT

GOLD PACKAGE BOX LICENSE



Secure your branded box
for the whole season
8 games included / 12 people
per game

- 2 x Internationals inc. 3 course & inclusive bar
- 4 x Vitality Blast inc. 3 course meal
- 2 x The Hundred inc. 3 course meal
- 12 x General Admission tickets per game for the remaining 3 x Vitality Blast and 2 x The Hundred games
- Non match day use (Subject to availability)
- Option to apply for game day parking spot (Subject to availability)

* Box Branding costed to the license holder

FROM
£23,000
+VAT

PLATINUM PACKAGE BOX LICENSE



Full hospitality at all domestic
games across Vitality Blast
& The Hundred and the two
International fixtures 13 games
included / 12 people per game

- 2 x Internationals inc. full hospitality & inclusive bar
- All Vitality Blast inc. 3 course meal & inclusive bar
- All The Hundred inc. 3 course meal & inclusive bar
- Non match day use (Subject to availability)
- Option to apply for game day parking spot (Subject to availability)

* Box Branding costed to the license holder

FROM
£30,500
+VAT

AT A GLANCE	BRONZE	SILVER	GOLD	PLATINUM
INTERNATIONAL MATCHES	2	2	2	2
VITALITY BLAST MATCHES	2	2	4	All
THE HUNDRED MATCHES	2	2	2	All
NON MATCH-DAY USE	No	6 Days**	Yes*	Yes
12 GENERAL TICKETS	No	Yes**	Yes	n/a
MATCH DAY PARKING	No	No	Yes*	Yes*
BOX BRANDING	No	No	Yes	Yes

* Subject to application & availability ** Either 6 non match day use OR 12 general admission tickets

