

Opportunity

# Summer Activities Weather Report 2023

## Sponsorship Opportunity 2023



Channel



Start

May – 17<sup>th</sup> September  
2023

Platforms

On-air

## The Opportunity

Don't let the unpredictable UK weather put a dampener on outside adventures this summer! Let the **Summer Activities Weather report on Channel 5** inspire & instruct your plans.

Providing details of the weather affecting popular outdoor activity destinations across the UK, this daily report is an ideal opportunity for brands looking to engage viewers who are eager to make the most out of the British Summer.

## About The Content

British summer time doesn't always mean sun and without a bit of prior preparation, you could be left high and dry. Fronted by a Met Office presenter, **The Summer Activities Weather report on Channel 5** focuses on how the weather will affect popular activities in the UK.

The short segment, following the Channel 5 News, highlights popular locations around the country including beaches, national parks and walking routes.

This is an attractive property for a brand looking to target a large, diverse audience and across the summer months.

## Key Benefits

- **Always On During Key Holiday Months:** Sponsorship of the Summer Activities 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 that is eager to get out and about
- **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](mailto:Drachan.Forster@Sky.uk)

**Ollie Shires** | Paramount Partnerships Manager

[Ollie.Shires@Sky.uk](mailto:Ollie.Shires@Sky.uk)

[skymedia.co.uk](http://skymedia.co.uk)

 [@skymediaupdates](https://twitter.com/skymediaupdates)

 [skymedia](https://www.linkedin.com/company/skymedia)

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