

Opportunity

PGA Tour 2025 Co-Sponsorship Opportunity



Channel



Investment

Investment available on request

Dates

January 2025 - December 2025

Platforms

- Broadcast
- On Demand
- Digital
- Sky Go
- Mobile
- AdVance

The Opportunity

Sky Sports Golf is the home of Golf in the UK, with exclusive coverage of all four majors, the PGA Tour, LPGA Tour, DP World Tour and Ladies European Tour.

Sky Sports is proud to present a 12-month opportunity to sponsor our award-winning coverage of the PGA Tour in 2025. This is a fantastic opportunity allowing the right brand to associate with premium sports content; frequently engaging with an affluent ABC1 male audience across our acclaimed broadcast, digital and VOD platforms.

The Content

The PGA Tour is widely considered the pinnacle of the professional golf tours where the best golfers in the world such as current World Number One Scottie Scheffler, Rory McIlroy and Colin Morikawa tee it up each week and go head-to-head for some of the biggest prizes in world golf. The Tour, whilst based in Florida and with tournaments throughout the United States, extends its presence across the globe with events in multiple countries including Mexico, Puerto Rico and Scotland.

THE PLAYERS Championship, the unofficial 5th major held at the famous TPC Sawgrass, is one of the headline events on the Tour alongside Signature Events that include The Arnold Palmer Invitational and the Memorial Tournament. The PGA Tour season concludes with the FedEx Playoffs; a series of three events where the top 70 players with the most FedEx points from the regular season compete for season long FedEx Cup and an eye-watering prize of \$25million! 2024 saw Scottie Scheffler crowned champion, solidifying his dominance throughout the season, including another Masters title earlier this year. Scheffler's performance has placed him as one of the top-ranked golfers in the world.

After an action packed 2024 for the PGA Tour setting the stage for an exciting conclusion to the season, 2025 promises to have even more of the golfing moments you love. With a loyal fan base tuning in each week across multiple platforms, there really hasn't been a better time to engage with fans, fixated on this great sport. Make sure you follow all of the action, live and exclusive on Sky Sports Golf.

Sky Sports

Sky Sports is THE Home of Sport in the UK:

- Starting with just one channel in 1991, Sky Sports now has nine dedicated channels (Sky Sports Main Event, Premier League, Football, Cricket, Golf, F1, Tennis, NFL, Plus, Mix and News).
- Sky Sports Golf on channel 405 is the permanent home of the PGA Tour, a dedicated channel showing round the clock coverage of golf all year round.
- Key PGA Tour events will also be simulcast on Sky Sports Main Event.
- Sports fans can consume Sky Sports content across multiple platforms including Broadcast, On Demand, Out of Home, Online, Mobile and Tablet.

Scheduling & Accreditation*

- c. 41 live events
- All repeat and highlight programming from the PGA Tour
- Related PGA Tour magazine programmes such as 'PGA Tour Classics' and 'PGA Tour Official Films'
- An average of 1 x 15" and 10 x 5" credits per live session

*All scheduling and accreditation is estimated and subject to change.



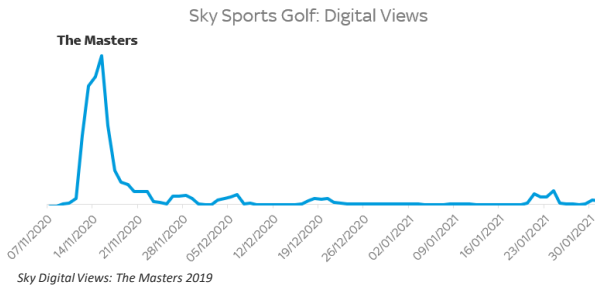
skymedia.co.uk



Sky Sports Digital

The very best of broadcast coverage available across websites, apps and YouTube channels. Every par, putt and pitch from The PGA Tour available in highlight form, for both Sky and non-Sky subscribers.

Sky Sports Golf Digital content averages 5.4M Views every month, adding up to 31%+ incremental reach alongside TV and VOD.



Incremental reach added by Digital to golf viewing, on top of linear and VOD.

Sky's digital properties enable cross screen ownership of The PGA Tour, allowing access to younger, hard to reach audiences as well as multi-screen presence and messaging. All formats are clickable and highly viewable, with content driving dwell times of over an hour.

The sponsor of the PGA Tour will receive the following placements on skysports.com throughout the event;

- **Pre-Roll Video** against PGA Tour highlights on Sky Sports Website, App, and YouTube.
- **Mixed Premium Display** formats across all golf content, including PGA Tour articles and top stories (Billboard, DMPU, Mobile Banner, Leaderboard and MPU)
- **1 x Sky Sports Homepage Takeovers** on key dates throughout the 2025 PGA Tour season.

Format	Channel	Impressions
Pre-Roll Video	Sky Sports Website, App and YouTube	1,125,000
Premium Display	Sky Sports Web and App	1,625,000
HPTO	Sky Sports Homepage	5,000,000
Total		7,750,000



Broadcast – Combined Estimated Audience Delivery (Source: BARB 2023-2024)

Audience	Individuals	Adults	Men	ABC1 Men	ABC1 Ads
Average TVR - Live PGA Tour (Sky Sports Golf)	0.05	0.06	0.08	0.09	0.07
Average TVR - Highlights, Repeats & Magazine	0.01	0.01	0.01	0.02	0.01
Actuals	205	237	340	388	272
30" Equivs	76.6	88.5	127.0	144.7	101.6
Coverage 000	4,670	4,352	2,770	1,728	2,820
Coverage %	8	8	11	12	10
OTS	27	28	31	31	28

Additional Investment

Sky AdVance is a new proposition which enables the extension of your sponsorship across multiple platforms. Using Sky's customer data to connect up our media landscape on and offline, sponsors are able to deliver Linear TV sponsorship and Digital Activity in a truly integrated way. For an additional investment, there is the opportunity to activate a Sky AdVance digital package, allowing the sponsor to amplify their sponsorship message to targeted Sky Sports viewers online via VOD or display ads.

Terms & Conditions

- The opportunity excludes on-air production
- Opportunity subject to event partner obligations
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- This sponsorship opportunity includes Ireland
- Opportunity excludes in-programme features which may on occasion, be taken by other commercial partners.



skymedia.co.uk

