

Opportunity

Boomerang

Sponsorship Opportunities 2024



Channel



Investment

*Pricing based on agency KIDS CPTs

Dates

Platforms

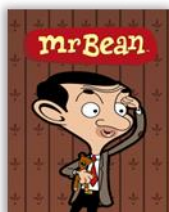
- On-air
- Online
- VOD/Catch-Up

The Opportunity

Sky Media & Warner Bros. Discovery are excited to offer brands and advertisers the opportunity to sponsor **Boomerang**. Throughout 2023 there are sponsorship opportunities on the channel that is renowned for providing **funny, playful and safe** entertainment tailored for kids and parents to watch together. Sponsorships on the channel promise great brand association with light-hearted and fun content that engages a whole new generation of viewers with well-known characters.

About Boomerang

Boomerang offers kids nonstop fun laughter. Boomerang celebrates pure fun for everyone and gives kids a safe place to take time out, providing them with consistent fun and laughter. Sponsorship of Boomerang will allow brands and advertisers to associate with an exciting destination for family entertainment. Targeting **children aged 2-12**, Boomerang is home to family favourites including Scooby-Doo, Tom & Jerry, Looney Tunes and Mr Bean! This library of timeless personalities and stories brings a modern twist to iconic cartoons that resonate with parents and children.



Scheduling & Accreditation

Mornings

- 06:00-09:00 (Monday-Sunday)
- Approx. 90 hours of sponsored content per month
- Approx. 720 sponsorship credits per month
- 6 x 10" sponsorship idents per hour

Afternoons

- 15:00-18:00 (Monday-Sunday)
- Approx. 90 hours of sponsored content per month
- Approx. 720 sponsorship credits per month
- 6 x 10" sponsorship idents per hour

Evenings

- 15:00-20:00 (Monday-Sunday)
- Approx. 90 hours of sponsored content per month
- Approx. 720 sponsorship credits per month
- 6 x 10" sponsorship idents per hour

Expand The Sponsorship

- Beyond the linear programming, there are VOD sponsorship opportunities across the Cartoon Network Portfolio. The three channels include; Cartoonito, Boomerang, and Cartoon Network. Please enquire for more details.

Contact Details

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