

Coming up live on Sky Sports News | #GMSF | Coming up live on Good Morning

sky sports news

GOOD MORNING SPORTS FANS

2025 Sponsorship Opportunity

the latest breaking news stories visit [skysports.com](https://www.skysports.com) | Coming up live on Sky Sports News | #GMSF | Coming up live

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Why Sky Sports News & Good Morning Sports Fans

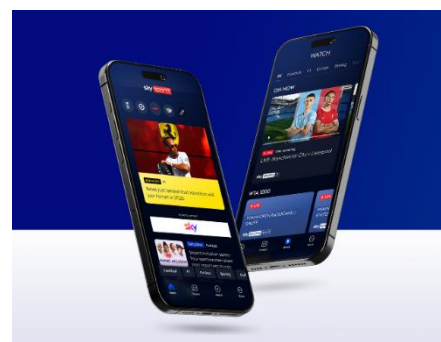
Why Sky Sports News & Good Morning Sports Fans



Dedicated Sports News channel reaching fans of multiple sports



Trusted by Viewers & Critically Acclaimed by the industry



Making Sports News accessible, reaching fans across various platforms



Engaging viewers first thing, setting tone for the day & breaking news first

The UK is Nation of Sports Fans

2/3's

UK adults are sports fans

9.1

watching or playing sport

Billion hours

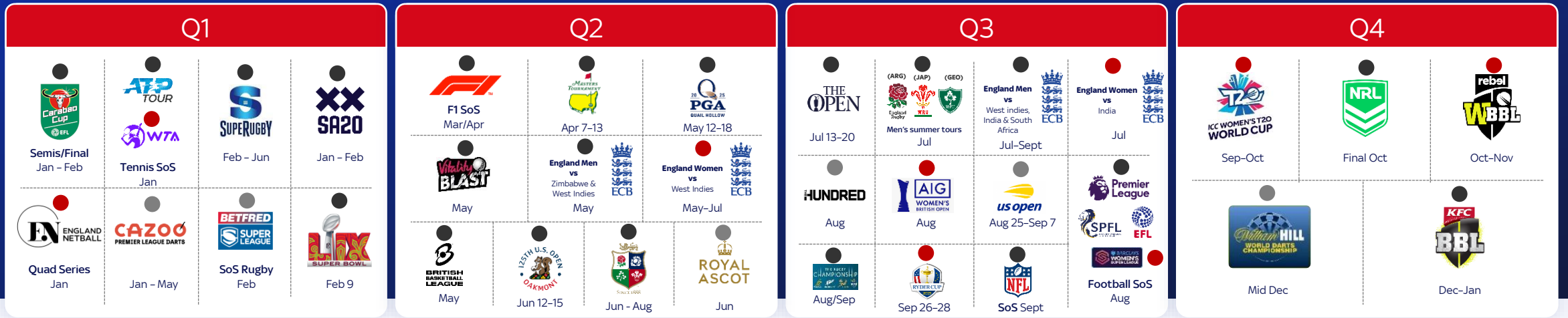
Last year UK adults spent

2.5

engaged with sport

Hours per week

In 2025 Sky Sports & Sky Sports News will bring sports fans...



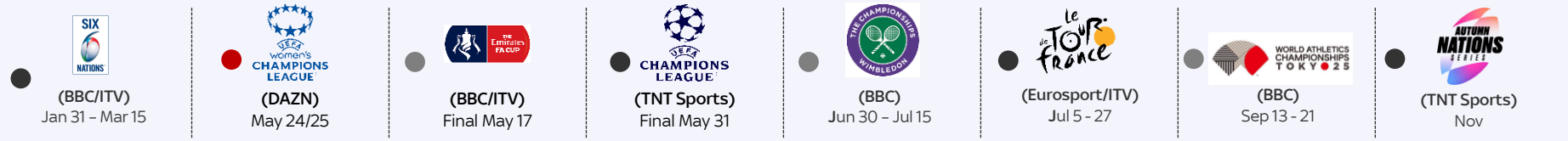
Key rights across the full year



Sky Sports News will also provide the latest on...

Gender
(participation)

- Male
- Male & Female
- Female



Sky Sports News Engages with Sports Fans

66% of Sky Sports News viewers are active lifestyle consumers, **29% more** than the UK population

91% of Sky Sports News Viewers follow a sport, **56% more** than the UK population

SSN Viewers are **avid viewers** of sport on TV **i220**

They prefer being active with their leisure time **i120**

53% of SSN viewers belong to a sports club or gym

And spend an average of **3.4 hours** per week playing sport or exercising

TGI GB 2024 December (Media Owners) | Sky Sports News Fans = Favorite Channel | Sky Sports News Viewers: Favorite channel or Watched in last 7 days



Sky Sports News reaches followers of a broad range of sports



i172
Equestrian



i365
Basketball



i350
Darts



i214
Table Tennis



i242
American
Football



i180
Swimming



i155
Climbing



i162
Surfing



i208
Athletics



i162
Snowboarding



i243
Cycling



i228
Rowing



i264
Marathons



i213
Badminton



i275
Cricket



i194 F1
i217 Formula E



i218
Football



i269
Boxing



i322
Golf



i145 Rugby League
i153 Rugby Union

Sponsorship on Sky Sports News aligns a brand with trusted & valued content

“ So much of sports broadcasting is about storytelling, and Sky tells powerful and inspirational stories. Their in-depth coverage and reporting gives fans a peek into the personalities and lives of the biggest stars ”

