



GLOBAL PARTNERS




EVENT PARTNERS



sky sports cricket

 TYPE  
Sponsorship  
ICC Champions Trophy 2025

 DATES  
19/02/2025 to  
09/03/2025

 STATUS  
Available

 INVESTMENT  
Available on  
Request

## SKY SPORTS CRICKET - CHANNEL OVERVIEW

Sky Sports, the home of cricket, will provide fans with an unmissable ICC Champions Trophy in 2025, exclusively live from Pakistan. This unique cross-platform sponsorship opportunity allows a brand to reach out to a wider more casual cricket audience, whilst still engaging with a core ABC1 Men cricket loving demographic.

The sponsorship offering for a brand spans across our Bafta Award winning Broadcast TV coverage, VOD platforms and the number one digital sports platform, Skysports.com, that will cover a variety of topics leading up to and during the tournament with a wide range of editorial content and unique opinion pieces from some of the most well-respected stars of the game.

The sponsorship opportunity also offers a brand the chance to build a positive association with the biggest ICC International cricket event of 2025.

## SCHEDULING

An estimated 15 fixtures live on Sky Sports throughout the duration of the tournament.

- Group Stages: 19<sup>th</sup> February – 3<sup>rd</sup> March
- Semi Finals: 5<sup>th</sup> & 6<sup>th</sup> March
- Final: 9<sup>th</sup> March

## ICC CHAMPIONS TRIOPHY - THE CONTENT

The 2025 ICC Champions Trophy will mark the ninth edition of the tournament and is set to take place in February & March 2025, in Pakistan, after an eight-year hiatus since 2017. The competition will feature eight top ODI teams: Pakistan (hosts), India, South Africa, Australia, New Zealand, Afghanistan, England, and Bangladesh. These teams qualified based on their performance in the 2023 ICC World Cup and the host nation selection process. The tournament will follow a familiar format, with two groups of four teams each. The top two teams from each group will advance to the knockout semifinals, leading to a final where the winner will be crowned.

The 2017 ICC Champions Trophy was held in England and Wales, where the 2025 hosts Pakistan won their first-ever Champions Trophy, defeating India by 180 runs in the final. Pakistan posted 338/4, led by Fakhar Zaman's century, and bowled India out for 158, with Mohammad Amir dismantling India's top order. The tournament saw England, Bangladesh, India, and Pakistan reach the semi-finals, with Pakistan defeating England and India beating Bangladesh. Hasan Ali of Pakistan was named Player of the Tournament for his 13 wickets, while Shikhar Dhawan of India was the highest run-scorer.

## ACCREDITATION

The sponsor(s) will receive the following accreditation across each programme:

- Live Matches: An average of 2 x 15s and 18 x 5s credits
- Highlights: An average of 2 x 15s and 6 x 5s credits



# SPONSORSHIP

## ICC CHAMPIONS TROPHY 2025

### AUDIENCE INSIGHT

The Sky Sports Cricket 16-34 Audience grew 50% in 2023

Sky Sports Cricket fans are affluent:

- 70% of the audience are ABC1 (i116)
- 122% more likely to have a personal income of £50-75k (i222)
- 122% more likely to expect to enter retirement next year (i222)

They are homeowners:

- 49% own their own home outright
- 45% more likely to own a second home (i145)

### SKY GO

With over 3.2 million users and 64 million streamed views each month, watching your favourite Sky channels and shows wherever, whenever has never been more popular.

Across the sponsorship period, all ICC Champions Trophy 2025 programming within this sponsorship that is simulcast across Sky Go will carry sponsor accreditation consistent with the linear broadcast.

The sponsor will receive an opening 15" credit for each programme pushed to Sky Go On Demand.

### SKY SPORTS DIGITAL

SkySports.com is the highest reach and most visited commercial Sports destination on the web (UK). Offering sports fans and advertisers a multi-media and fully interactive experience showcasing the latest breaking news, videos, features, games, polls and chat, delivering (per month):

- 3.6 million unique visitors
- 180 million pages views
- An average dwell time of 31 minutes per visitor

The sponsor of ICC Champions Trophy 2025 will receive the following placements on SkySports.com throughout the duration of the tournament:

| Platform                    | Channel & Format  | Impressions |
|-----------------------------|---|-------------|
| Sky Sports SFVOD            | Sky Sports: Web, App, YouTube<br>6s-30s Non-Skip Solus Pre-Roll | 2,083,333   |
| Sky Sports SFVOD            | Sky Sports X Amplify<br>6s-30s Non-Skip Solus Pre-Roll          | 2,500,000   |
| Sky Sports Display          | Sky Sports: Web & App<br>Standard Display Units                 | 3,333,333   |
| Sky Sports Cricket HTPO x 5 | Sky Sports: Web & App<br>Standard Display Units                 | 100% SOV    |

# SPONSORSHIP

## ICC CHAMPIONS TROPHY 2025



### BROADCAST – ESTIMATED AUDIENCE DELIVERY

| Audience                 | Individuals | Adults | Men   | Men 16-34 | Men ABC1 |
|--------------------------|-------------|--------|-------|-----------|----------|
| Average TVR - Live       | 0.43        | 0.48   | 0.76  | 0.35      | 0.91     |
| Average TVR - Highlights | 0.02        | 0.03   | 0.04  | 0.01      | 0.05     |
| Actuals                  | 137         | 152    | 238   | 115       | 288      |
| 30" Equivs               | 52.9        | 58.8   | 92.3  | 44.2      | 111.9    |
| Coverage 000             | 3,363       | 3,062  | 1,935 | 426       | 1,292    |
| Coverage %               | 6           | 7      | 9     | 7         | 11       |
| OTS                      | 22          | 22     | 27    | 18        | 27       |

### 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
- 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 will run for an additional 7 days after the final to cover any highlight programming