



TYPE
Full Channel Sponsorship
Opportunity 2025



DATES
01/01/2025 –
31/12/2025



STATUS
Available
Best offers deadline
set for 13/12/24



INVESTMENT
Available on request



SPONSORSHIP CHANNEL OVERVIEW



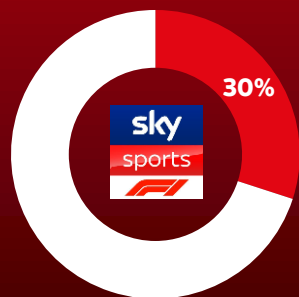
CHANNEL OVERVIEW

Sky Sports F1 will be the only destination to watch all 24 races live from across the 2025 Formula 1 season. As the full channel solus sponsor, a brand will be aligned with Sky Sports' unrivalled coverage of the world's Number one motorsport, following every race weekend right through to the chequered flag!

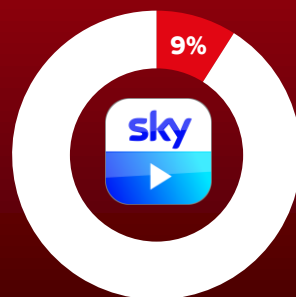
This multi-platform sponsorship opportunity creates an 'always on' sponsorship and allows a brand to align with F1 content, wherever it sits within the Sky Sports ecosystem.

A FULLY IMMERSIVE CROSS-PLATFORM EXPERIENCE

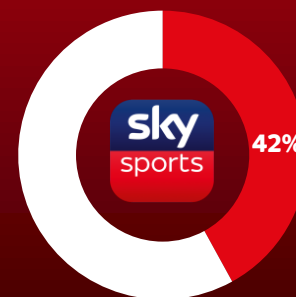
Multiple touchpoints keep F1 fans engaged with multiple opportunities for maximum brand exposure:



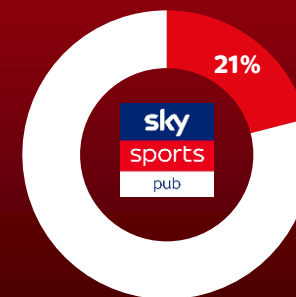
30% of Sky homes have tuned into the F1 channel since the 2024 season began – equating to **2.1m households.**



9% of the overall SSF1 channel viewing for the Italian Grand Prix in Sept 2024 was via Sky Go



42% of visitors to Sky Sports F1 online claim to not have a Sky Sports TV subscription

