

Opportunity

UK & World's Strongest Man

Sponsorship Opportunity 2023/24



Channel



Start

20th November
2023

Platforms

- On-air
- VOD

The Opportunity

If you like to see big burly men pulling aeroplanes with their bare hands, look no further than Channel 5!

Will reigning champion, Scotland's Tom Stoltman, retain his World's Strongest Man title for the third time?

Will "Baby Face Assassin" Paul Smith be able to defend his UK title, from Gavin "The Bull" Bilton?

Only Channel 5, the exclusive broadcast partner of the biggest strength competitions, has the answers!

About The Content

UK's Strongest Man: An extravaganza featuring muscle, grit and determination where we see contestants take on the iconic disciplines of truck pulling, car rolling and stone of strength!

World's Strongest Man: Modern-day Herculeses' from across the globe are put through their paces; pulling vehicles, carrying cars, tug of wars, giant dumbbell pressing ...and heaps more testosterone-fuelled challenges.

Key Benefits

- Action-packed Content:** Align with exhilarating, action-packed, conversation-worthy content
- Consistent Presence:** Be front of mind with audiences through consistent presence in peak viewing times over the Christmas period
- Broad Appeal Across Multiple Audiences** – The show is enjoyed by all family members, as is reflected by the huge audiences across all demographics (including traditionally light TV audiences such as ABC1 Men)

Scheduling & Accreditation

- Approximately 16 episodes across the series including the final
- 1 x 15", 1 x 10" and 6 x 5" sponsorship idents per episode
- 10" sponsorship idents across VOD platforms
- Scheduling subject to change
- Estimated Dates: UK Strongest:: 20th Nov – 18th Dec 2023 (1 x tx weekly) & World Strongest: 20 Dec – 1st Jan 2024 (1 x tx daily)

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