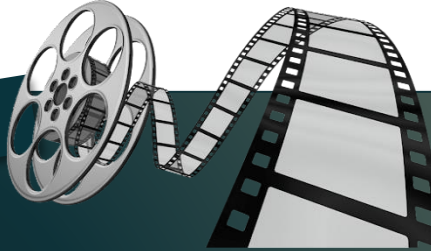



Opportunity



Christmas Movies

Sponsorship Opportunity 2024

Channel	Investment	Media Value*	Start	Platforms
 GREAT! christmas	*Enquire for further details	*Enquire for further details	5 th September 2024 – 6 th January 2025	<input checked="" type="checkbox"/> On-air <input checked="" type="checkbox"/> 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 **1st November and 31st 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 8am to 2am, every day. 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 on 5th September 2024 and ending on 6th January 2025, 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

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Content is an example of previously aired films