Marina Storti – Chief Executive, WTA Ventures

“ If I’m searching for a game or some information, I’ll probably use Sky Sports predominately for my Sports News. It’s just got the best coverage ”

Woman, 24, West Yorkshire

And with Critically Acclaimed Sports Journalism



Sports
Broadcaster of
the Year



Sport
Commentator
of the Year



Sports Pundit of
the Year

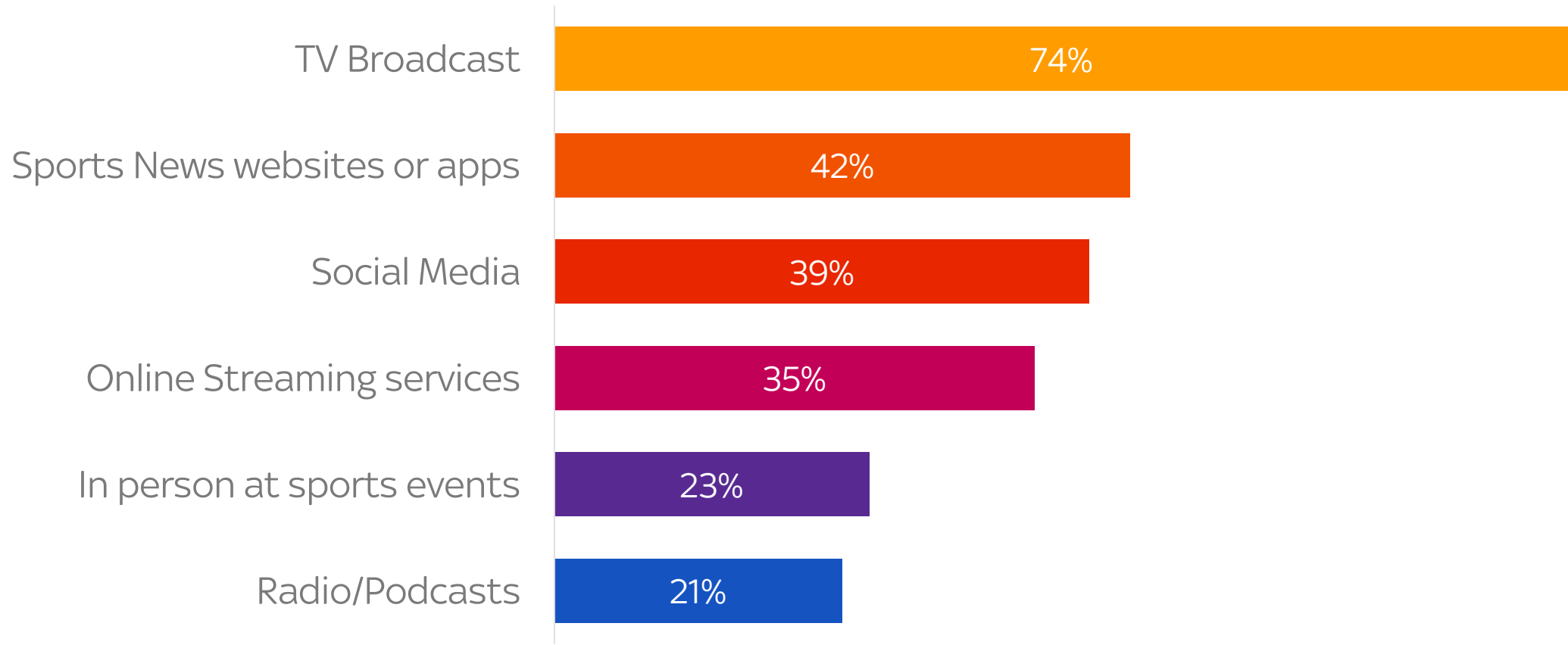


Sports Content
Organisation



Sports Fans crave content on multiple platforms

With TV, Sports News Websites & Social media their preferred medium



Source: *Game Changing: How sport makes us happier, healthier and better connected*. Sky Sports & Public First, Sept 2024 “
Which platforms do you use to consume sport-related content? Please select all that apply

We cater to this craving with Sky Sports serving content across multiple platforms and reaching 10m Men ABC1