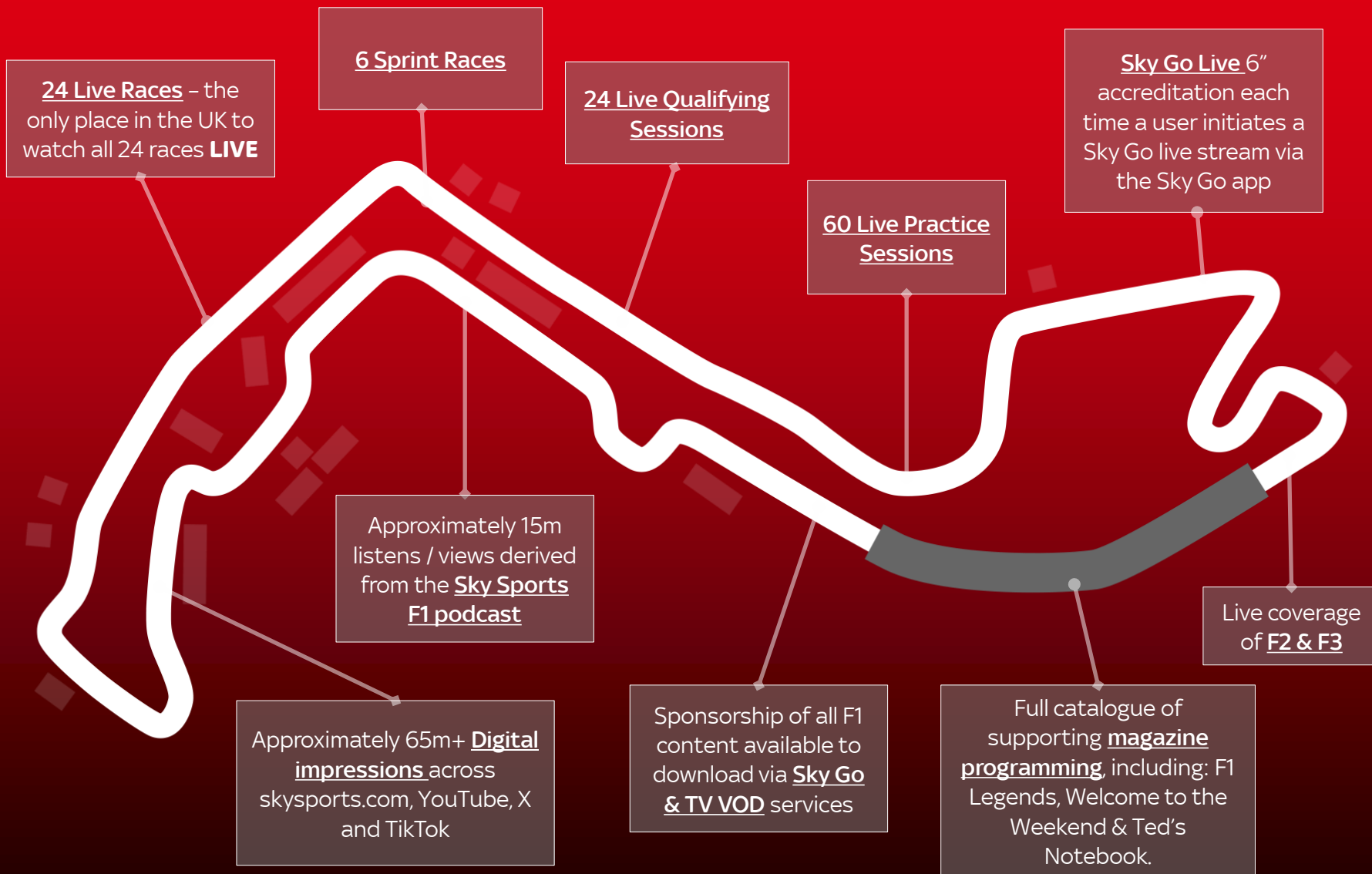


21% of the overall viewing for the Italian Grand Prix in Sept 2024 was viewed OOH, **adding an additional 502k incremental viewers**





SPONSORSHIP INVENTORY





SPONSORSHIP

INVENTORY & ESTIMATED DELIVERY



PLATFORM	FORMAT	ESTIMATED DELIVERY (RATINGS, IMPRESSIONS VIEWS)
BROADCAST	Sky Sports F1 Broadcast Sponsorship including Live Races, Qualifying, Practice, Highlights and associated Magazine programming.	488.6 ABC1M Ratings
	1 x 30" spot within the Turbo Break ahead of each live F1 Race, 24 x total	43.5 ABC1M Ratings
VIDEO	6" ident or ad placement for all live streams initiated via the Sky Go app during live races	3,000,000 Impressions
DIGITAL	Display: Logo Placement, Mixed Display and Section Takeovers across the skysports.com F1 section.	66,700,000 Impressions / Views
	Video: 6-30" non-skip solus pre-roll on F1 content across web, app, YouTube & X Amplify + Sky Sports TikTok 'Premier Pulse'	
SKY ADVANCE	Bespoke Sky Advance campaign with audience targeting to either extend or reinforce the Sky Sports F1 sponsorship message (targeting to be agreed between parties)	TBC - Depending on Audience
SOCIAL	Audio sponsor accreditation across all podcast episodes plus social accreditation on all clips and content derived from the show posted on Sky Sports social platforms including YouTube, Instagram, Facebook & TikTok	15,000,000 Impressions / Views

TERMS & CONDITIONS

- The opportunity excludes on-air production
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- Excludes ad serving costs & online creative production
- UK only - ROI opportunity available upon request
- Sponsorship will run in ROI until the ROI feed has been sold to a separate sponsor
- Estimated linear deliveries are modelled from average programme TVR



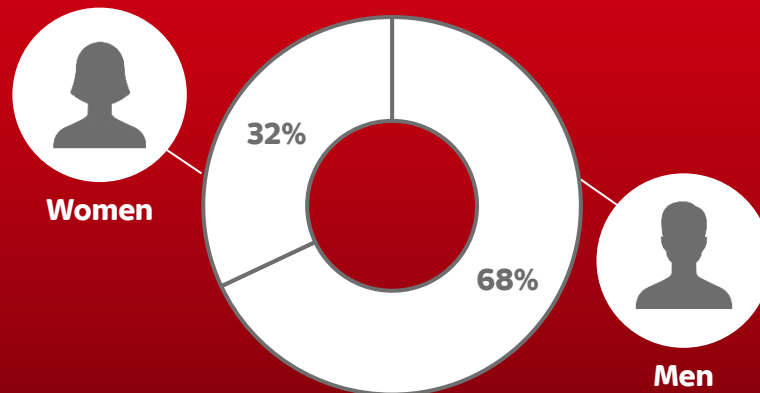


SPONSORSHIP

AUDIENCE & INSIGHT

3.7 million

Average Monthly Reach



£

i119

Personal Income of £50,000



i172

Usually watch finance & business shows

AB

i109

Social Grade AB



i125

Travel Abroad for Holidays



i115

Business Trips Abroad

SOCIAL CLASS & AGE

Men ABC1	37%	Men 1634	15%
Women ABC1	18%	Women 1634	8%
Men C2DE	32%	Men 35-54	25%
Women C2DE	14%	Women 35-54	12%
		Men 55+	28%
		Women 55+	12%