



ALOTO Partnership 2024

A League of Their Own

sky max

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**A League of Their Own**



A League of their own is our....

Bafta Award Winning Entertainment format.

Attracting the best talent,  
world of sport, entertainment and comedy,

ALOTO is a show which oozes camaraderie, is filled with laughs  
and has a healthy competitive edge!

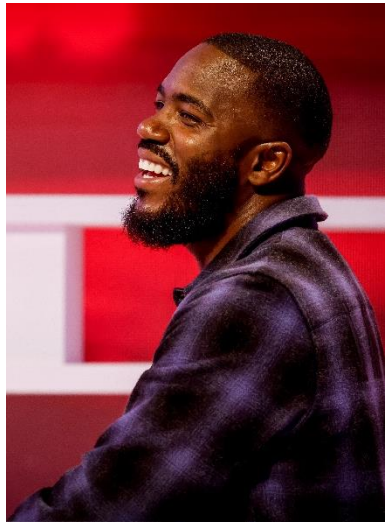
A firm Sky viewer favourite going into its 19<sup>th</sup> season  
with a successful spin off series in ALOTO Road Trip

ALOTO remains an iconic part of the Sky entertainment schedule

A League of Their Own

sky max

TALENT



# Audience Insights

INSIGHT



### REACHING SIGNIFICANT MILESTONES

In the next 12 months ALOTO viewers are likely to be  
Starting their first job **i159**,  
Moving out of parental home **i164**, Moving in with Partner  
**i133**, Getting engaged **i171**, Getting married **153**,  
**Purchasing a flat/house i143**, Having a child **i149**



### FAMILY FOCUSED

Secondary School Parents **i140**, "What I want most is  
to have and raise children **i140**, "I always buy the  
brands my children prefer **i146**,  
**89%** enjoy spending their leisure time with their  
family



### ECO CONSCIOUS & ETHICALLY DRIVEN

**65%** Take positive steps to reduce the energy they use  
**81%** Make a conscious effort to recycle, **79%** believe we  
have a duty to recycle,,  
**73%** feel it's important a company they are spending with  
acts ethically

## A LEAGUE OF THEIR OWN'S AUDIENCE ARE...



### TECH AWARE

**60%** like having tech that makes life easier at home,  
Like innovative household devices/appliances **i121**  
"It's important my household is equipped with latest technology" **i135**  
"I love to buy new gadgets & appliances" **i130**



### IN CONTROL OF FINANCES

**76%** are careful with their spending,  
**77%** save up for the purchases they want  
Use buy now, pay later services to better manage their budgets **i141**

INSIGHT



### FOOD & DRINKS

**78%** get a lot of pleasure out of food

**66%** like to try new food products, **72%** like to try new recipes

**70%** often sit down for a meal together at home

"its worth paying extra for good quality beer" **i131**,

"I like to try new drinks" **i131**



### APPEARANCE & STYLE

"I spend a lot of money on toiletries" **i127**

**51%** only use good quality toiletries & **61%** tend to buy their regular brands

"I have a very good sense of style" **i120**

& "I like to keep up with the latest fashion trends" **i146**

"People's opinion on my appearance is important to me" **i120**

**A LEAGUE OF THEIR OWN'S AUDIENCE ARE PASSIONATE ABOUT...**



### TRAVEL

**52%** are passionate about travelling **65%** enjoy planning holidays and travel

ALOTO viewers seek out relaxing holidays – "When I go in holiday I want to eat, drink & lie

in the sun" **i133** "I like to go on holidays where activities are organised for me" **i121**



