

1 July 2021

10-year naming rights deal begins for Coventry Building Society Arena

Coventry Building Society Arena officially takes on its new name from today and a transformation is taking place around the venue.

It marks the beginning of a 10-year naming rights deal between venue owner Wasps Group and Coventry Building Society.

The Coventry Building Society Arena is home to Wasps Rugby, Wasps Netball and Coventry City Football Club, attracts over one-and-a-half million visitors through its doors each year and will welcome the Rugby League World Cup in October, as well as Commonwealth Games events in 2022.

A new logo for the Arena is set to be launched very soon and from July 1, visitors to the Arena will start to see a visual transformation as branding from the UK's second largest building society replaces former naming rights partner Ricoh.

Work is already underway inside the venue to transition to its new look. The Arena's website and social media channels have been renamed and transformed to reflect the new name online.

Changes will take place over the next four to five months and will stretch from large roof signs and letterheads, to the many signs throughout the venue.

This will include replacing the existing branding on the exterior of the venue and the signs looking out onto Jimmy Hill Way.

Darin Landon, Chief Commercial Officer at Coventry Building Society, said: "Coventry Building Society has been part of this city for more than 130 years. To have our name associated with an iconic Coventry landmark is a proud moment for members and

colleagues alike. It puts our name firmly on the map, boosting our national profile to help grow our membership across the UK.

“The Coventry Building Society Arena will look fantastic when the transformation is complete. Millions of sports fans, music lovers and business people will be drawn to the city over the next ten years to visit the Arena and we aim to impress them all with how it looks inside and out.

“But the biggest difference we’re making with Wasps is to turn the venue into a focal point for the community. Coventry Building Society Arena will bring together people and organisations across the city to make a positive difference to everyone who lives here.”

Adam Benson, Chief Commercial Officer at Wasps Group, added: “This is a landmark moment in the history of the venue and visitors to the Coventry Building Society Arena over the coming weeks and months will see a raft of changes being made.

“We have an exciting 12 months ahead, with major exhibitions and world-leading sporting events coming to the venue, and we will be working closely with Coventry Building Society throughout to ensure we deliver programmes which will benefit communities in the city as well.”

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Notes for Editors

Coventry Building Society

Coventry Building Society is the UK’s second largest building society and a top ten UK savings and mortgage provider.

Coventry Building Society is committed to making financial services simple and open for its members. Its website allows savers to compare the Coventry’s savings accounts with similar products across the whole of the market.