



SPONSORSHIP

sky sports news Summer of Sport 2024



BE AT THE CENTRE OF THE ACTION

This summer the action doesn't stop! With Euro's in Germany, Olympics and Paralympics in Paris, England Men & Women's Cricket at home, on top of Wimbledon the Open Golf, the Solheim Cup, The Hundred...there is a multitude of riches for sports fans to enjoy, and to keep abreast of. As the UK's only dedicated 24 hr sports news channel Sky Sports News, will be the go to destination for fans to keep up with all the action, and your brand now has the opportunity to be at the centre of that, with sponsorship of Sky Sports News: Summer of Sport

ENGAGE WITH THE IDEAL AUDIENCE

Sky Sports News audience spikes during key sporting events and the viewers drawn to the channel are the ideal audience for brands wanting to align with sport this summer. Our Sky Sports News audience create moments around these sporting events, inviting friends over to watch together (i228) buying food (i219)/drinks (i204) specifically for the event, they engage strongly with them; buying merchandise (i222), placing bets (i303), engaging more on social media around the event (i144) and they engage more with brands associated with them; more likely to buy from a brand who sponsors an event like Euros (i194)

REACH VIEWERS AT THE OPTIMUM TIME

Sky Sports News Summer of Sport offers a brand the chance to reach viewers across the afternoons, (11-5 from 1st June - 15th Sept) through early evening (5-7 from 1st June to 21st July) and into the key post day analysis period from 10-11pm (from 1st Aug to 15th Sept) the home to "Back Pages Tonight". With Europe home to the worlds' biggest sporting events this summer, Sky Sports News Summer of Sport package allows a brand to ingratiate itself into the action, right at the prime time of day, when viewers are seeking out the latest scores, medal wines, and post match/event analysis.

SCALE YOUR REACH ACROSS PLATFORMS

Not only will this package enable a brand to reach audiences across linear, but inventory also extends to those who are catching up with the latest clips on the go, through Sky Sports website, App, & Youtube. The package includes 2x 15" & 6 x 5" idents per hour across linear, and 6-30" pre roll across Sky Sports short form video on web, app, Youtube & Sky's publisher player. Across these platforms the sponsorship is estimated to deliver 275 Men ABC1 30" equivs, reaching 5.6m individuals across linear broadcast alone. This is extended further with 4m impressions across Sky Sports short form video content



TYPE

Daypart
Sponsorship



DATES

1st June to 15th
September 2024



INVESTMENT

£400,000 gross (UK)
Linear Sponsorship & Digital



STATUS

Available Now

sky sports news