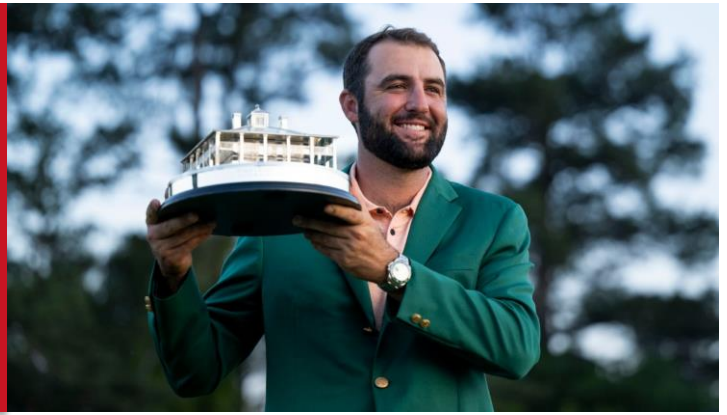


Opportunity

2025 Masters Sponsorship Opportunity UK & ROI

*Co-Broadcast sponsorship



Channel

sky sports golf

Investment

*Available on request

Dates

7th - 20th April 2025

Platforms

- | | |
|---|--|
| <input checked="" type="checkbox"/> Broadcast | <input checked="" type="checkbox"/> Sky Go |
| <input checked="" type="checkbox"/> On Demand | <input checked="" type="checkbox"/> Social |
| <input checked="" type="checkbox"/> Digital | <input checked="" type="checkbox"/> Mobile |

The Opportunity

Sky Sports, the home of golf, will once again bring golf fans unparalleled coverage of the biggest golf events in 2025. Sky Sports Golf is THE destination for live Golf in the UK and sponsorship gives brands the opportunity to position themselves within an environment that appeals strongly to a loyal ABC1 male audience, alongside some of the world's biggest sporting events.

All four days of the 2025 Masters Tournament will be shown live and exclusive-on Sky Sports. With exclusive coverage of the Masters, an opportunity presents itself to become the co-sponsor of this highly-anticipated major. This opportunity will showcase your brand through Sky's broadcast, digital, social, and VOD platforms, ensuring your message resonates with the golf enthusiasts who matter most.

The Content

The Masters is one of the most prestigious and historic tournaments in world golf. The first of four major golf tournaments in the calendar, the Masters is hosted at the iconic Augusta National with the best players in the world competing for the infamous green jacket. It is widely regarded as the pinnacle of golf, with an illustrious history and played on arguably the most iconic and challenging course in the world.

Scottie Scheffler won his second career green jacket at last year's Masters. The world number one lead the field as he entered the final round, one shot clear of Collin Morikawa who had played faultlessly over the first three rounds. The leaderboard remained tight over the front nine with Morikawa in close pursuit and the young sensation, Ludvig Aberg making his way up the leaderboard. Pressure grew on those in the chasing pack, leading to crucial errors and dropped shots whilst Scottie remained calm and collected down the closing stretch, carding a -4 for his final round and -11 for the tournament.

In 2025, a stellar field of the world's best players will once again return to Augusta National Golf Club, setting their sights on a major victory and the coveted green jacket. Sky Sports will be providing exclusive coverage, with our expert talent at the helm. Nick Dougherty and our expert talent will be joined by guests including Sir Nick Faldo and Butch Harmon, providing viewers the best analysis of every tee, fairway and green. As well as the live tournament there is also live coverage of the famous Par 3 tournament, plus 'Live from the Range' bringing fans daily previews and all the news live from Augusta National. Continuing to innovate and provide the best coverage, Sky Sports remains THE number one place to watch the Masters in 2025.



Audience Insight



Sky Sports Golf fans are affluent:

- 70% of the audience are ABC1 (i114)
- 114% more likely to have a personal income of £50k-£75k (i214)
- 29% of viewers are considered 'Affluent Achievers' (i159)



They are tech enthusiasts:

- 84% more likely to be 'Tech Leaders' (i184)
- They are 50% more likely to choose brands when shopping for tech (i150)



They are homeowners:

- 52% own their home outright (i147)
- 71% more likely to own a second home (i171)

Co-Sponsorship Scheduling*

Live Coverage - All Four Rounds

- Thursday 10th April - Sunday 13th April 2025 (UK Peak Time)
- An average of 1 x 15" and 18 x 5" credits per day.

Live Par 3 Competition

- Wednesday 9th April 2025
- An average of 1 x 15" and 10 x 5" credits

Masters Breakfast Live from Augusta National

- Thursday 10th April - Sunday 13th April 2025.
- An average of 1 x 15" and 8 x 5" credits per programme.

Highlights and Repeats

- c.6 x 2hr highlight programmes
- An average of 2 x 15" and 10 x 5" credits per programme.

Masters Magazine Programming

- An average of 2 x 15" and 4 x 5" per programme.

*All scheduling and accreditation estimated and subject to change.

