



Investment

Dates

Platforms

\*Enquire for further details March 2024- January 2025

✓ On-air  
✓ Digital

## The Opportunity

Sky Media & TNT Sports are excited to offer a brand the opportunity to sponsor **International Cricket on TNT Sports** throughout 2024.

Sky Media is delighted to offer this broadcast sponsorship opportunity for a brand to be associated with both Men's & Women's International cricket, including the likes of England, Australia, India, New Zealand, West Indies & more. This is the perfect opportunity for a brand to increase reach within a dedicated fanbase and form a positive brand association in the hearts and minds of both male & female supporters.

## Scheduling & Accreditation

### England Women's T20 & ODI Tour of New Zealand

- March- 5x T20's
- April- 3x One-Day Internationals

### West Indies Home Internationals

- August- 2x Test Matches & 3x T20s v South Africa

### Caribbean Premier League T20

- August/September- 32 Televised Games\*

### England Men's Test Tour of New Zealand

- December- 3x Test Matches

### Australia Home Internationals

- November- 3x ODI & 3x T20s v Pakistan
- December/January- 5x Test Matches v India

\*This schedule is subject to change due to the cricketing boards adapting their schedules as required throughout the year. The center breaks are all estimates and are subject to change due to the nature of live cricket.



### Test Cricket

- 15" Opener & 10" Closer per Live Match
- 5" x 20 Average Break Bumpers per Live Day
- Test Review Shows (2.5 Hour)
- 15" Opener, 5" x 10 & 10" Closer
- Test Highlight Shows (1 Hour)
- 15" Opener, 5" x 6 & 10" Closer

### ODI Cricket

- 15" Opener & 10" Closer per Live Match
- 5" x 20 Average Break Bumpers per Live Match Day
- ODI Review Shows – 2.5 Hour
- 15" Opener, 5" x 10 & 10" Closer
- ODI Highlight Shows – 1 Hour
- 15" Opener, 5" x 6 & 10" Closer

### T20 Cricket

- 15" Opener & 10" Closer per Live Match
- 5" x 16 Average Break Bumpers per Live Match Day
- T20 Highlight Shows – 1 Hour
- 15" Opener, 5" x 6 & 10" Closer

### Contact Details

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