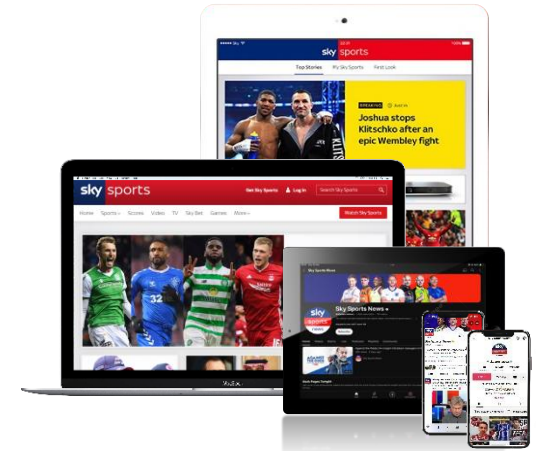
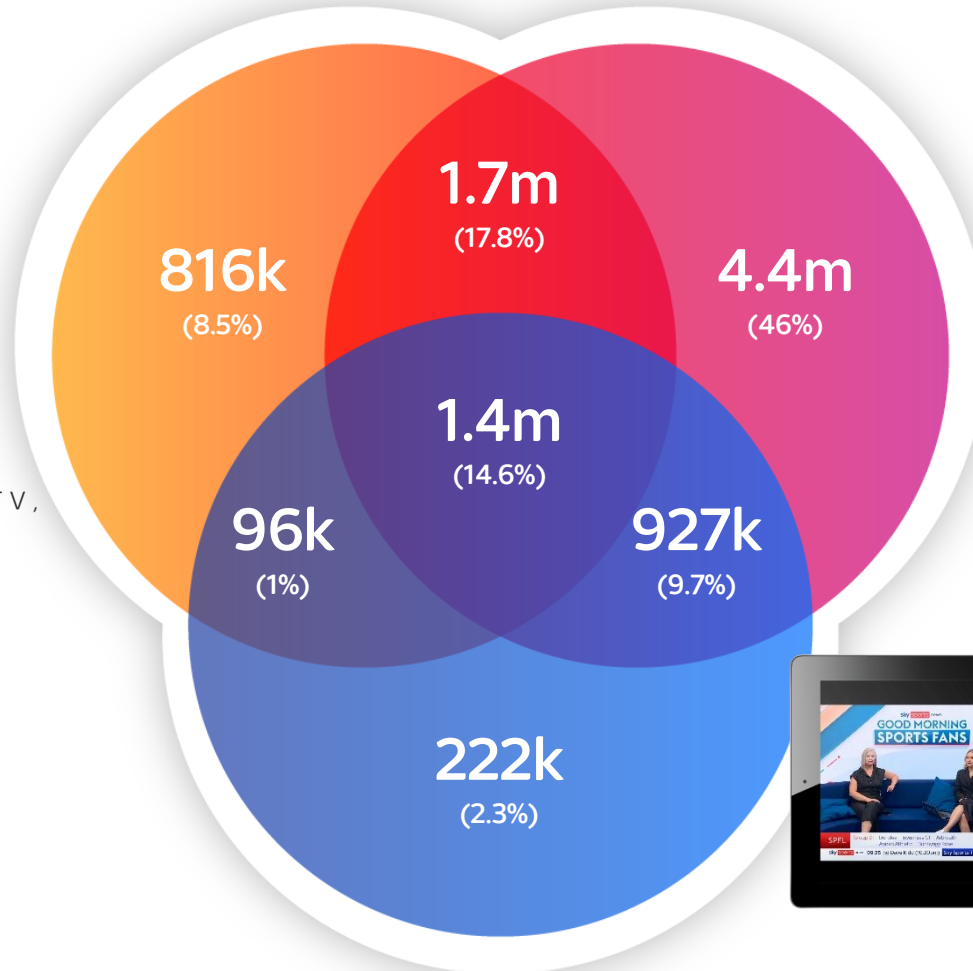


Linear TV

Live TV, Recorded TV,
Out of Home

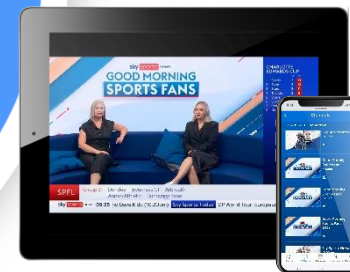
10m

MnABC1
Cross Platform Reach



Digital

Sky Sports websites,
apps and social media



Non Linear TV

Sky On Demand,
Sky Go, Now TV
Virgin On Demand

Viewers appreciate the accessibility Sky Sports News offers

“You’ve got so many different ways you can see sports. With online platforms, you can look at the scores or get updates through social media. When you can’t sit down and watch you can follow the game along online ”

Woman, 26, North East

“It’s just the ease of access of the Sky Sports platform. It’s a trusted platform that people can go to ”

Woman, 27, Outer London



Good Morning Sports Fans delivers all of this, first thing, everyday

Good Morning Sports Fans offers brands the chance to be part of **breaking the biggest sports news** stories, **first thing, everyday**.

The morning slot **sets the tone for the day**, providing fans with all the highlights and context they need before work or other commitments.

Good Morning Sports Fans is also **perfectly timed to deliver breaking news** from across the world, including **transfer updates, injury reports, and managerial decisions**, which often unfold during the early hours.



Sky Sports News Audience

Sky Sports News helps your brand reach a desirable audience...



Broad Range of Life Stages

In the next 12 months SSN Viewers are likely to

Take a Gap Year/Career Break **i201**
Start own business **i145**

Get married **i168**
Purchase House **i153**
Make Home Improvements **i153**
Primary School Parents **i179**
Secondary School Parents **i128**



Active & Sports Focused Lifestyle

Heavy users of gyms/health clubs **i184**

Encourage their children to play sport **i141**

Follow sports **i157** & are sports club members **i242**



Engaged with "morning" centric products

Bought a coffee machine in last 12 months **i164**

Heavy Consumers of Breakfast Cereal **i112** and Cereal/Breakfast Bars **i168**

Take Vitamins/Supplements 2-3 times a week **i148**

Only use good quality toiletries **i112**



Influenced by Advertising

Tempted to buy products they've seen advertised **i119**

Advertising is their criteria of choice **i197**

Prefer to buy products from companies who sponsor sporting events/teams **i146**

Sponsorship Opportunity

Our proposal will enable you to...



Reach a multitude of sports fans, at a prime moment in the day, everyday of the week.

