

Opportunity

Great British Stories

Sponsorship Opportunity 2023



Channel



Start

January-December 2023

Platforms

- On-air
- VOD

The Opportunity

On C5 we celebrate everything British, from our amazing landscapes, down to the astonishing events that shaped our great nation.

We are excited to present the opportunity to sponsor 'Great British Stories', with over 120 hours of **linear content** and **VOD sponsorship** it's the perfect package to reach an upmarket ABC1 audience, reaching an estimate of **47% in 12 months**, an average of 18 times. This package is a sure way to get your brand front of mind with this influential audience.

About The Content

C5 is the proud home to an abundance of British themed programming, bringing history and landmarks to our living rooms. 2023 will bring more British royalty and culture series to our screens, including:

- Inside the Tower of London
- Harrods at Christmas
- Kate: Our Queen in Waiting
- Secrets of the Royal Palaces

Key Benefits

- **Content:** Perfect for a brand looking to appeal to an affluent audience with disposable income.
- **Reach:** Expected to reach **25m** of adults and **47%** of ABC1 adults.
- **Presence:** Brands can reinforce their message through consistent peak presence over 12 months.

Scheduling & Accreditation

- Approx. 10 hours per month in peak
- Premieres in peak weekday slots
- Approx. 5 x 10" sponsorship idents per hour
- 10" VoD Sponsorship idents on Sky VOD & My5

Contact Details

Drachan Forster | Paramount Partnerships Controller
02070326637 | Drachan.Forster@Sky.uk

Ollie Shires | Paramount Partnerships Manager
07855 095 948 | Oliver.Shires@Sky.uk