

Opportunity

# The Food Network

## Sponsorship Opportunity 2023



Channel

Investment

Start

Platforms



**Enquire Now**

Available Now

Sponsorship

Licensing

Digital

Social

### Why partner with Food Network?

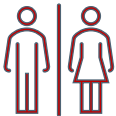
#### Your number one food destination

Sky Media and Warner Bros. Discovery are pleased to offer brands the opportunity to build an association with The Food Network Channel.

Food Network is the UK's ONLY dedicated food channel reaching over 13 million hungry people each month across our platforms. The channel features world class chefs and passionate foodie personalities discovering mouth watering recipes and dishes from across top US eateries and British Kitchens. Food Network is a globally recognised and trusted entertainment platform with food at its heart and a daily go-to for inspiration and trusted culinary techniques. We have access to top chefs and talent, such as Tom Kerridge, Rachel Khoo, Gok Wan and Michel Roux Jr. We are the place to reach food enthusiasts with opportunities across all platforms – Linear TV, digital, VoD, YouTube and social.



### Audience Insight



#### Demographics:

60% of viewers are Female. 47% of the audience are ABC1 individuals. Also, 44% of the audience are aged 35-54 years old.

#### Interests:



75% enjoy eating foreign food i112. 55% are passionate about travel i116. 55% are always looking for new ideas to improve their home i123.

#### Sustainability:



45% buy fair trade products when available i113. 41% are prepared to pay more for environmentally friendly products i119.

Source: TGI Dec 21: The Food Network viewer

### Content and Scheduling

Daypart: Daytime (06:00-18:00)

- Approx. sponsorship credits per month – 3,840
- Approx. hours per month - 480
- 8x 10" Spots per hour



### Contact Details

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# Making the partnership work harder and smarter...

For the right brand we can create a fully integrated campaign across TV, Digital and Discovery+ 's growing social platforms.

## Social & Digital Activation

This extension opportunity allows your brand to associate with Food Network across our growing social platforms. Sponsor trailers, Behind the Scenes content and more, with more access than ever to Food Network's talent. Food Network boasts a strong social media presence with **1.5M+ followers** on Facebook, **140K+ followers** on Instagram, **103K+ followers** on Twitter, and **385K+ subscribers** on YouTube. With social targeting you can be assured that your message will reach specific audiences to reinforce association with world class content and talent featured on Food Network !

Additional details available on request

## Discovery+

This package includes Pre & mid-roll against Food Network content and Sponsorship idents against Food Network content. This service is packed with exclusive Originals, fascinating true-crime, sport, paranormal, documentary and reality shows. With stories of extraordinary lives being lived, plus curated collection and bingeable box sets. All of Discovery's content in one place, across all connected platforms. The content can be accessed via TV, mobile, tablet and web.

Additional details available on request

## Branded Content

This opportunity involves creating content that is directly linked to a brand by focusing on the intangible qualities of the brand whilst on Food Network. This will generate conversation and notoriety around the brand: Branded content is a very flexible marketing technique, so it can be adapted for many different formats like video, podcasts, interactive formats, video games, events, or even combine several of them to tell the history of the brand.

Additional details available on request

## Licensing

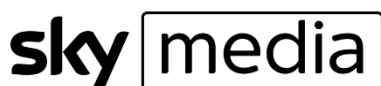
This opportunity encompasses Food Network offering partners endorsements and access to existing assortments, or contribute to more direct collaborations with a brand. These contributions include involving TV talent, special advertising solutions and personalized editorial content, which enrich the offer and increase the occasions to enter in contact with the consumer.

Additional details available on request



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