





sky sports darts

 **TYPE**
Sky Sports Darts 2025
Sponsorship Opportunity

 **DATES**
6th February - 30th
November 2025

 **STATUS**
Available

 **INVESTMENT**
Can be provided
upon request



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SPONSORSHIP OVERVIEW



CONTENT

Sky Sports is proud to remain the ultimate destination for darts in 2025, broadcasting five major PDC Darts tournaments live and delivering unparalleled coverage of this fast-growing sport.

Seventeen-year-old prodigy Luke Littler continues to make waves in the darts world, holding the impressive rank of world number 5. Ahead of him are legends of the game—Michael van Gerwen, Michael Smith, and Rob Cross—while Luke Humphries holds the coveted world number 1 spot.

This multi-platform sponsorship opportunity offers brands an exceptional chance to connect with darts enthusiasts across the Sky Sports ecosystem, ensuring maximum visibility and alignment with premium content.

PLATFORMS

- Sky Sports Linear TV
- Sky Sports Pub feed
- Sky Go & TV VOD
- Sky Sports Digital: Skysports.com & Sky Sports App
- Sky Sports Social: YouTube, Instagram & Facebook

ACCREDITATION

- Live Darts Programming: An average of 2 x 15s and 18 x 5s credits
- Highlights: An average of 2 x 15s and 6 x 5s credits per hour show

2025 TOURNAMENT CALENDAR

PREMIER LEAGUE DARTS

06/02 - 22/05



WORLD CUP OF DARTS

12/06 - 15/06



WORLD MATCHPLAY

19/07 - 27/07



WORLD GRAND PRIX

06/10 - 12/10



GRAND SLAM OF DARTS

08/11 - 16/11





SPONSORSHIP INVENTORY

5 Live Tournaments - the only place in the UK to watch all 6 PDC tournaments **LIVE**

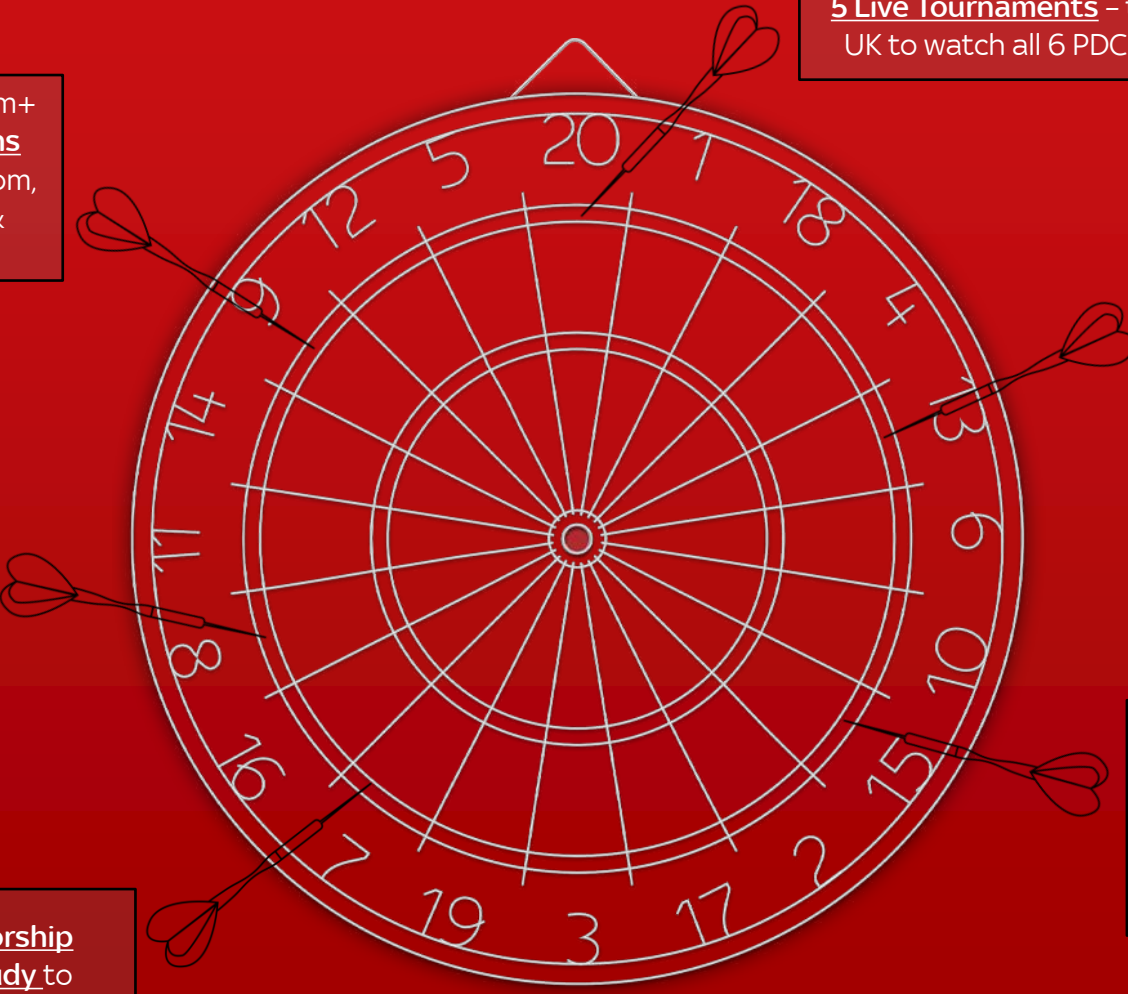
Approximately 12.5m+ **Digital impressions** across skysports.com, Sky Sports App & YouTube