Connecting with them across the platforms they engage with most, via a channel renowned for unrivalled sports content and accessible & quality sports news

Linear

Allowing your brand to **reach sports fans & active sports participants**, on a daily basis. Becoming part of their morning everyday, as they engage with the **sports content they love**

Digital

Align with a **highly valued platform**, renowned for keeping fans **abreast of the action** & giving **deeper understanding**, making your synonymous the **accessibility and quality** Sky Sports News provides

Social

Connect your brand with **sports fans who turn to social media first**. **Extending your brand reach** whilst **cementing the synergy** between your brand, Sky Sports News across a platform **valued for its immediacy**

Social Branded Content

Collaborate with Sky Sports News to deliver a **bespoke morning report**, tailored for social audiences. Providing a **concise roundup** of the sports news they need to start their day and **making your brand part of their morning routine**

Licensing

Extending your association beyond the screen and into the retail environment. Creating a **tangible link** between your brand and the trusted content **at the point of purchase**

Research

Measure the effectiveness of all elements of the partnership using **brand effectiveness study**, conducted by a trusted 3rd party research agency

Our proposal will deliver...



Linear

457 MnAdBC1 30" equivs

Reaching **6m** Individuals/**2.08m** MnABC1
Delivered across 2x 15" and 6x5" per hour
on GMSF on SSN & simulcasts on Sky
Sports Main Event

Digital

2.8m imps on Sky Sports SFVOD*
6.67m display imps across Sky Sports
Web & App
7m impressions delivered via 1-2 HPTO on
Sky Sports

Social

9.m views across Sky Sports social on
Facebook & Instagram
Delivered against Sky Sports organic &
your brands target audience

Social Branded Content

Production of a bespoke morning report.
7.2m views delivered across Sky Sports
social on Instagram and TikTok. Delivered
against Sky Sports organic & your brands
target audience

Licensing

Either a 2 month license of Sky Sports
News logo **or** a 4 month license of the
Good Morning Sports Fans logo to be
used on pack activity**

Research

1-2 waves of brand effectiveness
research

The Sponsorship Package

Media	PLATFORM	DELIVERY		VALUE		ASKING PRICE	
	Linear	485	MnABC1 30" equivs	£3,954,952	£4,558,552		Available on request
	Digital	2,800,000*	Imps on SFVOD	£70,000			
		9,214,000	Imps on Sky Sports Display	£40,000			
		7,000,000	Imps via Sky Sports 1-2 24hr HPTO	£40,000			
	Social	9,000,000	views on Clips on Sky Sports Social	£252,000			
		7,200,000	promoting Branded content on Sky Sports social	£201,600			
Hard Costs	PLATFORM	DELIVERY		VALUE			
	Social Production	Creation of social branded content		£25,000	£85,000		
	Licensing	2 months Sky Sports News License or 4 months Good Morning Sports Fans License**		£40,000			
	Research	1-2 Wave of research		£20,000			

* 1.12m imps from this can be time banded to 5am - 11am if desired | ** All logo usage subject to channel approval | All figures are gross

Amplification options

Supersize your reach through an enhanced digital package

To maximize reach, the digital component of the package can be upgraded to one of the following options, providing enhanced reach and additional value for an increased investment.

Option 1: Increased impression targets offering £200k additional value for an additional £162,500 investment.

PLATFORM	DELIVERY		VALUE		ADDITIONAL INVESTMENT
Digital	8,000,000*	Imps on SFVOD	£200,000.0	£350,000 (Additional £200k value)	Available on request
	16,666,667	Imps on Sky Sports Display	£100,000.0		
	10,000,000	Imps via Sky Sports 2 x 24hr HPTO	£50,000.0		

* 3.2m imps from this can be time banded to 5am - 11am if desired | All figures are gross

Option 2: Increased impression targets & expanding the partnership across Sky Sports TikTok offering £500k additional value for an additional £352,500 investment

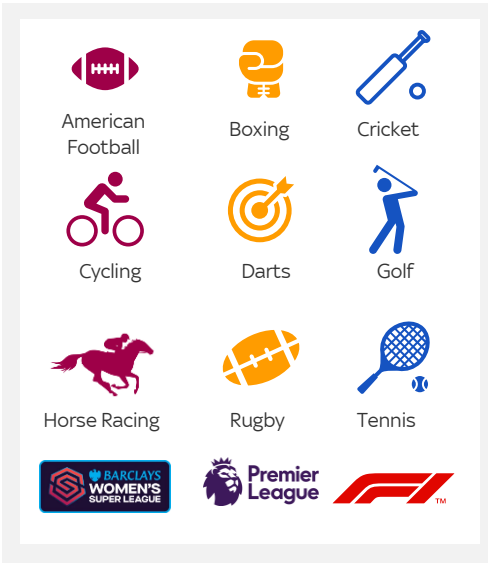
PLATFORM	DELIVERY		VALUE		ADDITIONAL INVESTMENT
Digital	10,000,000*	Imps on SFVOD	£250,000.0	£650,000 (Additional £500k value)	Available on request
	18,333,333	Imps on Sky Sports Display	£110,000.0		
	20,000,000	Imps via Sky Sports 4 x 24hr HPTO	£100,000.0		
	11,515,152	Imps via Sky Sports Tik Tok Premier Pulse (1-2 month activation)	£190,000.0		

* 4m imps from this can be time banded to 5am - 11am if desired | All figures are gross

Double down on your audience targeting with addressable

Investing in **one campaign addressable (OCA)** as part of the partnership would enable you to **directly target your desired audience** – no matter how niche – with **product-focused messaging**, effectively building on the brand awareness generated by the sponsorship

