


GREAT BRITISH SUMMER



 **TYPE**
Channel Sponsorship

 **DATES**
1st June – 31st August 2025

 **STATUS**
Available

Contact Details
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GREAT BRITISH SUMMER



THE OPPORTUNITY

Sky Media and All Around The World are excited to present to you a Great British Summer package on **NOW 70s, NOW 80s, NOW 90s & 00s, NOW Rock** and **Clubland**.

Showcasing the biggest summer hits over the decades, this opportunity is ideal for reaching **adults 35+** for a quintessential British summer – come rain or shine!

Aligning a brand with the Great British Summer will evoke nostalgic and emotional thoughts of ice cream, beaches, garden parties, BBQ's, strawberries and cream, fun filled gatherings with friends and family until the sun sets later in the evening – captured by music from all the decades.

Think of artists or songs such as **Wham!** Club Tropicana, **Donna Summer** I Feel Love and the classic **Jazzy Jeff & The Fresh Prince** Summertime. NOW Rock would showcase **Kid Rock** All Summer Long and over on Clubland how summery does **Dario G** and Sunchyme feel?

There is an opportunity for some bespoke programming during the summer months – which could be hosted by an icon well-known in the channel decade.

INSIGHT

- **84%** of Summer Staycationers are aged 35+ (**i121**)
- **70%** of 35+ music channel viewers have an interest in 80s music (**i135**)
- **2 out of 5** people ages 35+ have an interest in rock music (**i113**)

ACCREDITATION

- 7am – 1am
- 6 X 10" credits per hour
- Approx 9828 credits overall
- Approx 1638 hours

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