



SPONSORSHIP



sky cinema

OWN THE MAGIC OF FAMILY MOVIE NIGHTS

Combining the live action of Sky Cinema Family with the best in animation from Sky Cinema Animation, there's adventure, excitement, and rip-roaring fun for all ages! The Minions & Gru, Poppy & Branch, Hiccup and Toothless: every family knows and loves these iconic family film characters and a sponsorship with the channel benefits from Sky's exclusive access to movies from Illumination Studios and DreamWorks!

PLATFORMS AND TOUCHPOINTS

With a premium commercial spot of 1 x 30" opener, your brand will sit next to the opening of every film across Sky Cinema Family, Sky Cinema Animation and Family Films on Showcase! Family films on Showcase are any films cert.12A and under. At 106 on the EPG, this channel's presence can boost your sponsorship reach, outside of the Sky Cinema subscriber base.

All cert. 12A films and under in our extensive VOD library will also carry your 1 x 30" opener (excluding films on Sky Cinema Premiere).

2024 SCHEDULING

Bringing the best of the box-office home! From Kung Fu Panda and Barbie to Wonka and Migration, there's something for everyone!



PROVEN EFFECTIVENESS

With a passionate and highly desirable audience, Sky Cinema is proven environment for brands to create standout and awareness, drive fame, change brand perceptions and to shift customers further down the purchase funnel. Sponsors of Sky Cinema have seen Brand Consideration grow by 24%, Talkability grow by 49%, and Purchase Advocacy grow by 22%.



Channel Sponsorship: Sky Cinema Family, Sky Cinema Animation and Family Movies on Sky Showcase



DATES

12-month sponsorship



INVESTMENT

Available on Request



STATUS

Available January 2025