



sky sports



TYPE

Sponsorship Opportunity
2025



DATES

14th February – 4th October
2025



STATUS

Available



INVESTMENT

Available on request



SPONSORSHIP OVERVIEW



A FULLY IMMERSIVE CROSS-PLATFORM EXPERIENCE

Sky Media are excited to offer brands the opportunity to be the solus sponsor of all 2025 SANZAAR Rugby Union on Sky Sports. Over an 8-month period, sponsorship will afford brands multiple different touchpoint opportunities with which to maximise reach & develop brand awareness with a highly dedicated Rugby Union audience. Through an always-on cross-platform presence, your brand will be integrated into Sky Sports' SANZAAR coverage across Linear, VOD, Digital & Social platforms.



LINEAR

- As the solus sponsor, your brand will receive the following accreditation across Live SANZAAR fixtures, 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.

**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, SANZAAR Rugby 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 Union Section**
 - Sponsorship Logo Placement*
 - 5" pre-roll sponsorship bumper across all SANZAAR content
 - **SkySports.com**
 - Premium Display Units: Leaderboards, Superheader, MPU, DMPU & Mobile Banner
 - 1 x Home Page Takeover- 100% SOV
 - **Sky Sports YouTube**
 - 6" - 30" solus non-skip pre-roll across all SANZAAR Rugby Union content.
- Sponsorship will integrate your brand into the heart of all SANZAAR discussion across our **Sky Sports social channels**.
 - **Sky Sports YouTube**
 - Co-branded title slate on all related posts.
 - **Sky Sports Instagram & Facebook**
 - 5" Endboard & 'Paid Partner' tagging on all related posts.

**50% Logo Placement SOV from 28/06/25 - 04/07/25*



SPONSORSHIP SCHEDULE & INVENTORY

sky media



Argentina v England

1st Test- Saturday July 5th
2nd Test- Saturday July 12th



New Zealand v France

1st Test- Saturday July 5th
2nd Test- Saturday July 12th
3rd Test- Saturday July 12th



