

Opportunity



Christmas Movies

Sponsorship Opportunity 2024

Channel



Investment

*Enquire for further details

Media Value*

*Enquire for further details

Start

September-December 2024

Platforms

- On-air
- VOD

The Opportunity

Align your brand with Christmas Movies on Channel 5 & GREAT! Christmas; an ideal opportunity to associate with heart-warming and wholesome content for an unforgettable festive season.

The Christmas Movies package delivers a daily dose of magical, festive films that will get even The Grinch into the seasonal spirit.

Christmas Films on Channel 5

Comprising a whole host of made-for-TV festive stories, Christmas Movies on C5 is the opportunity to place your brand front-of-mind over the festive period. There will be daily films* between **1 November and 31 December 2024** (likely to end Christmas week) **pre-6pm**, with each film carrying 8 x 10" idents. In addition to the linear sponsorship, sponsors receive **always-on sponsorship of Christmas Movies on My5**.

**Excludes Family Movies (pre-6pm movies, some may have a Christmas theme).*

Christmas Films on GREAT! Christmas

GREAT! Christmas broadcasts non-stop feel-good festive films. From classics to new premieres, the channel has a range of seasonal movies to keep everyone in the holiday spirit. Connect with friends and family through GREAT! Content. **Starting in September & finishing in December**, each film will carry 2 x 10" and 8 x 5" sponsorship idents.

Key Benefits

- **Daily Presence:** The sponsor will benefit from consistent daily presence across both channels - key for brand awareness impact at a busy time of year.
- **Contextual Fit:** Christmas Movies on Channel 5 & GREAT! Christmas enables brands to associate with a huge selection of festive movies, promising to get the whole family into the Christmas spirit!

Minimum number of idents to be agreed with channel

Scheduling is subject to change; delivery are estimates based on current market predictions

Previous Example Content Slate

Full of feel-good festive films



Santa Who



One Christmas Eve



A Kiss Before Christmas



Marry Me At Christmas



Unlocking Christmas



Welcome to Christmas



A Gingerbread Christmas



A Christmas Melody



Call Me Claus



A Very Yorkshire Christmas



Mr Miracle



Christmas on Candy Cane Lane

Contact Details

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Content is an example of previously aired films