

Opportunity

# CARTOONITO

Sponsorship Opportunities 2023



## Channel



## Investment

\*Pricing based on agency KIDS CPTs

## Dates

Please contact the Sky channel partnership team for availability

## 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 **Cartoonito**. Throughout 2023 there are sponsorship opportunities on the channel that is renowned for displaying programming ideal for **preschool children** and their **parents**. The exciting titles are centered on supporting the development of young children through **funny, creative and educational stories**. The channel exemplifies a **safe environment** for very young children to enjoy their mornings with their parents and caregivers as they sing along to their favourite shows.

## About Cartoonito

Cartoonito celebrates the youngest kids exactly as they are and embraces their individuality and originality. Kids and parents can enjoy trusted characters and friends, stories from leading voices, brand-new original series, and a whole lot of laughter. Sponsorship of Cartoonito will allow brands and advertisers to associate with an exciting destination for family entertainment. Targeting **children aged 2-6**, Cartoonito is the home to well-known favourites including *Fireman Sam*, *Thomas & Friends* and *Super Wings* along with brand new *Batwheels*, *Bugs Bunny Builders* and *Lucas the Spider* which all kids will love!



## 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

- 18:00-21:00 (Monday-Sunday)
- Approx. 90 hours of sponsored content per month
- Approx. 720 sponsorship credits per month
- 6 x 10" sponsorship idents per hour

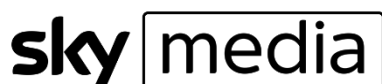
## Expand The Sponsorship

- 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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