



# PREMIER LEAGUE SPONSORSHIP



## A rare opportunity to join our partner line-up

Subject to availability there is an upcoming opportunity for a brand to co-sponsor Sky Sports coverage of the Premier League from 2025/26 until 2028/29 season inclusive, across broadcast, digital and social platforms.

The upcoming package(s) comprise broadcast sponsorship idents around c. 215 live games and non-live programming on the Sky Sports Premier League channel. Each "Whistle-to-Whistle" package (25% of the inventory) includes 1 x 15" or 1 x 10" ident per live match, in equal rotation. The package(s) also includes contextual video and display assets across Sky Sports digital and social platforms.

## Sky Sports Premier League

Sky Sports is the number one destination for Premier League content in the UK and ROI, with c.215 live games from 2025/26 and over 8,000 hours of support programming per season. Sky Sports Premier League coverage gets fans closer to the action and drama with world-class analysis from some of the most well-respected names in the game. Premier League coverage extends to Sky Sports Digital and Social platforms, reaching sports fans at scale, including non-subscribers.

## A-List Talent

Sky Sports' pundits and commentators are some of the most renowned across the industry. Fans love the debate and insight around the game, from heated discussions with Roy Keane and Micah Richards to studio analysis with Jamie Redknapp and Karen Carney. Calmly and professionally presented by David Jones and Kelly Cates, Sky Sports ensure viewers are informed and entertained during pre, half-time and post-match coverage.

## Multi-Platform Partnership

Sky Sports Premier League reaches fans across multiple touchpoints throughout the season. The cross-platform opportunity that includes Linear, Online and VOD, reaches over 17 million adults per month. This positions Sky Sports as one of the most sought-after and desirable destinations for advertisers to reach their target audiences at scale, on a daily basis.

## Who's Consuming Premier League Content?

By virtue of the premium nature and subscription model, Sky Sports Premier League coverage attracts a more affluent audience on linear. Sky Sports' audience is increasingly expansive, with more women and U35s watching than ever before. Sky Sports Digital and Social channels appeal to a broader and younger audience, of which 42% of digital users don't watch Sky Sports Premier League on TV.

## Next Steps

- Sky Media will be in market from 2<sup>nd</sup> December 2024.
- Brand (or agent) to declare formal interest by 31<sup>st</sup> January 2025.
- Best offers deadline - 14<sup>th</sup> February 2025.



**TYPE**

**PREMIER LEAGUE**

(Whistle-to-Whistle package)



**DATES**

**1<sup>ST</sup> AUGUST 2025 -**

**31<sup>ST</sup> MAY 2029**



**INVESTMENT**

**Available on request**



**STATUS**

**AVAILABLE**