



sky sports



TYPE

Full Tournament Sponsorship
Opportunity 2025



DATES

13th February - 11th October
2025



STATUS

With Event Partners



INVESTMENT

£250,000 net



SPONSORSHIP OVERVIEW

sky media

A FULLY IMMERSIVE CROSS-PLATFORM EXPERIENCE

Sky Media & Super League Rugby are excited to offer brands the opportunity to be the solus sponsor of the 2025 Betfred Super League on Sky Sports. This season, we're offering brands multiple different touchpoint opportunities with which to maximise reach and develop a brand awareness within a highly dedicated Rugby League audience. Through an always-on cross-platform presence, your brand will be integrated into Sky Sports' Super League coverage across Linear, VOD, Digital & Social platforms.



LINEAR

- As the solus sponsor, your brand will receive the following accreditation across Live Super League matches, highlights, as well as any associated programming:
 - c. **2 x 15" & 6 x 5"** sponsorship credits per Live game.
 - c. **2 x 15"** sponsorship credits per highlight programme.
- Included with the sponsorship is branding across all **Super League Wheelchair Rugby & Women's Super Rugby**.

**All scheduling and accreditation is estimated and subject to change*

**Sponsorship excludes games on Sky Sports+ OTT Service*



VIDEO ON DEMAND

- Across the sponsorship period, Super League 2025 is simulcast across Sky Go & will carry sponsor accreditation consistent with the linear broadcast.



DIGITAL & SOCIAL

- Sky Sports Digital is the **#1 commercial destination (highest reach and most visited) in the UK**. As sponsor, your brand will have the following placements:
 - **Sky Sports Rugby League Section**
 - Sponsorship Logo Placement – 100% SOV
 - 5" pre-roll sponsorship bumper across all Super League content – 100% SOV
 - **SkySports.com**
 - Premium Display Units: Leaderboards, Superheader, MPU, DMPU & Mobile Banner
 - **Sky Sports YouTube**
 - 6" – 30" solus non-skip pre-roll across all Betfred Super League content.
- Sponsorship will integrate your brand into the heart of all Super League discussion across our **Sky Sports social channels**.
 - **Sky Sports YouTube**
 - 5" co-branded title slate on all YouTube posts.
 - **Sky Sports Instagram & Facebook**
 - 6" co-branded title slate on all Facebook Super League related posts.
 - Paid partner tagging on all relevant Instagram & Facebook social posts.



SPONSORSHIP 2025 INVENTORY

sky media



Super League Las Vegas
Saturday 1st March 2025



Grand Final
Saturday 11th October 2025

sky sports

Magic Weekend (3rd – 4th May)
All 12 Teams, 6 Games

c.52 live games
from Europe's most elite domestic Rugby
League competition

£407k
16-34 Men Media Value



SPONSORSHIP

INVENTORY & ESTIMATED DELIVERY



PLATFORM	FORMAT	ESTIMATED DELIVERY (RATINGS, IMPRESSIONS VIEWS)
BROADCAST & VIDEO	<ul style="list-style-type: none"> Broadcast Sponsorship of c. 52 Live Betfred Super League fixtures and all highlights/associated programming. 	<p>10.8 16-34 MEN RATINGS</p>
DIGITAL	<ul style="list-style-type: none"> Premium Display Units: <ul style="list-style-type: none"> ➢ Leaderboards ➢ Superheader ➢ MPU, DMPU ➢ Mobile Banner Logo Placement 5" Pre-Roll Sponsorship Bumper 100% SOV Home Page Take Over Branded Skin (FINAL) 6" - 30" Solus Non-Skip Pre-Roll 	<p>10,725,000 IMPRESSIONS</p>
SOCIAL	<ul style="list-style-type: none"> 30 x clips (stand out moments/highlights across the season) on Sky Sports YouTube, Sky Sports Facebook and Sky Sports Instagram 	<p>2,250,000 VIEWS</p>

TOTAL INVESTMENT

£250,000 net



SPONSORSHIP

LINEAR DELIVERY TABLE

Audience	Inds	Ads	Ads ABC1	ABC1 Men	C2DE Men	Men 16-34
Ave TVR - Live	0.08	0.09	0.08	0.09	0.15	0.05
Total Actuals	37	43	37	44	75	24
Total 30" Equivs	16.6	19.1	16.4	19.8	33.7	10.8
Coverage (000's)	1,286	1,227	691	450	374	84
Coverage (%)	2	2	2	3	3	1
OTS	18	18	15	14	23	20

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
- Sponsorship excludes games on Sky Sports+ OTT Service



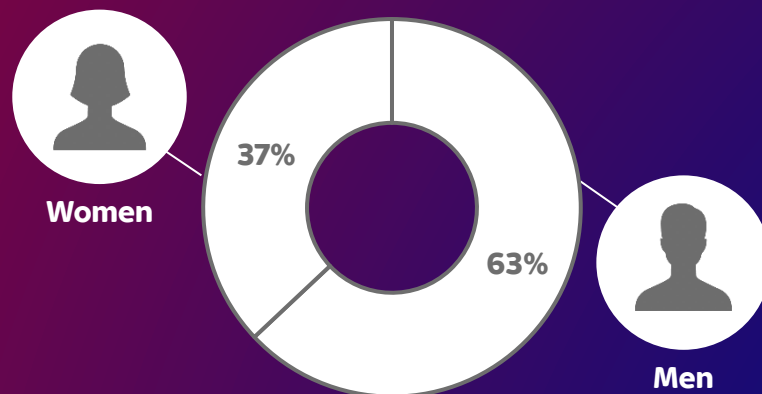
SPONSORSHIP

AUDIENCE & INSIGHT

73%

Northeast, Yorkshire or Northwest

Share of Audience



SHARE OF VIEWING

Men ABC1	31%	Men 45+	54%
Men C2DE	39%	Women 45+	27%
Women ABC1	19%	Men 25-44	9%
Women C2DE	13%	Men 16-34	9%



i342

42% drink beer whilst watching sports



i265

16% drink wine on multiple occasions during the week.



i189

18% are regular Whisky drinkers



i188

15% prefer to use trains when travelling on holiday



i179

24% will place multiple bets every week.



i157

55% are actively looking to reduce their gas & electricity usage at home

Source = Telmar TGI (December 2024), Individuals who have watched Sky sports in the last week or considers it their favourite channel, and watches Rugby League on TV.



Contact Details

Robert Horne | Activation Manager - Sky Sports
robert.horne@sky.uk

Alex McAlinden | Activation Executive - Sky Sports
alex.mcalinden@sky.uk

sky media