

Opportunity

Eggheads

Sponsorship Opportunity 2023



Channel



Start

Feb - December 2023

Platforms

On-air

The Opportunity

Sponsor Channel 5's first-ever quiz show, Eggheads. The iconic general knowledge quiz show has had a new home as of 2021, with Jeremy Vine back at the helm. This opportunity will allow brands to associate with British TV royalty, with a long heritage of attracting upmarket audiences and passionate amateur pub quiz lovers.

About The Content

In each episode, a group of amateur quizzers get to take on the Eggheads, but who are the Eggheads? They are only the most formidable group of quiz aficionados and past Winners from shows like 'Who Wants To Be A Millionaire?', 'Weakest Link' and 'Mastermind'.

Challengers must compete against these titans at a chance to win a cash prize, and of course, bragging rights of having beaten the Eggheads!

Key Benefits

- **Daily Presence** – reach viewers on a daily basis, 5-days-a-week in a consistent timeslot.
- **Established & Well Known Show** – Eggheads enjoyed huge success on the BBC, before moving to it's new home on Channel 5.
- **Reach a consistent audience** – Drive awareness through sponsorship for the 45+ audience.

Scheduling & Accreditation

- Weekday episodes (30-minutes)
- 1 x 15", 1 x 10" and 2 x 5" per episode
- Sponsorship on VOD (My5, TV VOD and Sky Go)

Contact Details

Drachan Forster | Viacom Content Controller
07855311714 | Drachan.Forster@Sky.uk

Ollie Shires | Partnership Manager
Oliver.Shires@Sky.uk

Package is subject to final availability and approvals.