

Opportunity

Gardeners Weather Report 2023

Sponsorship Opportunity 2023



Channel



Investment

Start

March – October 2023

Platforms

On-air

The Opportunity

Channel 5 has combined weather and gardening, two of Britain's favourite passion points, to create a bespoke report - the '**Gardeners Weather Report**'. This report sponsorship is perfect for brands who want to be positioned as the provider of products that enable anyone to get the most from their garden.

About The Content

Spending time in the garden remains one of the great British pastimes. In the UK, there are around 27 million people who partake in gardening!

The Gardening Weather Report will take a snapshot of the key weather parameters which will affect everything in the Garden. Depending on the time of year, the presenters will illustrate key points which gardeners would need to consider for the next 24-hours. Whether it is frost, rainfall (or lack thereof), or understanding more about the growing season, the Gardening Weather Report will place the weather in context for the green fingered.

Key Benefits

- **Always On During Key Months:** Sponsorship of the Gardeners Weather Report guarantees a daily presence on one of the UK's most popular TV channels (C5 reaches 61% adults each month)
- **Contextually relevant:** Reinforce messaging and drive awareness through sponsorship with an audience when their garden is front of mind
- **Trustworthy environment:** The report will be presented by Met office presenters, ensuring it's noteworthy and informative for viewers.

Scheduling & Accreditation

- Approximately 17 reports per week
 - Mon – Fri: 3 x reports per day
 - Sat – Sun: 1 x report per day
- 2 x 5" sponsorship idents per report
- Scheduling subject to change

Minimum number of idents to be agreed with channel

We are unable to accept products featuring nasal sprays as a sponsor, due to Channel 5 Weather being sponsored by Sterimar

Contact Details

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