South Africa v Italy

1st Test- Saturday July 5th
2nd Test- Saturday July 12th

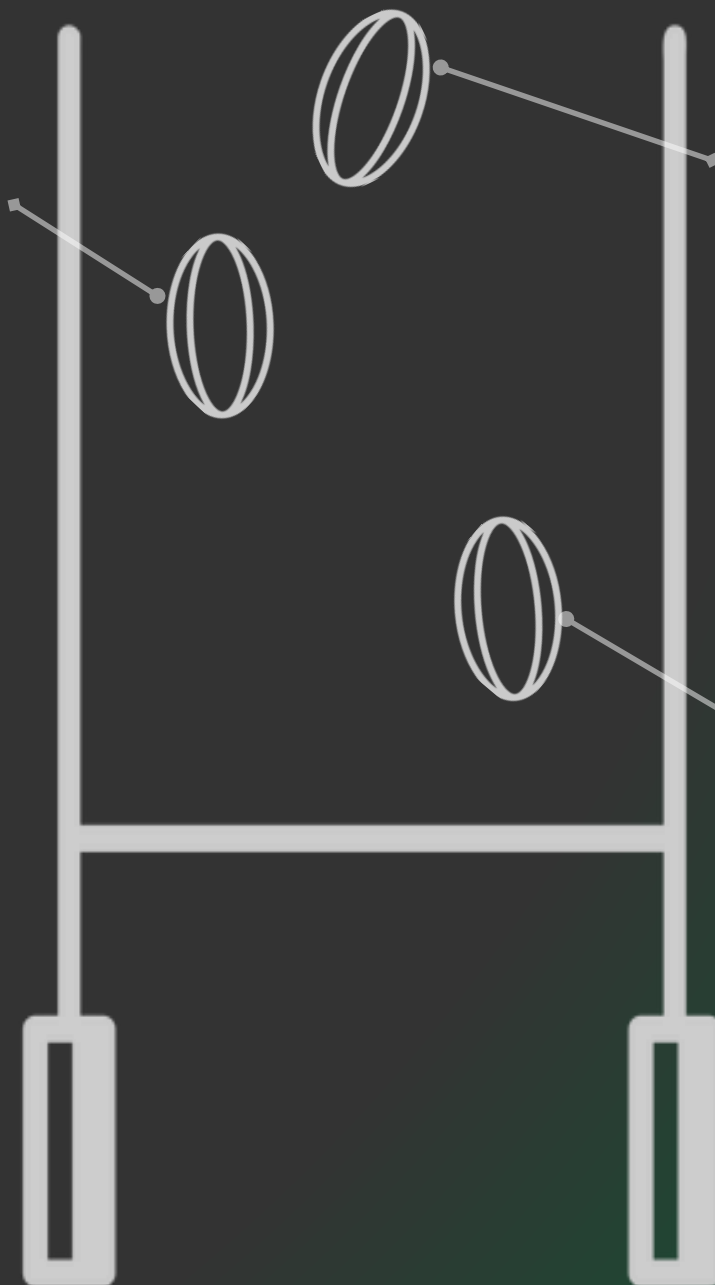


South Africa v Georgia

1st Test- Saturday July 19th



1 x Argentina vs TBD



c.125 Live Fixtures across the following competitions

- Rugby Championship
- Super Rugby
- Women's Super Rugby
- Currie Cup
- National Provincial Championship

Estimated Kick Off Times (GMT)

New Zealand - 07:00 - 08:00
South Africa- 13:00 - 14:00
Argentina- 20:00 - 21:00



SPONSORSHIP

MEDIA PLAN



PLATFORM	FORMAT	ESTIMATED DELIVERY (RATINGS, IMPRESSIONS, VIEWS)
BROADCAST	<ul style="list-style-type: none"> Broadcast Sponsorship of all live SANZAAR Rugby Union and all highlights/associated programming on Sky Sports. 	<p>52.2 ABC1M RATINGS</p>
DIGITAL	<ul style="list-style-type: none"> Premium Display Units: <ul style="list-style-type: none"> ➢ Leaderboards ➢ Superheader ➢ MPU, DMPU ➢ Mobile Banner 5" Pre-Roll Sponsorship Bumper 100% SOV Home Page Take Over Branded In-skin 6" - 30" Solus Non-Skip Pre-Roll 	<p>10,292,857 IMPRESSIONS</p>
SOCIAL	<ul style="list-style-type: none"> 54 x clips (stand out moments/highlights across the season) on Sky Sports YouTube, Sky Sports Facebook and Sky Sports Instagram 	<p>4,040,000 VIEWS</p>



SPONSORSHIP

ESTIMATED LINEAR DELIVERY



Audience	Inds	Ads	Men	Ads ABC1	ABC1 Men	Men 16-34
Avg TVR - Live Summer Tours	0.07	0.08	0.15	0.09	0.16	0.07
Avg TVR- Rugby Championship	0.16	0.18	0.29	0.22	0.35	0.15
Avg TVR- Other Live Rugby	0.01	0.01	0.02	0.01	0.02	0.01
Total Actuals	64	71	122	52	119	44
Total 30" Equivs	28.1	31.1	53.6	23.2	52.2	19.3
Coverage (000's)	2,363	2,203	1,495	466	1,006	263
Coverage (%)	4	4	6	6	7	4
OTS	16	17	20	9	16	12

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



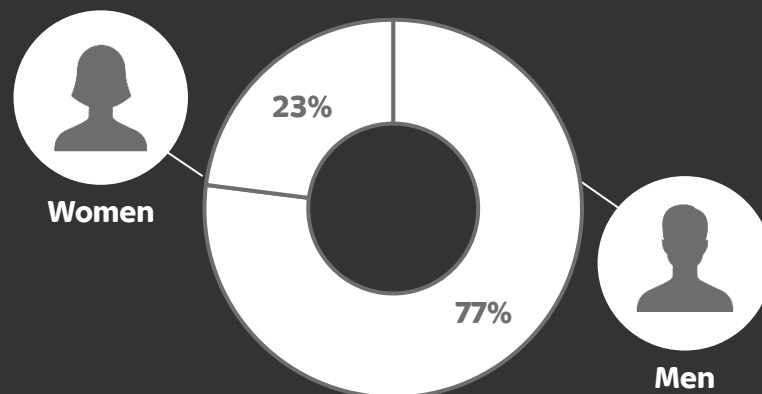
SPONSORSHIP

AUDIENCE & INSIGHT



65%

ABC1 Share of Audience



SHARE OF VIEWING

Men ABC1	50%	Men 45+	56%
Women ABC1	15%	Men 25-44	17%
Men C2DE	26%	Men 16-34	9%



i224

23% drink beer (lager, ale, bitter or stout) on multiple occasions during the week



i195

17% drink wine on multiple occasions during the week.



i179

38% spend more than £2,500 + on holidays



i140

30% have annual incomes larger than £50,000



i135

19% definitely agree it's important to be well insured for everything

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