

Opportunity

TNT Sports

European Football Package Sponsorship Opportunity 2024



Channel



Investment

Enquire for further details

Start

January 2024

*Exact Start Date TBC

Platforms

- Broadcast
- Discovery+

The Opportunity

Sky Media & TNT Sports are excited to offer a brand the opportunity to sponsor the ultimate European football package for the remainder of the 23/24 Season. TNT Sports is the exclusive commercial broadcaster for Serie A & Ligue 1 in the UK, broadcasting live matches from both competitions throughout this season.

Sky Media is delighted to present this broadcast sponsorship opportunity for a brand to align with TNT Sports' coverage of European Football, as these competitions are held in high regard by football fans up and down the country. This is the perfect opportunity to increase reach and positive association, ensuring your brand is front of mind for all the passionate supporters watching throughout the season.

The Content

Serie A

Serie A is the top professional League competition for Italian football clubs and is regarded as one of the best football leagues in the world! The season runs from August to May, with each club playing each other twice. Alongside the live matches broadcast, TNT Sports will also be airing a weekly Serie A show, hosted by James Richardson, who will take in all the key storylines from the weekend's action.

Ligue 1

Ligue 1 of the French League is the country's primary professional competition, running from August to May. There are 20 clubs in the league, that battle it out to be crowned champions of France! The majority of the matches are played on Saturdays and Sundays throughout the competition.

Scheduling & Accreditation

Serie A

- Circa. 175+ Live Matches
- 15" Opener & 10" Closer per Live Match
- 5" x 8 Idents per Live Match – Sundays 19:00
- 5" x 6 Idents per Live Match – World Feed
- Shown Live on TNT Sports 1, 2, 3 & 4



Ligue 1

- Circa. 100+ Live Matches
- 15" Opener & 10" Closer per Live Match
- 5" x 6 Idents per Live Match
- 5" x 4 Idents per Live Match
- Shown Live on TNT Sports 1, 2, 3 & 4



Supporting Content

- Repeats Shown on TNT Sports 1, 2, 3 & 4
- 15" Opener, 5" x 8 & 10" Closer
- Highlights – Serie A & Ligue 1
- 60 Minute Show on TNT Sports 1, 2, 3 & 4
- 15" Opener, 5" x 6 & 10" Closer
- 30 Minute Show on TNT Sports 1, 2, 3 & 4
- 15" Opener, 5" x 2 & 10" Closer

Digital & Activation

Beyond the linear programming, TNT Sports are extending the partnership through the popular Discovery+ platform. All idents will play out across TNT Sports on Discovery+. This will allow your brand to reach significant additional audiences, typically 20-25% of linear viewing.

Contact Details

Wesleigh Lewis | MP Partnership Controller

0207 032 6611 | Wesleigh.lewis@sky.uk



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