



Capitals announce TikTok partnership, including road patch



The Washington Capitals have a new road patch sponsor and it's one of the most popular apps on the market.


by Ethan Cadeaux | Published on September 9, 2024 | Last Updated on September 9 at 10:22 am



The Washington Capitals' road jerseys will look slightly different this season.


Monumental Sports & Entertainment [has agreed to a multi-year partnership with TikTok](#), one of the most popular social media apps on the market. As part of the deal, a TikTok patch will appear on Capitals road jerseys starting this upcoming preseason beginning with the Sept. 24 game at the Boston Bruins. TikTok will also

be the title sponsor of [the Capitals' 50th Anniversary Celebration](#), celebrating 50 years of Capitals hockey.


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"As a sports enterprise with a large and diverse fan base, we are excited to utilize TikTok to uniquely connect, entertain and interact with fans across all of our Monumental Sports teams, starting with the Capitals 50th Anniversary Celebration this fall," Jim Van Stone, President of Business Operations and Chief Commercial Officer at MSE, said in a statement. "TikTok empowers our fans to share their passion for the Caps and all our teams in their own unique ways, and we are excited by the opportunity the partnership provides to continue to grow the game, showcase our players' personalities and innovatively engage with the TikTok community through content creation."

The Capitals [are currently the eighth-most followed NHL team on TikTok](#) with nearly 388,000 followers. TikTok will be the Capitals' first-ever jersey partner since the NHL's Jersey Advertising Program began in 2022.

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"We couldn't be more excited to partner with MSE as they celebrate 50 years of the Washington Capitals, and we're thrilled to be a part of their journey in bringing the joy of sports to a new generation of fans on TikTok," Kate Jhaveri, the Global Head of Marketing at TikTok, said in a statement.



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