



Opportunity

# Christmas Entertainment on Channel 5

## Sponsorship Opportunity 2024



Channel



Start

Available Now

Platforms

- On-air
- VOD

## The Opportunity

It's never too early to start thinking about the most wonderful time of year! In fact, 34% of Channel 5's audience start planning their Christmas purchases between November and the start of December. Align your brand with uplifting content designed to set the festive season alight this Christmas across peak viewing hours across this period.

## About The Content

Presenting an exciting mix of programming, this package offers viewers an abundance of jolly entertainment. From fascinating festive documentaries, to shows that revel in the toys of yesteryear such as the Toy Hospital, we've got you covered for the perfect holiday season.

Example Programming:

- *Our Great Yorkshire Christmas*
- *Christmas on the Farm*
- *Secrets of the Christmas Factory*
- *Christmas Cruising with Susan Calman*
- *The 70's Supermarket at Christmas*
- *Cotswolds at Christmas*
- *White Christmas: 1981*
- *Harrods at Christmas*

## Key Benefits

- **Reach:** Your brand is estimated to reach **+14M** Adults and **+7M** ABC1 Adults
- **Presence:** Your brand will be **front of mind** across peak viewing hours across a channel that saw its **best festive fortnight** last year since 2005
- **Association:** Linking your brand with the **feel-good factor** of Christmas and help to build **brand trust** and **brand awareness** in the lead up to the festive period

## Scheduling & Accreditation

- November – December 2024
- 5 x 10" sponsorship idents per hour
- 10" sponsorship idents on Sky VOD platforms
- Approx. 20 peak hours of content across 2 months

## Contact Details

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