

Opportunity

Sky Sports News at 10

Sponsorship Opportunity
(12 Months)



Channel



Investment

Available on Request

Start

Available from:
1st April 2024

Platforms

- Broadcast
- Sky Go Linear
- Sky Advance

The Opportunity

Sky Media is delighted to present the exclusive opportunity to sponsor Sky Sports News at 10, enabling the right brand to align with the countries most loved sports news channel. This unique opportunity to become immersed in the golden hour of Sports News, allows the brand to be amongst the most current and breaking news stories and be positioned closer to the action than any other advertiser!

Frequently reaching affluent, discerning and passionately engaged sports fans at their most receptive, this sponsorship has an estimated 4,048 sponsorship idents across 460 hours of coverage live on Sky Sports News. This hour alone reaches 7m adults across a 12-month period, with 151 30" equivs across ABC1 men. Presents the ideal opportunity for a brand to be around rich content that speaks directly to the audiences' interests and passions.

The Content

The Sky Sports News back pages begin here! With top sport presenters, we deep dive into the days major sports new stories, including exclusive insight from the UK's top sports journalists. This evening slot features post-match press conferences and reflections on a day of gripping sport entertainment from the likes of Premier League and Champions League games. In 2024/2025 all the major sporting events will be covered, whether live on Sky or not. Stay tuned!

The Channel

- As the only fully dedicated 24-hour sports news channel in the UK, Sky Sports News is truly unrivalled, brought to you by over 100 specialist presenters and reporters.
- Technology and innovation are at the heart of their acclaimed daily coverage. From the 18 square metre interactive video wall, to the extensive use of Opta stats and data, the channel is always looking at how it can elevate its coverage in a visually impactful way.
- The variety and depth of Sky Sports News' coverage is unprecedented, with reporting across all of the key events relating to Football, Rugby Union, Golf, Cricket, F1, Tennis, Boxing, Horse Racing and so much more...!



Scheduling & Accreditation

- Period:** 12-month sponsorship
- Timings:** 22:00-22:59 Monday-Sunday
- Accreditation:** 2 x 15" sponsorship idents and 6 x 5" sponsorship idents across each hour of coverage. When simulcast the sponsorship will also carry over to [sky sports main event](#)

Insight

- 15% of Sky Sports News viewers prefer to buy products from companies who sponsor sports events and teams **i139**
- 73% of Sky Sports News viewers have visited a betting website in the last 12 months **i162**
- Sky Sports News viewers are **95%** more likely to place a bet once a week than the average viewer **i195**
- 41% of Sky Sports News viewers chose to gamble for enjoyment **i231**

2024 will be an action-packed year of Sport...





Estimated Audience Delivery - 12 Months

Audience	Inds	Ads	Ads ABC1	Men ABC1	Men	Men 16-34
Average TVR	0.08	0.09	0.07	0.11	0.14	0.10
Total Actuals	214	245	229	341	371	229
Total 30" Equivalents	94.6	108.5	101.5	150.7	164.0	100.1
Coverage (000's)	6,985	6,268	3,702	2,260	3,780	770
Coverage (%)	11	12	13	16	15	11
OTS	19	20	18	21	25	22

Sky Advance

- A platform designed for sponsorship reinforcement or campaign extension in a digital video environment.
- Depict a campaign story across platforms by retargeting the exposed audience of the TV Sponsorship in a digital environment, driving frequency, brand awareness, spontaneous brand mentions and purchase consideration.
- Sky Advance audiences are built bespoke for your business needs.
- 150k of the overall sponsorship investment is allocated to Sky Advance, with an estimated 4.68m impressions to be delivered across the period, or upweighted during a key campaign period.



Republic of Ireland Sponsorship Opportunity

Investment: £130,000 gross
Dates: 1st April 2024 – 31st March 2025
 (Can run on ROI as a 12-month continuous campaign, other periods available on request.)

Audience	Inds	Men ABC1	Ads 15+	Men 15+	AABC1	Ads 25-44	Men 15-34
Average TVR	0.10	0.13	0.12	0.17	0.09	0.10	0.06
Total Actuals	285	382	335	491	267	297	173
Total 30" Equivalents	122.6	164.1	144.1	211.1	114.8	127.9	74.3
Coverage (000's)	642	595	191	262	821	346	622
Coverage (%)	14	18	16	19	16	16	12
OTS	20	22	21	26	17	18	15

Terms & Conditions

- The opportunity excludes on-air production
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- Scheduling of hours subject to change
- ROI feed available – estimated delivery below
- Sponsorship will run across the ROI feed by default unless purchased by UK sponsor, or by a separate sponsor in ROI
- Estimated linear deliveries are modelled from average programme TVR