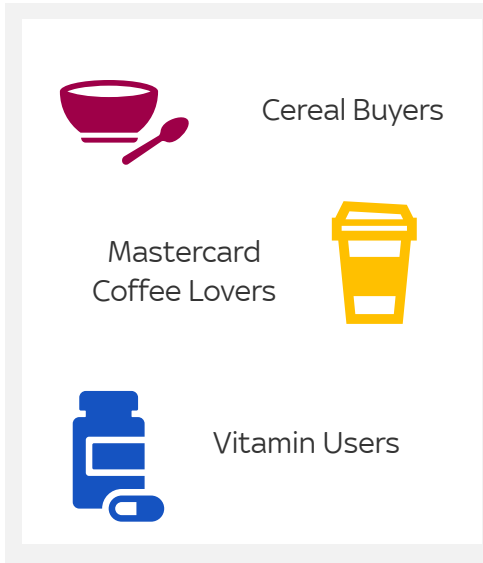
Working together we can create a bespoke OCA package to support & build off the sponsorship. Below are example targeting we can use to build this



A grid of 12 sports-related icons and logos. The first row contains American Football, Boxing, and Cricket. The second row contains Cycling, Darts, and Golf. The third row contains Horse Racing, Rugby, and Tennis. The bottom row contains logos for Barclays Women's Super League, Premier League, and Formula 1.

American Football
Boxing
Cricket
Cycling
Darts
Golf
Horse Racing
Rugby
Tennis
Barclays Women's Super League
Premier League
Formula 1

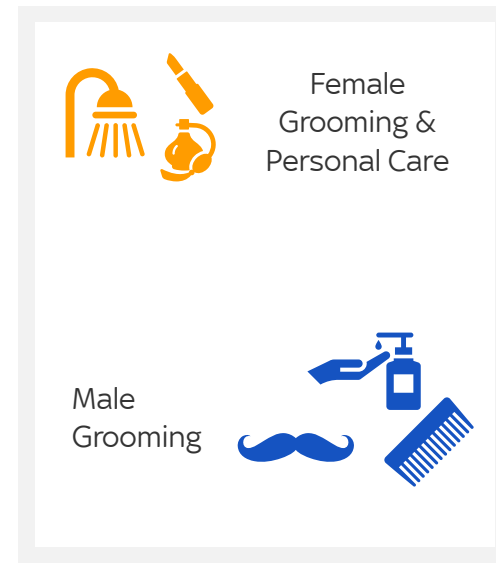
Sports Fans



A grid of three breakfast-related icons: a bowl of cereal, a coffee cup, and a vitamin bottle.

Cereal Buyers
Mastercard Coffee Lovers
Vitamin Users

Breakfast Product



A grid of three personal care icons: a showerhead, a perfume bottle, and a grooming kit with a mustache and comb.

Female Grooming & Personal Care
Male Grooming

Personal Care

Double down on your audience targeting with addressable

Adding an **OCA element in addition to the sponsorship** will allow you to **reach those within your target audience** already primed by the sponsorship **and** those in your target audience the sponsorship hasn't yet reached, with a **product focused message**. With the combined effect of **extending your partnership reach to a relevant audience** and **reinforcing the sponsorship message**

We would recommend a **spend of £200k** to add this to the sponsorship package. The exact audience delivery for this spend will depend on the audience targeting selected and the duration of the campaign, but an **example campaign for a sports focused audience is shown below**

Example One: Using £200k to target cricket fans across our summer of cricket and tennis fans off the back of Wimbledon.

PLATFORM	AUDIENCE DESCRIPTION	DATES	TARGET IMPRESSIONS	ESTIMATED +1 REACH	AVERAGE FREQUENCY	BUDGET
AdSmart	Cricket + Tennis Fans	22 Jun 25 - 31 Aug 25 (71 days)	4,043,467	85%	11.7	
VoD		22 Jun 25 - 31 Aug 25 (71 days)	1,010,866	35%	7.1	
Total		22 Jun 25 - 31 Aug 25 (71 days)	5,054,334	90%	13.9	

Example Two: Using £200k to target Rugby Fans during the 6 Nations.

PLATFORM	AUDIENCE DESCRIPTION	DATES	TARGET IMPRESSIONS	ESTIMATED +1 REACH	AVERAGE FREQUENCY	BUDGET
AdSmart	Rugby Fans	26 Jan 25 - 31 Mar 25 (65 days)	4,288,394	85%	20.8	
VoD		26 Jan 25 - 31 Mar 25 (65 days)	1,072,098	35%	12.7	
Total		26 Jan 25 - 31 Mar 25 (65 days)	5,360,493	90%	24.7	

Appendix

Good Morning Sports Fans: Core Media Package

12 month estimates

Audiences	Total Actual Ratings	30" Equivs	Reach %	000s	OTS
Individuals	539	238	10	6,028	54
Adults	616	272	11	5,445	59
ABC1 Men	1,033	457	15	2,082	69
ABC1 Adults	618	273	11	3,275	55
Men	1,072	474	14	3,481	77
16-34 Men	239	106	8	567	30

Based on 2 x 15" and 6 x % 2 per hour, across GMSF on Sky Sports News & Simulcasts on Sky Sports Main Event

Platform	Channel	Targeting	Dates	Format	Value	CPM / CPV	Frequency Cap	Reach	Impressions
Sky Sports SFVOD*	Sky Sports: Web, App, YouTube	Sky Sports News	2025 Always On	6s-30s Non-Skip Solus Pre Roll	£70,000	£25	2	1,400,000	2,800,000*
Sky Sports Display	Sky Sports: Web & App	Sky Sports		Standard Display Units: MPU, DMPU, Leaderboards, Billboards	£40,000	£6	4	1,666,667	6,666,667
Sky Sports HPTO	Sky Sports: Web & App	Sky Sports Home Page	Dates TBC: 1-2 x 24 Hour Period	100% SOV HPTO	£40,000	Flat Fee	4	1,750,000	7,000,000
Total					£150,000			4,816,667	16,466,667

