



SKY

Sky Sports Golf 2023

The Home of Golf

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—The Home of Golf—



A Rolex Series Event



5.9m

Total annual TV reach

6.7m

Unique Adults reached across Sky Sports Golf platforms monthly

10.7M+

Average monthly online video views during major tournaments

4.2m

3 Day Reach of 2021 Ryder Cup



+106%

Sky Sports Golf digital clips viewing is up YoY



7.3m+

Top performing clips on YouTube, Twitter, Facebook and Instagram



ROLEX SERIES



WOMEN'S MAJORS



THE OPEN



PGA TOUR & FEDEX CUP

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2023

All of the action. LIVE.



THE MASTERS



DP WORLD TOUR & RACE TO DUBAI



PGA CHAMPIONSHIP



LPGA TOUR



Bringing the  
**best content  
& innovations**  
across  
**multiple platforms**

THE 150TH OPEN - DAY TWO

# HIGHLIGHTS

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# Actively Involved With Golf

Sky Sports Subscribers are More Likely to be Actively Involved with Golf



i268



i297



i258



i218



i242



SKY GO 6"



AON Risk Reward Challenge  
Leaderboard after the RSM Classic

Rank	Player	Score
1	Jason Gore	-2.000
2	Brooks Koepka	-1.500
	Kevin Chappell	-1.500
4	Luke List	-1.400
5	Andres Romero	-1.333
	Zach Johnson	-1.333
7	Bill Haas	-1.286
8	Gary Woodland	-1.250
	Justin Thomas	-1.250
	Jason Day	-1.250

Average to Par: -2.000

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EDITORIAL INTEGRATION



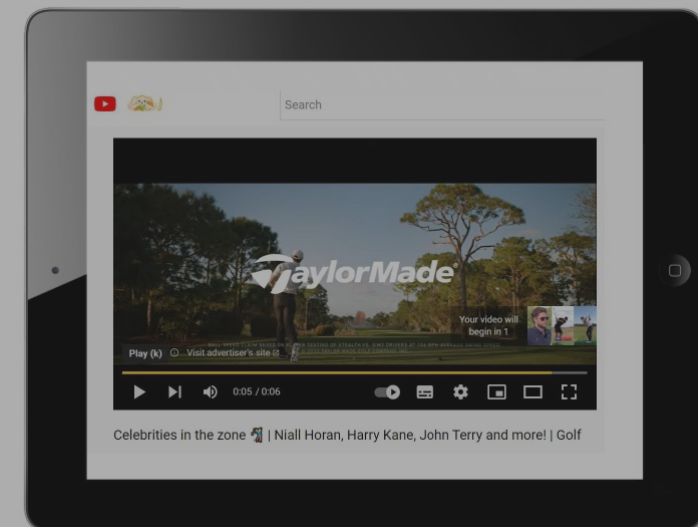
DIGITAL



SPONSORSHIP



CONTEXTUAL SPOT



SOCIAL



# Put your brand into the heart of the action!

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PACKAGES (spot airtime / digital) from:

## £25,000

- Access to live PGA Tour, DP World Tour, WGC, LPGA & LET events
- Plus access to highlights, docs and masterclasses
- 1m impressions delivered (based on 30")



# Premium airtime packages

Airtime packages can be fully customised to budget



## The Majors

# £250,000

- Access to all 4 men's Major Championships
- Approx. 3 x spots in live, peak coverage per day
- 6m ABC1 men impressions delivered (based on 30")



## The US Season

# £450,000

- Access to full live PGA Tour Season from Tournament of Champions to Tour Championships
- Access to all 4 men's Major Championships
- Access to WGC's
- Approx. 3 x spots in live, peak coverage per day
- 14m impressions\* delivered (based on 30")



## The Full Monty

# £750,000

- Access to full live PGA Tour Season from Tournament of Champions to Tour Championships
- Access to all 4 men's Major Championships
- Access to all 5 women's Major Championships
- Access to WGC's
- Access to all European Tour Events
- Access to all LPGA Events
- Approx. 3 x spots in live, peak coverage per day
- 25m impressions\* delivered (based on 30")

# Digital packages

Premium access with price incentives designed to attract core supporters and new to platform advertisers



## Premium Partner Package

Available to a select number of partner brands.  
Priority access to all highlights, clips, insight, analysis & build up to all major golf events on the 2023 PGA Calendar.  
Including the post tournament round up.

**Investment:** £200K+  
**Rates:** £24 Video CPM £6 Display CPM  
**Video Value:** 20% Added on investment  
**Display Value:** 4 x HPTO on Sky Sports Golf

Activity across all devices on all platforms

£200,000



## Multi Major Packages

Access to individual Golf Majors Tournament dates only.  
Natural delivery across all specific event content & highlights.