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UK Broadcast – Estimated Audience Delivery

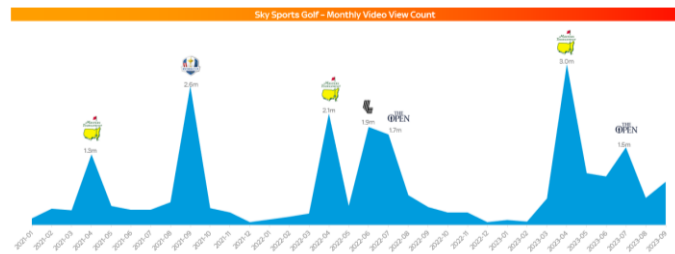
BARB: Masters on Sky Sports

Audience	Inds	Ads	Men	Men ABC1	Ads ABC1
Average TVR: Live (Sky Sports Golf)	0.51	0.58	0.80	0.98	0.70
Average TVR: Live (Sky Sports Main Event)	0.20	0.24	0.34	0.38	0.28
Average TVR: Highlights/Repeats/Magazine	0.03	0.03	0.05	0.06	0.04
Actuals	94	107.5	154	188	130.5
30" Equivs	35.1	40.2	57.6	70.3	48.8
Coverage (000s)	3,729	3,526	2,331	1,572	2,409
Coverage (%)	6	7	9	11	8
OTS	16	15	17	17	16

Sky Sports Digital

Sky Sports Golf delivers the **very best of golf** content across Sky's websites, apps and YouTube channels. Every par, putt and pitch from the Masters tournament available in highlight form, for both Sky and non-Sky subscribers.

The Masters drives Sky Sports Golf's biggest viewing performance each and every year across Digital & Social channels



Sky's digital properties enable cross-screen ownership of the Masters, allowing access to **younger, harder to reach audiences** as well as **multi-screen presence** and messaging. All formats are clickable and highly viewable, with content driving dwell times of over an hour.

The co-sponsor of the 2025 Masters on Sky Sports will receive the following placements on skysports.com and the Sky Sports Golf YouTube Channel throughout the week leading up to and following the tournament, plus all four days of live coverage (7th - 13th April 2025)

- **5" - 30" Pre-Roll** on Masters video content on skysports.com & YouTube - 500,000 impressions.
- **Run of Sky Sports** premium display formats across Sky Sports Golf pages - 5m impressions.

Sky AdVance

To **increase the effectiveness** of the sponsorship, **£52k gross** of the investment will be committed to **Sky AdVance** digital inventory, allowing your brand to amplify and/or extend the Sky Sports Golf sponsorship message.

Sky AdVance can target individuals across the web based on their viewing habits as well as whether they have (or haven't) seen your idents on TV. We can therefore give you the ability to:

- Reinforce your sponsorship message online by understanding who has seen your sponsorship idents.
- Extend your sponsorship by targeting viewers online that have not seen your sponsorship on TV to grow incremental reach.

ROI Broadcast Estimated Delivery

Audience	Inds	Men ABC1	Ads ABC1
Average TVR	0.69	0.84	1.12
Actuals	410	667	498
30" Equivs	176.2	286.7	214.0
Coverage (000s)	441	140	243
Coverage (%)	10	17	14

Sky Sports Social

Sky Sports social channels are the home of breaking sports news, official highlights, and analysis of the biggest sporting events, delivering coverage, exclusively to a passionate and engaged audience.

Sky Sports Golf social channels bring keen golf enthusiasts a mix of presenter led coverage and exclusive golf highlights from the biggest names in golf from Rory McIlroy and Scottie Scheffler to Nelly Korda and Minjee Lee.

With **55%** of our social audience within the 18-44-year-old demographic, content on our golf channels reach a younger, incremental audience to our golf coverage. We also see **loyalties** and **emotional investments** transferred from our linear coverage over to our social channels.

Over the course of the Masters, this social sponsorship package offers alignment with official highlights and analysis across the Sky Sports Golf YouTube, Facebook, and Instagram channels as well as support from the Sky Sports Instagram and Facebook accounts, sharing a combined audience of over **28m subscribers**.

The sponsor of the Masters social coverage will receive the following placements and posts across the week:

- 5" co-branded title sequence on sponsored YouTube posts
- 6" co-branded end board on sponsored Facebook & Instagram posts
- Branded logo watermark on sponsored content
- @Sponsored tagging on relevant social posts

Platforms	Channel	Posts	Est. Views
YouTube	Sky Sports Golf		
Instagram	Sky Sports	x49 posts	4,600,000
Facebook			
Total		49	4,600,000

Terms & Conditions

1, Subject to event partner and incumbent sponsor obligations. 2, The opportunity excludes creative production. 3, Excludes independent research. 4, Subject to brand, channel and OFCOM approval. 5, UK and ROI linear sponsorship can be sold separately. 6, Estimated linear deliveries are modelled from average programme TVR.