

Opportunity

Activities Report 2024

Sponsorship Opportunity 2024



Channel



Start

February - December
2024

Platforms

On-air

The Opportunity

The Activities Report is a new sponsorship opportunity brought to you by Channel 5. Providing details of the weather affecting popular outdoor activity destinations across the UK, this property provides daily exposure for brands keen to engage those interested in getting out and about.

About The Content

Produced by the Met Office, the Activities Report will run alongside the weather report starting from February.

The report is focused on outdoor activities in the UK and how the weather will affect them. The report will highlight popular locations around the country including beaches and national parks.

This is an attractive property for a brand looking to target a large, diverse audience and across 11 months.

Key Benefits

- **Always on:** Sponsorship of the Activities Report guarantees a daily presence on one of the UK's most popular TV channels (C5 reaches 55% 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

Ollie Shires | Paramount Partnerships Manager

Olliver.Shires@Sky.uk



skymedia.co.uk