**Investment:** £50K+  
**Rates:** £25 Video CPM Display CPM £7  
**Video Value:** 10% Added on investment  
**Display Value:** 1 x HPTO on Sky Sports Golf

Activity across all devices on all platforms

£50,000



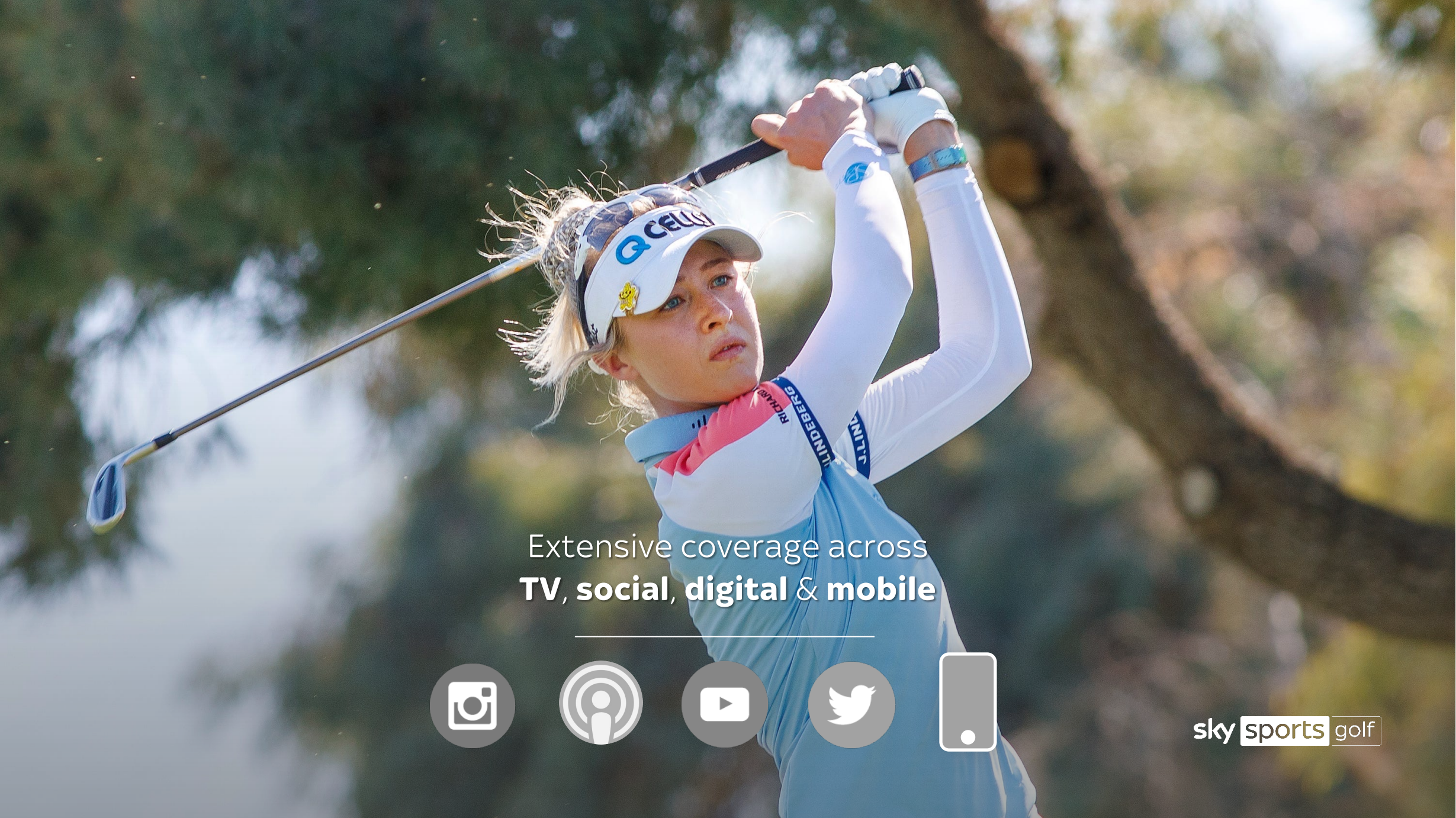
## Run Of Golf

Ad-hoc investment opportunity into Golf content.  
Natural delivery across highlights, pre- and post- tournament content.

**Investment:** £5K+ per month  
**Rates:** £26 Video CPM £8 Display CPM

Activity across all devices on all platforms

£5,000



Extensive coverage across  
**TV, social, digital & mobile**



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