Full catalogue of supporting **highlight & magazine programming**

Approximately 16m+ **Social views** across Sky Sports YouTube, Instagram & Facebook

Sponsorship of all Darts content available to download via **Sky Go & TV VOD** services

One wave **Sponsorship Effectiveness study** to analyse campaign





SPONSORSHIP

INVENTORY & ESTIMATED DELIVERY



PLATFORM	FORMAT	ESTIMATED DELIVERY (RATINGS, IMPRESSIONS VIEWS)
BROADCAST	<p>Full Sponsorship of Premier League Darts, World Cup of Darts and World Matchplay</p> <p>Co-Sponsorship of World Grand Prix and Grand Slam of Darts (Pre-2100 only)</p> <p>Sponsorship of all Darts tournament programming on Sky Go & TV VOD</p>	<p>72.8</p> <p>16-34 Men Ratings</p>
DIGITAL	<p><u>Sky Sports Darts</u></p> <p>Web & App - Sponsorship Logo - c.500k impressions</p> <p>Web & App - Standard Display Units - c.1.5m impressions</p> <p>Web & App - 5s Sponsor Pre-Roll across Darts Video Content - c.1.5m impressions</p> <p><u>Sky Sports Home</u></p> <p>Web & App - 24 Hours 100% SOV HPTO - c.8m impressions</p> <p><u>Sky Sports YouTube</u></p> <p>YouTube - 6s-30s Pre-Roll across Sky Sports Darts YouTube - c.1m impressions</p>	<p>c.12,500,000</p> <p>Impressions / Views</p>
SOCIAL	<p>Sponsored posts from all 5 tournaments, across YouTube, Instagram & Facebook</p> <p>An estimated 77 sponsored posts</p>	<p>16.5m</p> <p>Views</p>
RESEARCH	<p>One wave sponsorship effectiveness study</p>	<p>Post-wave research study</p>



