



SPONSORSHIP

sky sports

sky media

A rare opportunity to align with Rugby Union heritage

For the first time in four years, there is an opportunity for a brand to sponsor Sky Sports' coverage of the 2025 British & Irish Lions Tour of Australia, inclusive of broadcast, digital and social platforms.

The upcoming package comprises of broadcast sponsorship idents around live games and non-live programming on a dedicated Sky Sports channel for all broadcast content around The Lions Tour. The package will include 15 and 5s idents across Live Matches and extends onto contextual video and display assets across Sky Sports Digital and Social platforms.

Sky Sports The British & Irish Lions 2025

This summer, Sky Sports will once again be the exclusive broadcast partner of The British & Irish Lions Tour in the UK and ROI, dating back to the 1997 Tour, when Sky first showed the Series. In addition to all highlights and magazine programming, Sky Sports will show all 10 Live British & Irish Lions Tour Fixtures, including the all-important three Tests against Australia:

- **19/07/2025 – First Test – Suncorp Stadium, Brisbane**
- **27/07/2025 – Second Test – MCG, Melbourne**
- **02/08/2025 – Third Test – Accor Stadium, Sydney**

Sky Sports' coverage of The British & Irish Lions Tour will bring fans closer to the action and drama being presented by A-list talent, including former Lions Test players. They will use their expert insight to deliver world-class analysis of the games and give the audience a glimpse into life on The Tour itself. Through our multi-platform coverage, your brand will not only reach audiences at scale on linear but also reach non-subscribers across our Sky Sports Digital and Social platforms.

Multi-platform partnership

The British & Irish Lions on Sky Sports 2025 will reach rugby fans across multiple touchpoints throughout the summer. Through an always on cross-platform presence, your brand will reach millions of adults across the timeframe of The Tour. This positions Sky Sports as one of the most sought-after and desirable destinations for advertisers to reach their target audiences.

Who's consuming Rugby Union content?

By virtue of the premium nature and subscription model, Sky Sports Rugby Union coverage attracts a more affluent audience on linear. Sky Sports' audience is increasingly expansive, with more women and U35s watching than ever before. Sky Sports Digital and Social channels appeal to a broader and younger audience, with 41% of the Sky Sports Social audience being aged 16-34.

Amplifying the partnership

With additional investment, your brand can partner with Sky Sports to create engaging social content that will reach diverse audiences across multiple platforms. This bespoke opportunity will enable your brand to communicate key-messaging by leaning on Sky Sports' heritage with The British & Irish Lions Tour and capitalising on the offering of an end-to-end service incorporating production, talent and project management.

**Deliverables available on request*

 **TYPE**
The Lions Tour
on Sky Sports 2025
(Sponsorship Opportunity)

 **DATES**
20th June – 2nd August
2025

 **INVESTMENT**
Available on request

 **STATUS**
Available