### HOME IMPROVEMENTS/RENOVATION

"I change the décor of my home as often as I can" **i120**

"I'm always looking for new ideas to improve my home" **i122**

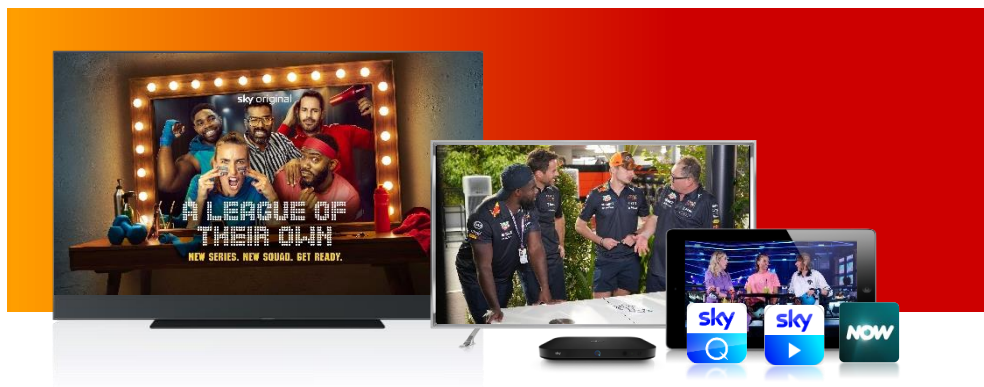
**51%** feel they are good at DIY



# The Partnership Opportunity

# The Partnership Opportunity

Creating alignment with ALOTO across multiple touchpoints



## ALIGNING VIA BROADCAST....

Sponsor every episode of A League of Their Own across a 12 month period, with 15" and 5" accreditation on **all premieres** and repeats Txing on Sky Max, Sky Showcase, & Sky Sports linear, downloaded via set-top box VOD, and streamed via Sky Go & NOW VOD

The broadcast sponsorship is estimated to deliver **36 Ad 1634 30"** **equiv ratings** across linear and **4.5m impressions** across VOD platforms



## ... AND BEYOND

Continue your association with ALOTO across Sky TV's Youtube channel with 6" – 30" accreditation across a range of ALOTO clips, delivering an estimated **4.28m impressions** and across Sky's social channels with accreditation across ALOTO content shared on @Sky TV delivering an estimated **3.75m views**

Deepen this association further by creating social branded content. This will see us integrate your brand into the ALOTO world in bespoke clips, shared via our social platforms, to your key audiences, delivering an estimated **3.75m views\***

\* Requires investment for talent & production

# Branded Content

## Thought Starters

## 'Bars in Cars'

- In this social branded content video, the cast of ALOTO will pick up guests and friends on their way to set.
- In honour of Romesh's hip-hop legacy, the cast of ALOTO will challenge some of their athlete and comedian guests to a rap battle/ sing along.
- This video will be a nod to the popular format 'Carpool Karaoke' but will have it's very own ALOTO spin to it.
- This extension would work well with auto brands. They will also have the opportunity to have their car featured at the start of each episode
- Production starting at £25k+ net

**\*\*Production costs are outside of sponsorship costs; talent costs not included**



# 'ALOTO Sports Day'

- In this social branded content video, the cast of ALOTO will train and prep for the biggest sporting event of the season...SPORTS DAY!
- That cast of ALOTO will take part in rigorous training drills in preparation for an old-fashioned school field day event
- The events will include some fan favourites such as:
  - Egg and Spoon Races
  - Sack Race
  - Water Balloon Toss
- This extension would work well with food brands, ('The Official Hydration Drink of ALOTO Sports Day') sporting brands (sponsoring the training and with branded water bottles at field day) or . Beauty and Grooming brand (Custom jerseys and gameday prep)
- Production starting at £50k+



**\*\*Production costs are outside of sponsorship costs; talent costs not included**

## 'Changing Room Conversation'

- Shot in a 'Get Ready With Me' style format, this social branded content series will take viewers behind the scenes of ALOTO as cast prepare for filming. There are a lot of scenes in ALOTO in the football changing rooms where the best banter is had so why not bring the conversation there?
- The talent will engage in general banter and chat while discussing how they hype themselves up before a shoot or football match.
- Beauty and grooming segments will also be featured with topics such as:
  - **'Hack or Hack'**: Favourite tips and tricks to looking your best on screen
  - **'Best Of'**: Top products or tools to use right now
  - **'In my Bag'**: What can Jill Scott not leave home without?
- This extension would work well with Men's grooming brands, beauty brands, and clothing brands.
- Production starting at £25k+

**\*\*Production costs are outside of sponsorship costs; talent costs not included**



## 'Day in the Life'

- Shot in a vlog style format, this social branded content video will follow an ALOTO cast member as they go about an average day filming A League of Their Own.
- The video will include the different cast members + family and friends in a casual environment to give viewers a peek on the behind-the-camera lives of some of their favourite cast members.
- How do they hype themselves up before a shoot? What is their preferred mode of transportation? What is their favourite midday snack or exercise?
- Your brand has the potential to be the BTS Sponsor of ALOTO giving fans the best of the unseen bits!
- This extension would work well for food and drink brands, auto brands, and beauty and grooming brands. Or any mobile brands, as talent can film content on a specific phone.
- Production starting at £50k+