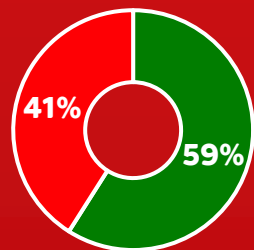
TOTAL INVESTMENT

*Can be provided upon request

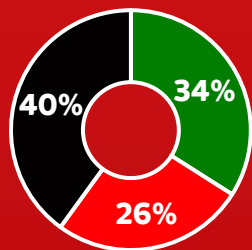


SPONSORSHIP INSIGHT

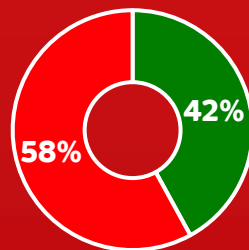
SKY SPORTS DARTS VIEWERS



● FEMALE
● MALE



● 16-34
● 35-54
● 55+



● ABC1
● C2DE



Know a large amount about alcohol



Know a large amount about DIY



Talk about holidaying & travel frequently



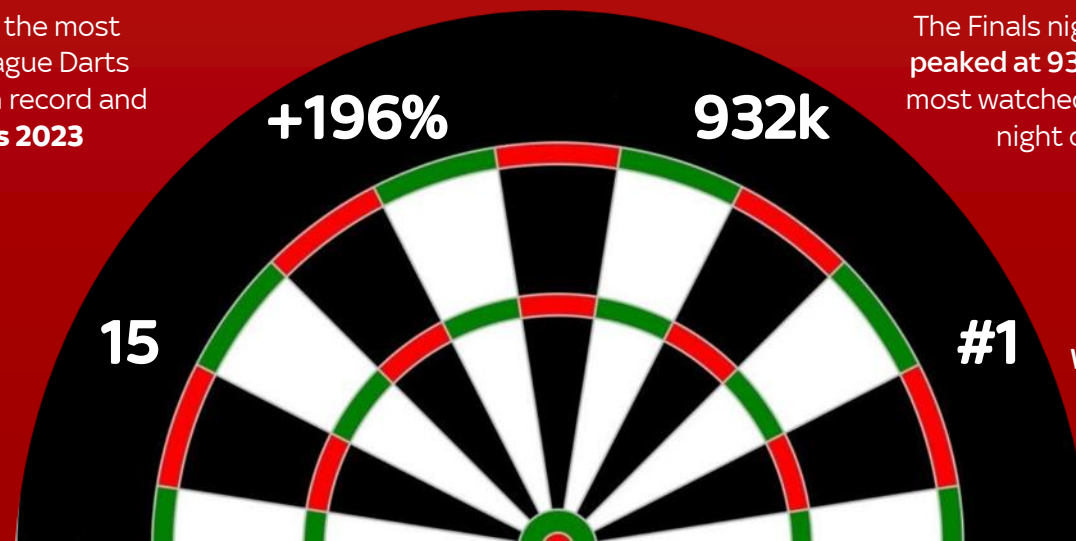
Know a large amount about cars

THE 2024 PREMIER LEAGUE DARTS WAS THE BEST PERFORMING EVER ON SKY SPORTS

Overall, it was by far the most watched Premier League Darts tournament on Sky on record and was **up +196% vs 2023**

The Finals night averaged 682k and **peaked at 932k**, making it by far the most watched Premier League Darts night on Sky on record

The **top 15 nights** of Premier League Darts on Sky are all from the 2024 tournament



The Finals night was the **most watched non-PDC World Championship darts event** on Sky on record



SPONSORSHIP

LINEAR DELIVERY TABLE

Audience	Inds	Ads	Men	Ads ABC1	ABC1 Men	Ads 16-34	Men 16-34	C2DE Men
Ave Live TVR Live Premier League	0.19	0.22	0.30	0.19	0.27	0.16	0.24	0.34
Ave Live TVR World Cup of Darts	0.12	0.13	0.18	0.08	0.11	0.03	0.04	0.26
Ave Live TVR World Matchplay	0.18	0.21	0.31	0.14	0.21	0.07	0.10	0.43
Ave Live TVR World Grand Prix	0.15	0.18	0.26	0.10	0.13	0.04	0.05	0.42
Ave Live TVR Grand Slam of Darts	0.18	0.21	0.28	0.15	0.19	0.11	0.09	0.39
Ave TVR - Highlights	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Total Actuals	240	275	381	204	283	137	187	505
Total 30" Equivs	92.5	105.7	146.8	78.7	109.3	53.3	72.8	193.8
Coverage (000's)	4,101	3,733	2,200	2,225	1,276	957	528	928
Coverage (%)	7	7	9	8	9	7	8	8
OTS	36	38	43	27	31	20	25	60

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