HOSPITALITY

VIEW OUR HOSPITALITY
BROCHURE'S HERE

INTERNATIONAL BROCHURE



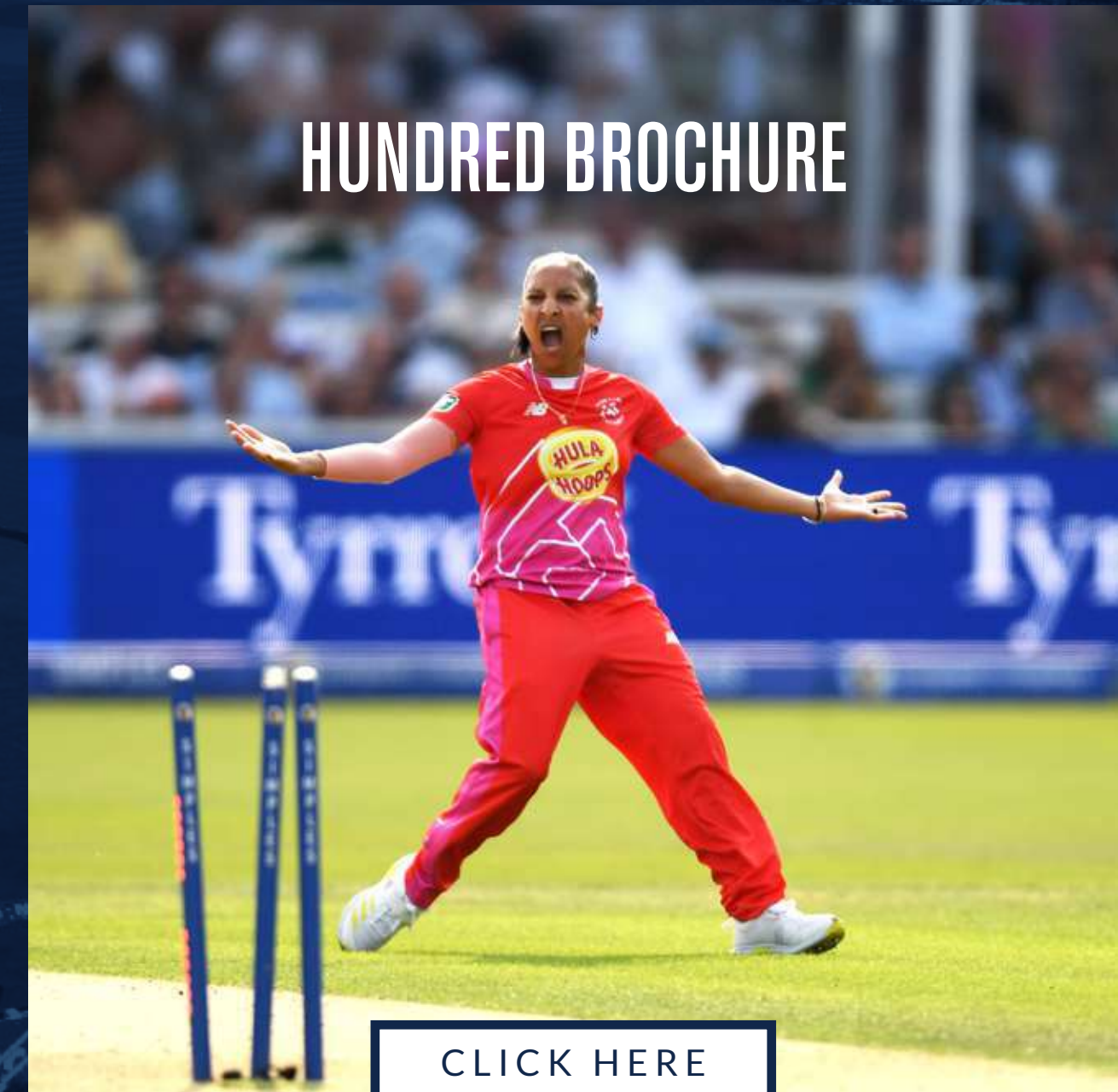
CLICK HERE
TO DOWNLOAD

VITALITY BLAST BROCHURE



CLICK HERE
TO DOWNLOAD

HUNDRED BROCHURE



CLICK HERE
TO DOWNLOAD



THE HUNDRED

*Contact us for exclusive use of our Terrace for private events



CONFERENCE & EVENTS

Sophia Gardens offers an exceptional setting for meetings, events, and hospitality in the heart of Cardiff. Combining state-of-the-art facilities with a unique atmosphere, our versatile spaces cater to a variety of occasions, from small team meetings and large-scale conferences to Christmas parties and rugby hospitality.

Our meeting rooms are equipped with advanced audiovisual technology, ergonomic furnishings, and abundant natural light, ensuring a productive and comfortable environment. For a touch of exclusivity, our executive boxes and pitch-facing lounges provide a unique backdrop with stunning views of the international cricket ground.

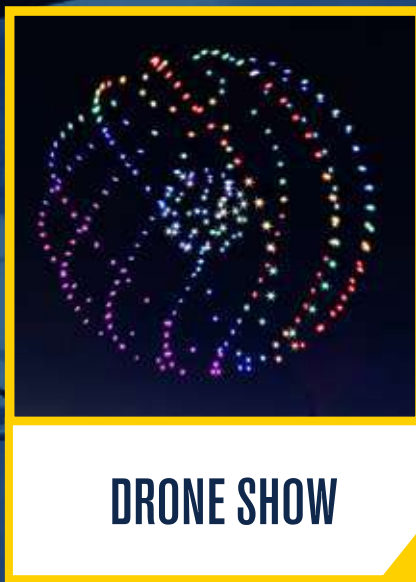
For larger-scale events, Sophia Hall is the ideal space, accommodating up to 800 guests. Available exclusively during October and November, this expansive venue is perfectly suited for exhibitions, conferences, gala dinners, and more. With flexible layouts, adjacent kitchens, and breakout rooms, Sophia Hall offers everything needed to bring your event vision to life.

Whatever the occasion, our experienced events team is on hand to ensure every detail is taken care of, delivering seamless experiences that leave a lasting impression.

To enquire about hosting an event with us at Sophia Gardens, please contact sales@glamorgancricket.co.uk.



WHAT'S ON SOPHIA GARDENS 2025 GUIDE



DRONE SHOW

MARCH



CRICKET SEASON
BEGINS

APRIL



THE HUNDRED
TOURNAMENT

AUGUST



ENGLAND v
SOUTH AFRICA T20

SEPTEMBER

JUNE



ENGLAND v
WEST INDIES ODI

JULY



VITALITY BLAST



SOPHIAWORKS

NOVEMBER



RUGBY AUTUMN
INTERNATIONALS
HOSPITALITY



PRIVATE CHRISTMAS
PARTIES

DECEMBER

DISCOVER ALL THAT
SOPHIA GARDENS HAS
TO OFFER **IN 2025!**

Check out our month-by-month guide to everything happening at the stadium - from thrilling cricket matches to exciting events each month.

DON'T MISS A MOMENT!



T 029 2041 9329

W www.glamorgancricket.com



For Hospitality hospitality@glamorgancricket.co.uk

For Events sales@glamorgancricket.co.uk

For Tickets tickets@glamorgancricket.co.uk

JOIN OUR BUSINESS CLUB

and become an 1888 Platinum Member

Be a part of our dynamic, premium business club and enjoy laid back luxury dining, the thrill of the match and a perfect chance to extend your network.

Adult 1888 Platinum Membership £1,270* / £1,320 INC VAT
2 Years £2,540 INC VAT



Glamorgan County Cricket Club,
Sophia Gardens, Cardiff, CF11 9XR

029 2041 9329

hospitality@glamorgancricket.co.uk

www.glamorgancricket.com

To confirm your place or for more information email
hospitality@glamorgancricket.co.uk

* Early Bird Pricing until 7th February 2025