*1.12mimps from this can be time banded to 5am – 11am if desired

	Platforms	Number of Posts	Guaranteed Views	Value
Social Clip Alignment	Instagram Facebook	24 x Insta & 24 FB Posts	9,000,000	£252,500
Social Branded Content	Instagram – Sky Sports Football TikTok – Sky Sports	Ave of 3 reports per month	7,200,000	£201,600

Good Morning Sports Fans: Alternative Digital Packages

Option 1:

Platform	Channel	Targeting	Dates	Format	Value	CPM / CPV	Frequency Cap	Reach	Impressions
Sky Sports SFVOD*	Sky Sports: Web, App, YouTube	Sky Sports News	2025 Always On	6s-30s Non-Skip Solus Pre Roll	£200,000	£25	2	4,000,000	8,000,000*
Sky Sports Display	Sky Sports: Web & App	Sky Sports		Standard Display Units: MPU, DMPU, Leaderboards, Billboards	£100,000	£6	4	4,166,667	16,666,667
Sky Sports HPTO	Sky Sports: Web & App	Sky Sports Home Page	Dates TBC: 2 x 24 Hour Period	100% SOV HPTO	£50,000	Flat Fee	4	2,500,000	10,000,000
Total					£350,000			10,666,667	34,666,667

* 3.2mimps from this can be time banded to 5am - 11am if desired

Option 2:

Platform	Channel	Targeting	Dates	Format	Value	CPM / CPV	Frequency Cap	Reach	Impressions
Sky Sports SFVOD*	Sky Sports: Web, App, YouTube	Sky Sports News	2025 Always On	6s-30s Non-Skip Solus Pre Roll	£250,000	£25	2	5,000,000	10,000,000*
Sky Sports Display	Sky Sports: Web & App	Sky Sports		Standard Display Units: MPU, DMPU, Leaderboards, Billboards	£110,000	£6	4	4,583,333	18,333,333
Sky Sports HPTO	Sky Sports: Web & App	Sky Sports Home Page	Dates TBC: 4 x 24 Hour Period	100% SOV HPTO	£100,000	Flat Fee	4	5,000,000	20,000,000
Sky Sports SFVOD	Sky Sports Tik Tok Premier Pulse	Sky Sports	1-2 Month Activation (Dates TBC)	6s-30s Non-Skip Solus Pre Roll	£190,000	£17	2	5,757,576	11,515,152
Total					£650,000			20,340,909	59,848,485

* 4mimps from this can be time banded to 5am - 11am if desired

We cater to this craving with Sky Sports serving content across multiple platforms and reaching 23m Adults

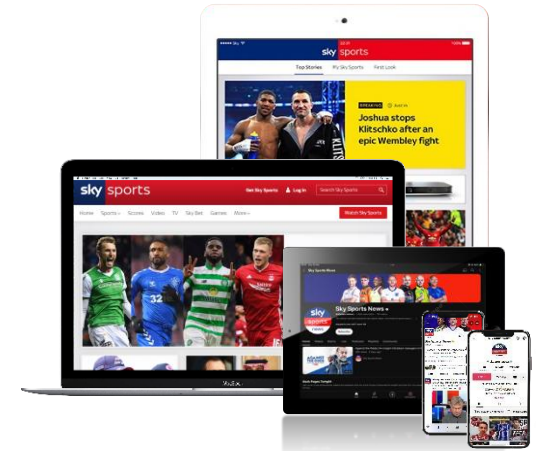
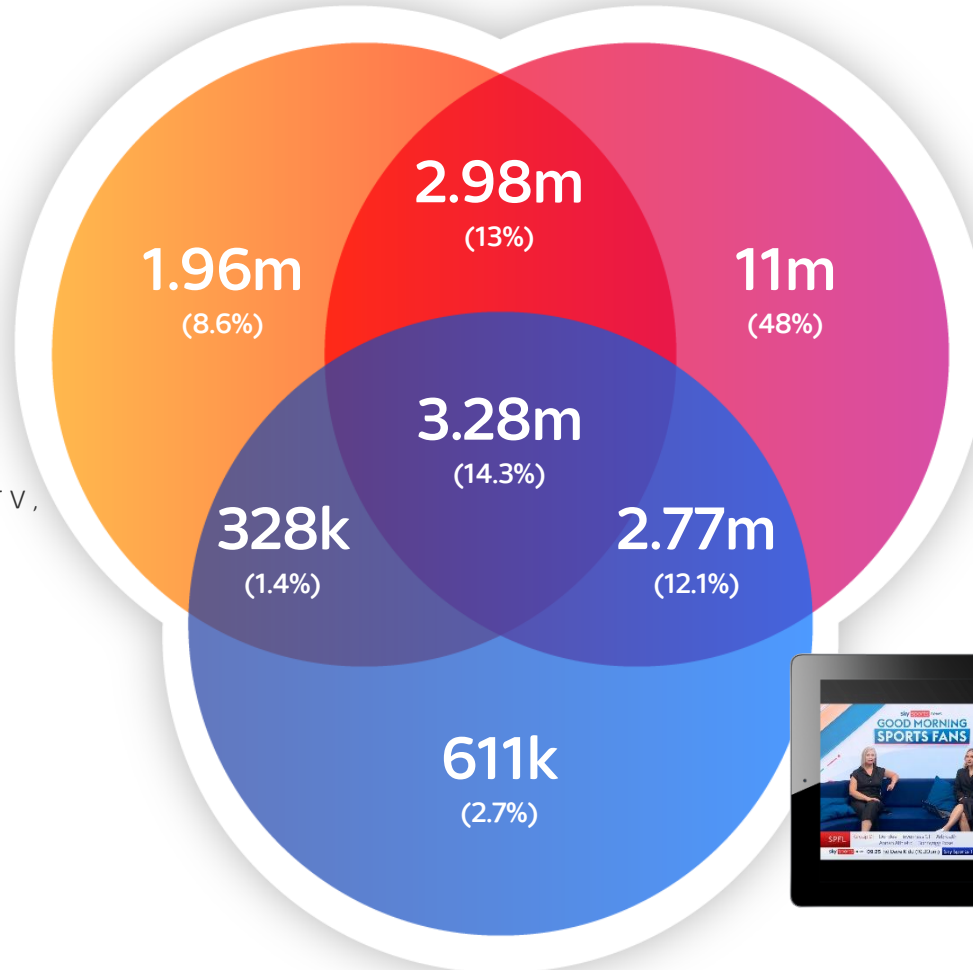


