

sky max

# SPONSORSHIP

sky max

sky media

**A League of Their Own** is our Bafta Award Winning Entertainment show. Attracting the best talent from the world of sport, entertainment and comedy has to offer. The renowned sports entertainment series celebrates the spirit of competition, teamwork and excellence. We are offering the exclusive sponsorship opportunity to align with ALOTO and engage with a passionate audience.

**Sky Max** is the destination for blockbuster entertainment, it's supercharged! Bringing viewers star-studded dramas, electrifying entertainment, bold, dramatic comedies, and those big TV moments that viewers enjoy together.

## The Talent

This isn't just any sports show, this is a showcase of exceptional talent, featuring some of the most skilled and entertaining athletes from various sports. The show also serves as a platform for emerging talents who are on the brink of making it big. Bringing fresh energy and innovative techniques to the competition, showcasing the future of sports!

## Audience Appeal

A League of Their Own on Sky Max has a dedicated and diverse viewership, attracting a unique blend of sports, comedy and entertainment. The show's appeal extends across various demographics, making it a staple in many households across the UK. So who's watching? Firstly, sports enthusiasts. At the core of ALOTO, these viewers appreciate the show's competitive edge and the hilarious challenges and guest appearances by famous athletes, sports fans have a lot to enjoy!

The audience is also largely made up of Comedy Lovers. The show attracts a significant number of viewers who enjoy light-hearted, humorous content. The banter between hosts and guests, along with the comedic sketches and challenges, provides ample entertainment for those looking to unwind and have a good laugh.

Also, it brings families together, united by their love for ALOTO's unique merge of sport, comedy and celebrity entertainment. It remains a beloved staple in British television.

ALOTO oozes camaraderie, is filled with laughs and has a healthy competitive edge!  
A firm Sky viewer favourite going into its 19th season with a successful spin off series in ALOTO Rally

ALOTO remains an iconic part of the Sky entertainment schedule



TYPE

Programme Sponsorship



DATES

October 2024 – March 2025



INVESTMENT

Available on Request

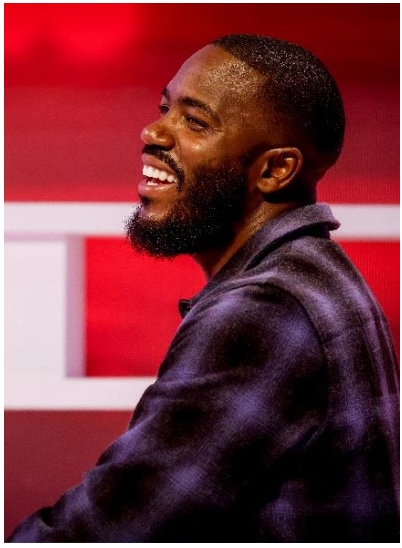


STATUS

Available



TALENT







# SPONSORSHIP THE PARTNERSHIP OPPORTUNITY



## ALIGNING VIA BROADCAST

Sponsor every episode of A League of Their Own across a 6 month period, with 15" and 5" accreditation on **all premieres** and repeats Txing on Sky Max & Sky Showcase, downloaded via set-top box VOD, and streamed via Sky Go & NOW VOD

The broadcast sponsorship is estimated to deliver **18.4 Ad 1634 30" equiv ratings** across linear and reach **4.3m individuals**

## ... 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 **2.1m 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



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

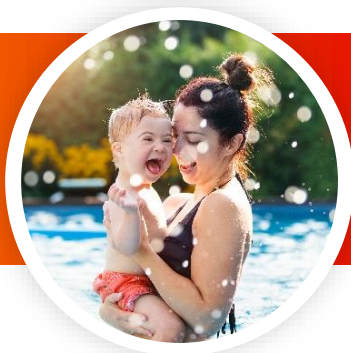
**78%** get a lot of pleasure out of food  
**66%** like to try new food products, **72%** like to try new recipes  
**70%** often sit down for a meal together at home  
“its worth paying extra for good quality beer” **i131**,  
“I like to try new drinks” **i131**



### 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

Creating alignment with ALOTO across multiple series



A League of Their Own Back Catalogue episodes featuring a range of adventures, with regulars **Jamie Redknapp, Jill Scott, Micah Richards** and **Mo Gilligan**.

It's Red vs Blue and, as ever, the teams will compete in a series of entertaining sporting challenges - in a bid to avoid the forfeit!



Three teams of celebs are about to go head-to-head in the **race of a lifetime, from Brands Hatch to Turin**.

Racing through the UK, France, Switzerland and Italy, the teams will have to compete in **huge challenges** along the route, gaining points for their team and deciding which route gives maximum points!

**Channelling the Italian Job** as they race to the finish on the rooftop of the Fiat factory where the victors will be awarded the inaugural rally trophy by the **greatest F1 driver of all time, Lewis Hamilton**



Sky's **BAFTA-winning** sports comedy series A League of Their Own will return to screens in 2025 for an epic 19<sup>th</sup> season!

The **brand-new series**, available on Sky Max and streaming service NOW, is set to be **another corker, with star guests** from the worlds of sport, comedy and television joining the teams each week.



# SPONSORSHIP INVENTORY & ASSETS



## LINEAR ESTIMATED DELIVERIES

The broadcast idents play out across A League of Their Own Series 19, The Rally series & back catalogue episodes over the 6 months.

Audience	Total Ratings	30" Equivs	Reach %	Reach 000's	OTS
Indivs	50	22.1	7	4341	7
Adults	57	24.9	8	4069	7
Adults ABC1	56	24.3	8	2252	7
HWCH	66	29.0	9	623	7
Ads 1634	57	25.1	7	1057	8
Men 1634	42	18.4	6	427	7
Women 1634	80	34.9	9	638	9
ABC1 Men	66	28.8	9	1205	8
ABC1 Women	44	19.2	7	1049	6
M16-44	67	29.3	10	1084	7

## SOCIAL

This package includes social clip alignment and social branded content, each delivering an estimated 1,875,000 views.

## DIGITAL

This package includes short form video on demand, through 6 - 30" non-skip pre-roll idents targeting ALOTO digital clips on the Sky YouTube channel. This is estimated to deliver 2,142,857 impressions.