



Paw Patrol



 **TYPE**  
Genre Sponsorship

 **DATES**  
12 Month Sponsorship

 **STATUS**  
Available from  
1st February 2025

**Contact Details**  
Sadie Burnett | CP Partnerships Manager  
[sadie.burnett@sky.uk](mailto:sadie.burnett@sky.uk)



Peppa Pig

# Milkshake! On Channel 5



Associate with the biggest names in the preschool market through sponsorship of Milkshake!

## The Opportunity

Every morning, every day of the week, millions of families across the UK, tune-in to Milkshake! Running for over 25 years, Milkshake! is a staple and trusted part of family routine. It provides a **unique co-viewing experience** for kids and parents to enjoy some of TV's most recognisable characters, **every single morning**.

Milkshake! remains the **#1 commercial destination in its hours for kids in the UK** driven by big franchises such as **PAW Patrol, The Adventures of Paddington and Peppa Pig**. Sponsorship of Milkshake! promises to deliver children and parent audiences on a daily basis and provides an opportunity to cement your brand into families breakfast routine.

## Example Programming



Ben & Holly's Little Kingdom



Thomas & Friends



Fireman Sam



Sunny Bunnies

## Scheduling and Accreditation

- Weekdays 6:00 – 09:15, Weekends: 6:00 – 08:45
- Approx. 18 x 10" sponsorship idents per-day on linear
- 10" idents across My5 and Sky VoD

## Key Benefits

- Offering **+£4.67m in media value**, the sponsorship provides airtime value far greater than the investment.
- Milkshake! **delivers high OTS** across desirable audiences, housepersons with children are expected to see the sponsorship creative **47 times** on linear alone.
- **62% of Milkshake! viewers are co-viewing**, based on 4-15 watching with someone in the same home and TV set
- **77% of UK parents are aware of Milkshake!** and it's a **trusted brand** that they associate with 'safety'