Linear TV

Live TV, Recorded TV,
Out of Home

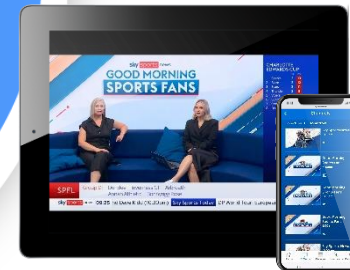
23m

Adults 16+
Cross Platform Reach



Digital

Sky Sports websites,
apps and social media



Non Linear TV

Sky On Demand,
Sky Go, Now TV
Virgin On Demand

We cater to this craving with Sky Sports serving content across multiple platforms and reaching 5.9m Mn1634

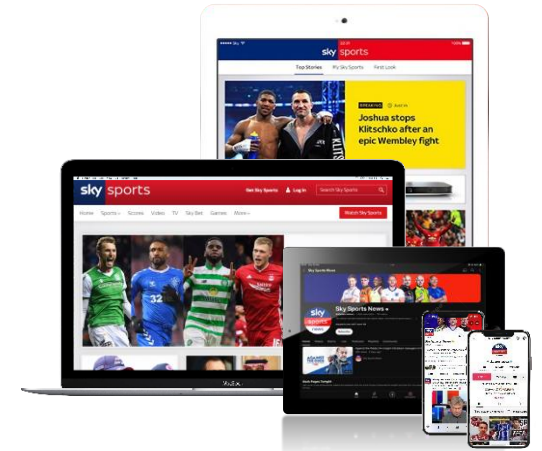
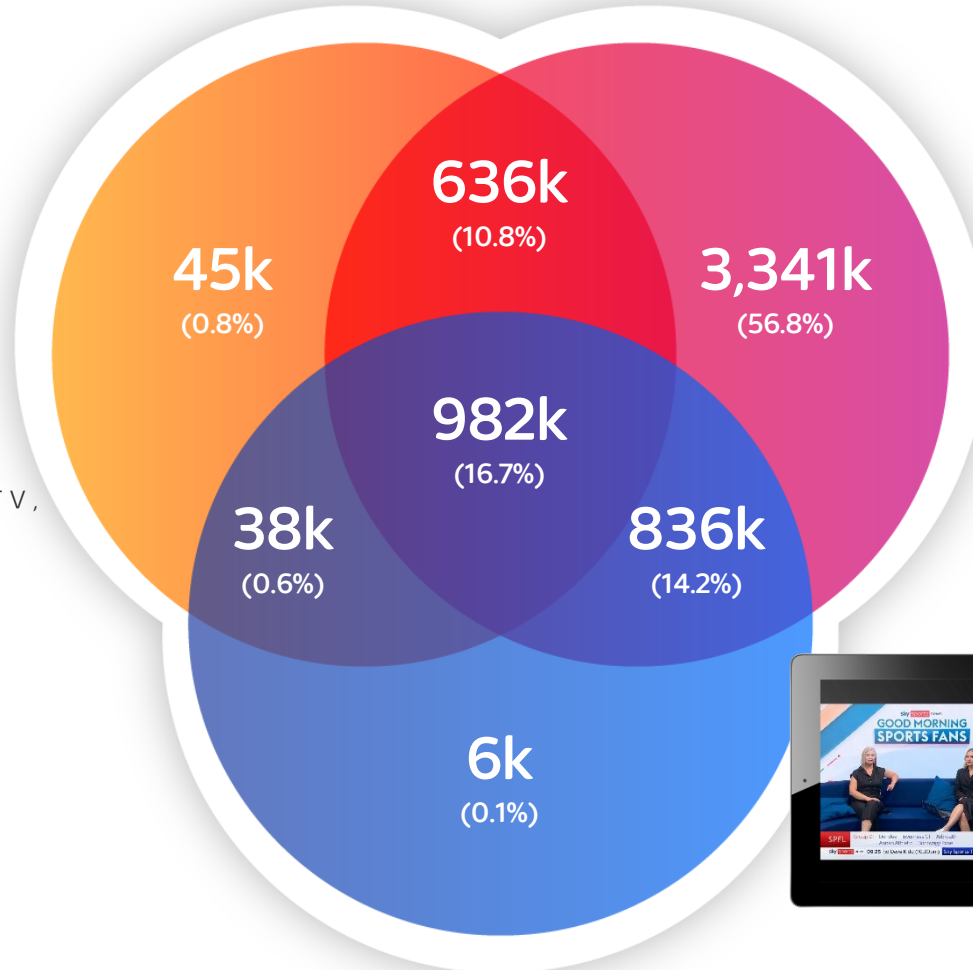