**\*\*Production costs are outside of sponsorship costs; talent costs not included**



# The Partnership Opportunity

## Media Value & Investment



**BROADCAST SPONSORSHIP**



**SOCIAL PARTNERSHIP**



**SFVOD ALIGNEMENT**

**£1.13m (gross) Media Value**

**Investment Available on Request**

\*Production costs dependent on idea and talent choice



**Amplification opportunities**

# Making the Partnership Work Harder

## Amplification Opportunities



### PRODUCT PLACEMENT

Integrate your brand with in one of the most popular entertainment formats on British TV We can work with you to weave your product and/or your branding seamlessly into our in show challenges. Integration can include brand/product verbal mentions, branding on set and/or apparel, and use of products within the challenge where editorially relevant

**Media Investment: £119k gross**  
**Production Costs: £35k net**



### BRANDED CONTENT

Take your brand integration one step further by created branded content VTs.

Your brand and/or product will be featured within the VT, with visual and/or verbal mentions and use of product were editorially relevant.

These VT's will be featured within show and can be aired as a standalone asset on Sky and/or your brands platforms  
**Investment available on request**



### LICENSING

Take your association beyond the screen with ALOTO licensing

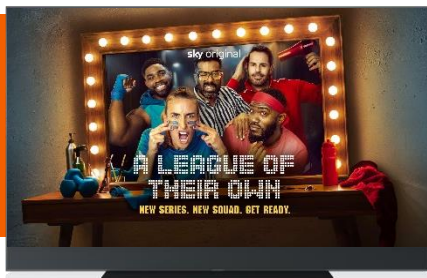
Your brand can license the ALOTO brand name and logo to be used to further your association on your own assets and across third party assets where appropriate.

**Investment available on request**

# Appendix

# The Partnership Opportunity

## Package in detail



### Linear Sponsorship

Linear Sponsorship will include:

- 1 x 6 Episode Series of ALOTO Road Trip: Mexico (TX May 2024)
- &
- 1 x 10 Episode Series of A League of Their Own: S19 including 2 x Best Bits/Unseen Bits Episode (TX TBC)
- &
- All repeats for 12 months

Available on Sky Max, Sky Showcase & Sky Sports

1 x 15" opener, 1 x 15" closer & 2 x 5" per center break for each TX  
Logo accreditation on all ALOTO promos 20" or longer



### VOD Sponsorship

VOD sponsorship will include:

- All episodes of all ALOTO available in 2024 on On Demand or available and streamed via Sky Go VOD or NOW VOD
- With 1 x 15" opener and 2x 5" per mid roll on ALOTO content viewed on On Demand & streamed on Sky GO VOD
- With 1 x 15" opener and 1x 5" per mid roll on ALOTO streamed on NOW VOD

# The Partnership Opportunity

## Package in detail



**Social Partnership**

**Short Form VOD**

All social elements will include the following integration for your brand:

- Paid partner status with clear brand tagging.
  - Direct click through URL to a landing page of your choice
- 6" Sponsorship Ident featured ahead of editorial content(Promoted Posts) and post editorial content as an end board. (Organic Posts)

All promoted posts will be targeted to an audience of your choosing

SFVOD accreditation will include:

6-30" solus pre roll  
Non skippable

Across a selection of ALOTO content available on Sky TV's youtube channel

# Estimated sponsorship deliveries: 12 months

Audiences	Total Actual Ratings	30" Equivs	Reach %	000s	OTS
Indivs	70	31	9	5232	8
Adults	78	34.2	9	4820	8
Adults ABC1	75	32.6	9	2683	8
HWCH	93	40.8	11	795	8
Ads 1634	82	35.8	9	1224	10
Men 1634	53	23.0	8	570	6
Women 1634	127	55.7	9	644	14
ABC1 Men	88	38.3	10	1402	9
ABC1 Women	58	25.6	8	1281	7
M16-44	101	44.2	11	1204	9
16-54 Men	125	54.9	12	1813	11
A1644	77	33.8	10	2160	8
Ads 16-54	104	45.6	11	3237	10

