

Opportunity

Snow Report 2023

Sponsorship Opportunity 2023



Channel



Investment

Start

Platforms

- January – March 2023 On-air
- December 2023

The Opportunity

Taking a chance on Chamonix, or banking on Bankso? You'd better check out Channel 5's Snow Report before heading off to the slopes! Channel 5 viewers love skiing*, so what better way to capture their attention, than sponsorship of the Snow Report on Channel 5?

About The Content

Presenter hosted and sitting within Channel 5 News, this report provides a fresh update on the quality of snow across the most popular European resorts, every day of the week.

Key Benefits

- **Daily Presence During Key Period:** Sponsorship of the Snow Report guarantees a daily presence during the winter months 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 that love skiing
- **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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*Channel 5 viewers index at +147 for individuals who are interested in Skiing vs all UK Adults!

Source: TGI 2022 – All UK Adults – C5 Viewers – Skiing – Interest In Sports And Leisure Activities