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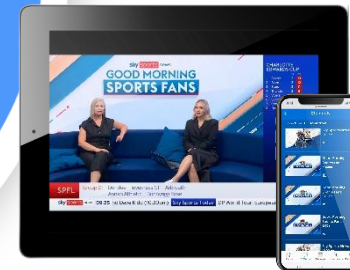
5.9m

Mn 1634 Cross Platform Reach



Digital

Sky Sports websites,
apps and social media



Non Linear TV

Sky On Demand,
Sky Go, Now TV
Virgin On Demand

We cater to this craving with Sky Sports serving content across multiple platforms and reaching 14.5m Adults ABC1

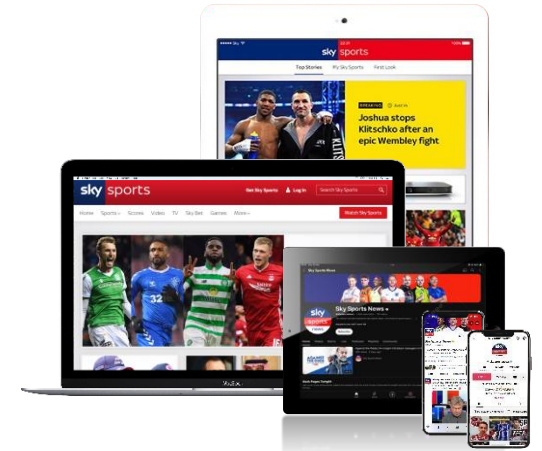
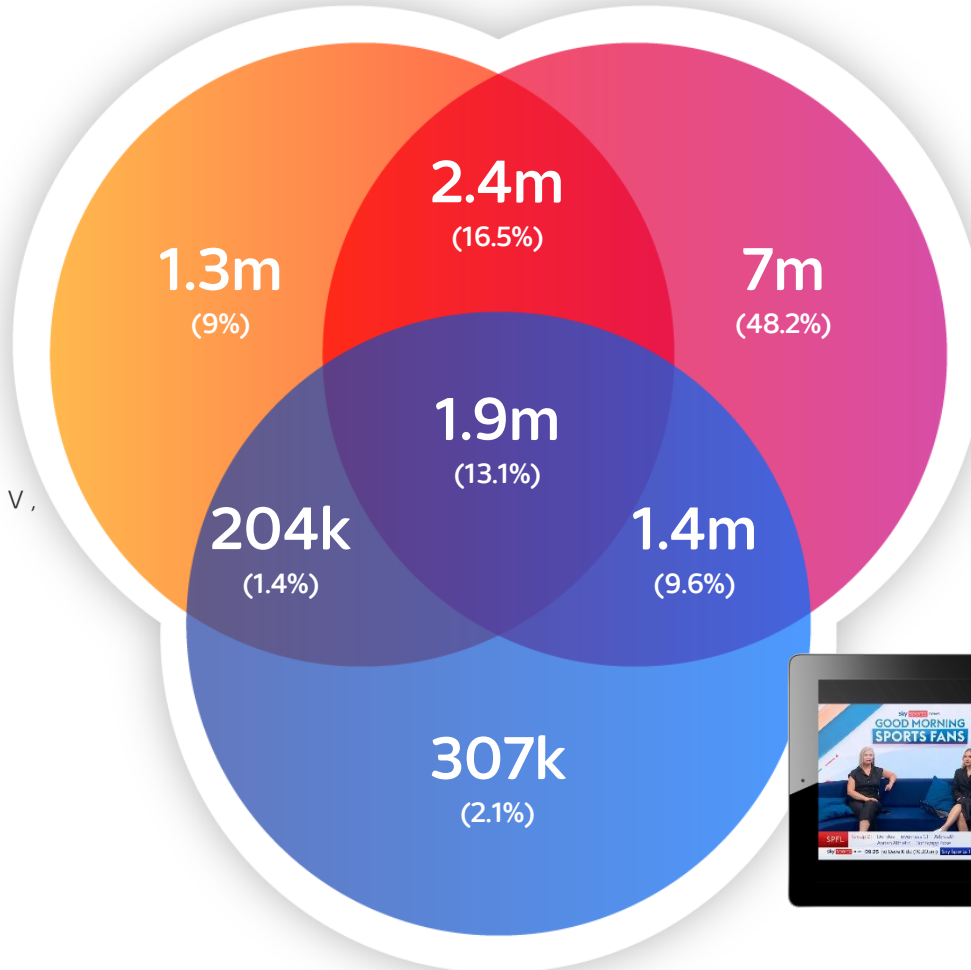


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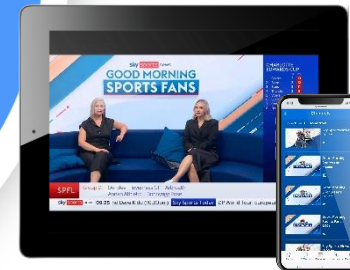
14.5m

Adults ABC1
Cross Platform Reach



Digital

Sky Sports websites,
apps and social media



Non Linear TV

Sky On Demand,
Sky Go, Now TV
Virgin On Demand