

Opportunity

# Solheim Cup 2024

## Sponsorship Opportunity

### UK & ROI



#### Channel



#### Investment

Investment available on request

#### Dates

10<sup>th</sup> - 15<sup>th</sup> September 2024

#### Platforms

- Broadcast
- Sky Go
- Social
- Digital
- On Demand
- Mobile

## The Opportunity

Sky Sports - the home of golf, will once again bring golf fans unparalleled coverage of the biggest golf events in 2024. Sky Sports Golf is the biggest destination for live golf in the UK and sponsorship gives brands the opportunity to position themselves in an environment that appeals strongly to a loyal ABC1 audience.

Sky Sports will be bringing viewers exclusive coverage of this year's Solheim Cup, at Robert Trent Jones Golf Club in Gainesville, Virginia. Europe will be looking to make it four wins in a row after retaining the trophy after a 14-14 draw in 2023, whilst Team USA will be doing everything in their power to halt that momentum. This opportunity allows the right brand to associate with premium golf content whilst frequently engaging with an affluent audience. For the right brand, this is a fantastic chance to align itself with golfing fans and the growing appeal of the Women's game.



## Scheduling

**Practice Days** - 10<sup>th</sup> - 12<sup>th</sup> September 2024

**Opening Ceremony** - 12<sup>th</sup> September 2024

**3 x Live Days** - 13<sup>th</sup> - 15<sup>th</sup> September 2024

- Day 1 - Foursomes/Fourballs
- Day 2 - Foursomes/Fourballs
- Day 3 - Singles

**c. 30 x Repeats/Magazine Shows**

## Inventory

**Broadcast:** The sponsor will receive a 15" opening credit, 15" closing credit per programme (in even rotation) 2 x 5" credits per center break, for every live programme and repeat/magazine shows.

**Sky Go:** Sponsorship accreditation that airs during live coverage will also be simulcast on SkyGo

**Digital:** An extension of the sponsorship across Sky Sports Digital platforms, with a variety of digital assets.

**Social:** The partnership will be further extended across Sky Sports YouTube, Instagram and Facebook.

## Broadcast - Estimated Audience Delivery UK

Audience	Inds	Adults	Men ABC1	Ads ABC1
Ave TVR - Live Days 1-3 (Sky Sports Golf)	0.17	0.20	0.33	0.23
Ave TVR - Highlights, Repeats & Magazine	0.01	0.01	0.02	0.01
Total Actuals	63	73	122	84
Total 30" Equivalent Ratings	23.4	27.3	45.5	46.9
Coverage (000s)	2,059	1,969	843	1,326
Coverage (%)	3.4	3.8	5.9	4.5
OTS	19	19	21	19

Source: BARB, September 2021 (ROI figures can be provided separately)



skymedia.co.uk



## Sky Sports Social



**Sky Sports** social channels are the home of the biggest golf events on the sporting calendar. Our social channels showcase the biggest golf action, distributing official highlights and analysis, as well as new updates and best bits, exclusively to a passionate and loyal audience.

**Sky Sports Golf** is Sky Sports' dedicated channels for all things golf, and with 63% of our audience within the 18-34-year-old age demo and proving to be the essential destination for a younger golf fans to consume first in class content.

Over the course the Solheim Cup, this package offers alignment with official highlights and analysis across the **Sky Sports Golf YouTube** channel and Sky Sports Instagram and Facebook accounts, sharing a combined audience of over **25m+ subscribers**.

We will attach your brand to exclusive Solheim Cup highlights featuring the biggest names from the world of golf and distribute it across both organic and targeted audiences. These targeted audiences can include segments such as: Age, Location, Income, Interests, Passion Points, and more, in a brand safe environment.

The sponsor of our Solheim Cup social coverage will receive the following placements and posts across the week:

- 5" co-branded title sequence on all YouTube posts
- 6" co-branded end board on all Facebook & Instagram posts
- Branded logo watermark on all content
- @Sponsored tagging on all relevant social posts on Facebook & Instagram

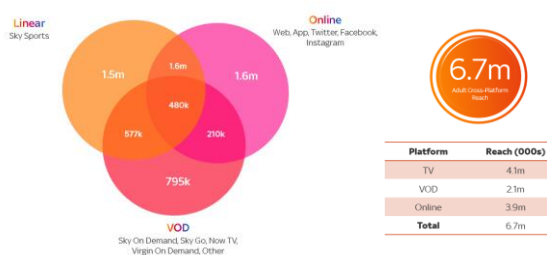
Platform	Content	Estimated Views
Sky Sports Golf YouTube	x 5 YouTube Highlights Posts	<b>1,900,000</b>
Sky Sports Instagram	x 3 Instagram Highlights Posts	
Sky Sports Facebook	x 3 Facebook Highlights Posts	
<b>Total</b>	<b>13</b>	

## Sky Sports Digital

The very best of Sky Sports golf broadcast coverage available across Sky Sports digital & Social channels. Premium online video and display placements that access every drive, pitch & putt from the Solheim Cup. All Sky Sports digital & social highlight content, coverage and news updates are available for both Sky and non-Sky subscribers.

**Sky Sports Golf online** viewing has grown **+106% YoY**, averaging over **10.7M** monthly online video views during major tournaments. Sky Sports Golf reaches **6.7m** UK adults a month and digital can provide up to **33%+ incremental reach** alongside TV and VOD.

**In a month, Sky Sports Golf coverage reaches 6.7m UK adults. Non-linear platforms extend reach by +63% ...**



Sky's digital properties enable cross screen ownership of The Solheim Cup, allowing access to younger, hard to reach audiences as well as multi-screen presence and messaging. All formats are clickable and highly viewable, with content driving dwell times of over an hour.

The sponsor of the 2024 Solheim Cup will receive the following placements on Sky Sports Golf digital throughout the week leading up to the event, all three days of live coverage and the following Monday (10<sup>th</sup> - 16<sup>th</sup> September 2024).

- **5" Pre-Roll** on Solheim Cup video content across skysports.com and Sky Sports YouTube, est. 250,000 impressions.
- **1 x 24hr Homepage Takeover (100% SOV)** on Skysports.com and Sky Sports app during the Solheim Cup (22<sup>nd</sup> September).
- **Run of Sky Sports** premium display formats across all content, including top stories and article pages around the Solheim Cup, 1m impressions.

To **increase the effectiveness** of the sponsorship, **£25k** of the investment will be committed to **Sky AdVance** digital inventory, allowing your brand to amplify and/or extend the Sky Sports Golf sponsorship message.

Sky AdVance can target individuals across the web based on their viewing habits as well as whether they have (or haven't) seen your idents on TV. We can therefore give you the ability to:

- Reinforce your sponsorship message online by understanding who has seen your sponsorship idents.
- Extend your sponsorship by targeting viewers online that have not seen your sponsorship on TV to grow incremental reach.

### Terms & Conditions

1, Subject to event partner and incumbent sponsor obligations. 2, The opportunity excludes creative production. 3, Excludes independent research. 4, Subject to brand, channel and OFCOM approval. 5, UK and ROI linear sponsorship can be sold separately. 6, Estimated linear deliveries are modelled from average programme TVR.