Platform	HH Impressions
TV VOD	3,354,330
Sky Go VOD	854,116
NOW VOD	333,880

# ALOTO Sponsorship: Social Clip Alignment

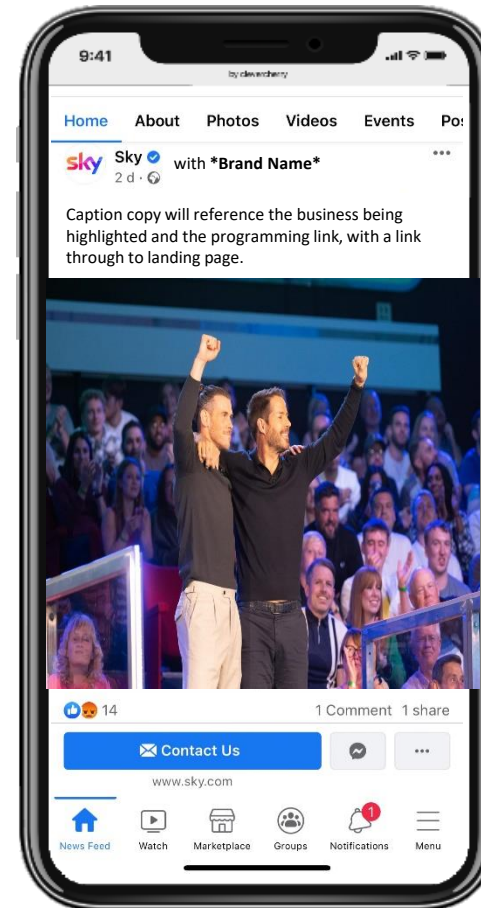
Extend ALOTO Sponsorship with social platform presence across @SkyTV Facebook and Instagram. Throughout the sponsorship the A League of Their Own footage will be posted on Social as a 'Promoted / Sponsored Post' with your brand integrated.

Brand Integration includes:

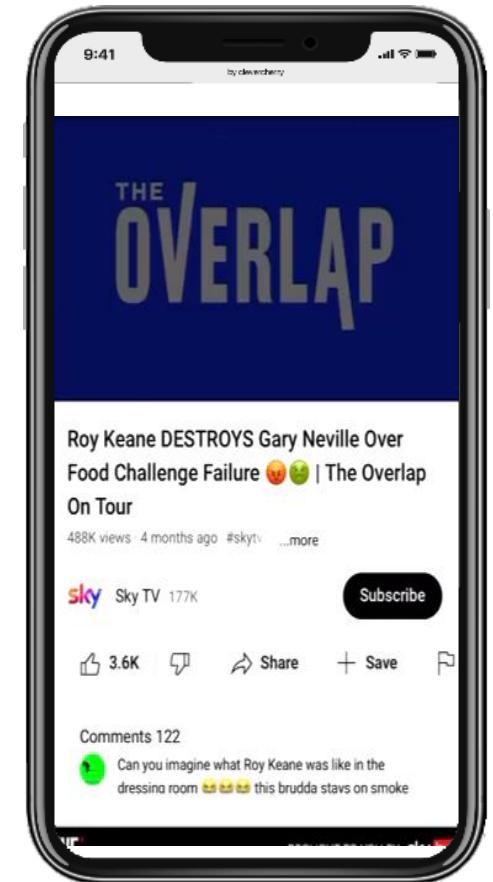
- Paid partner status will show the audience we are in partnership through clear brand tagging.
- Direct click through URL to a landing page of your choice
- 6" Sponsorship Ident featured ahead of editorial content as an intro. (Promoted Posts)
- 6" Sponsorship Ident featured ahead of editorial content as an end board. (Organic Posts)

All content will be served to a targeted audience of your choosing.

## Visual Mock Up



## Sky Mobile x The Overlap Live Example



Click to play

# Sky TV SFVOD: ALOTO

Sky TV YouTube channel creates an "Always On Laugh" ALOTO Offering

## Clips and Extras

### Every Challenge, Discussion & Gag

Broadcast Hilarious Complications, Unseen Moments, Best bits and Gag reels of every unforgettable moment both good and bad...



**Has Jamie Redknapp Finally Had Enough? - A League Of Their Own**

## Premium Placements

### Quality content across screens.

Solus pre roll, 100% broadcast quality, 6" - 30" time lengths, non-skip, viewability of 80%+, average VTR 85%+ and all sound on.



**Van Persie Fights Romesh Over Arsenal Exit | A League Of Their Own**

## Brand Benefits

### Elevating cross platform presence.

Incremental reach vs TV and VOD of over 30%+. Access to hard to reach 16-34 audiences. Cross screen presence.



**The FUNNIEST Thing Jamie Has Ever Said? A League Of Their Own Unseen Moments**