



Discovery and Adventure on
Channel 5



TYPE

Genre Sponsorship



DATES

12 Month Sponsorship



STATUS

Available from 17th
January

Contact Details

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Manager

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Endurance: Race to the Pole with Ben Fogle

Discovery and Adventure



Align with Channel 5's premium factual entertainment programming

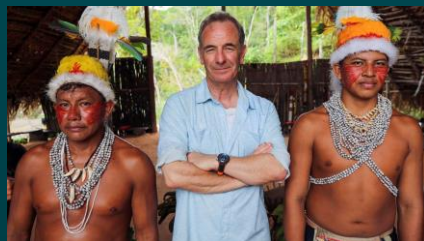
The Opportunity

Channel 5 is home to programming that offers viewers a front-row seat to a wide range of thrilling adventures. From **Ben Fogle's** race through the inhospitable Antarctic plains to **Michael Palin's** breathtaking 1,300-mile journey through Nigeria, we take viewers on journeys of discovery through the eyes of our talent.

Your brand will sponsor programming that leans into the theme of Discovery and Adventure on Channel 5 – these are far flung travelogues, globally impactful documentaries and shows that explore fascinating global events.

Through sponsorship your brand will gain regular exposure across both linear TV and VOD platforms, engaging with a dedicated audience that values quality factual content.

Previous Programming



Robson Green into the Amazon



Wonders of the Moon with Dara Ó Briain



Inside Chernobyl w/ Ben Fogle



Alexander Armstrong: Sri Lanka

Scheduling and Accreditation

- 12-month sponsorship
- 5 x 10" sponsorship idents per-hour on linear
- 10" idents across My5 and Sky VOD
- Approx. of 10-hours of peak content per-month**

Key Benefits

- The sponsorship reaches an upmarket audience
- Offering **huge media value**, the sponsorship provides airtime value far greater than the investment
- Associate with real life, **talent** led stories from across the globe – Channel 5's most premium content