

Opportunity

Pollen Report 2023

Sponsorship Opportunity 2023



Channel



Investment

Start

April - September 2023

Platforms

On-air

The Opportunity

It's reported that one in four people in the UK has hayfever – equating to about 16 million people. Channel 5 is proud to offer a brand the exclusive opportunity to sponsor the 'Pollen Report' on Channel 5.

About The Content

Pollen forecasts provide people with vital information to help reduce the impact of pollen on their health. The Pollen Report is perfect for brands requiring higher level reach, frequency & longevity across the summer months.

Broadcast within Channel 5's news, this presenter led report will provide a reliable update on the pollen levels across the country.

Key Benefits

- **Always On During Key Months:** Sponsorship of the Pollen 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 a property that is essential for hay fever sufferers
- **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

Drachan Forster | Paramount Content Controller
Drachan.Forster@Sky.uk

Ollie Shires | Paramount Partnerships Manager
Oliver.Shires@Sky.uk