



sky sports cricket

 **TYPE**  
Sponsorship of  
England Men's Home  
International Cricket 2025

 **DATES**  
22/05/2025 to  
14/09/2025

 **STATUS**  
Available

£ **INVESTMENT**  
Available on request



# SPONSORSHIP

## England Men's Home International Cricket 2025

sky media

### SKY SPORTS CRICKET - CHANNEL OVERVIEW

Sky Sports, the home of cricket, will provide fans with unmissable England Men's Home International Cricket in 2025, exclusively live on Sky Sports. This unique cross-platform, sponsorship opportunity, spanning Linear, VOD, Digital and Social, allows a brand to reach out to a wider more casual cricket audience, whilst still engaging with a core ABC1 Men cricket loving demographic.



#### LINEAR

- As the exclusive sponsor, your brand will receive the following accreditation across England Home International matches, highlights, as well as any associated programming:
  - c. **2 x 15", 24 x 5" credits & 12 logo credits** per Live **Test Day**
  - c. **2 x 15", 28 x 5" credits & 12 logo credits** per Live **ODI**
  - c. **2 x 15, 8 x 5" credits & 5 logo credits** per Live **IT20**
  - c. **2 x 15" & 6 x 5"** sponsorship credits per 1 hour highlight/magazine 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, England Men's Home International Cricket 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 be integrated across the following placements:
  - **Sky Sports Cricket Section**
    - Sponsorship Logo Placement - 100% SOV
    - 5" pre-roll sponsorship bumper across all England Men's Home Cricket content - 100% SOV
  - **SkySports.com**
    - Premium Display Units: Leaderboards, Super header, MPU, DMPU & Mobile Banner
  - **Sky Sports YouTube**
    - 6" - 30" solus non-skip pre-roll across all England Men's Home Int Cricket content.
- Sponsorship will enable your brand to be integrated into the very heart of all England Men's Home International Cricket 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 Instagram & Facebook posts.
    - Paid partner tagging on all relevant social posts.



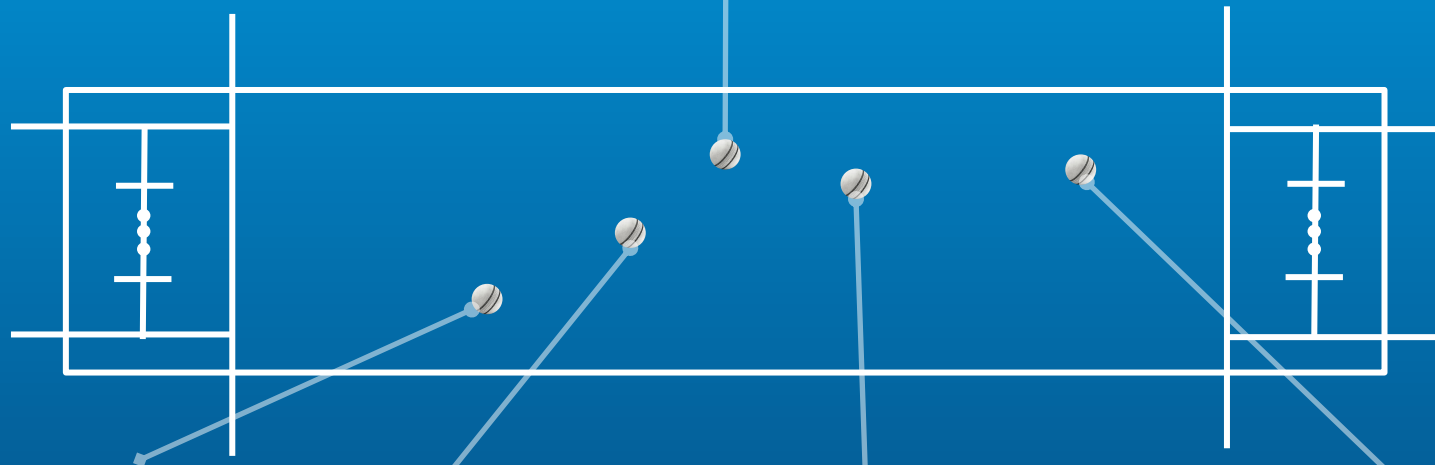
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## The Content



### Fixture Schedule

<b>1 x Test vs. Zimbabwe</b> (22/05/25 - 26/05/25)	<b>5 x Tests vs. India</b> (20/06/25 - 05/08/25)
<b>3 x ODIs vs. West Indies</b> (29/05/25 - 03/06/25)	<b>3 x ODIs vs. South Africa</b> (02/09/25 - 07/09/25)
<b>3 x IT20s vs. West Indies</b> (06/06/2024 - 10/06/2025)	<b>3 x IT20s vs. South Africa</b> (10/09/25 - 14/09/25)



This will be Zimbabwe's first Test in England since 2003



West Indies will be looking for revenge after England beat them in an IT20 series in November '24



India are ranked 2<sup>nd</sup> in the World for Test Cricket and beat England in their last Test Series match-up in '21



At the '24 Men's T20 World Cup, South Africa beat England by only 7 runs in the Super Eight stage



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## England Men's Home International Cricket 2025

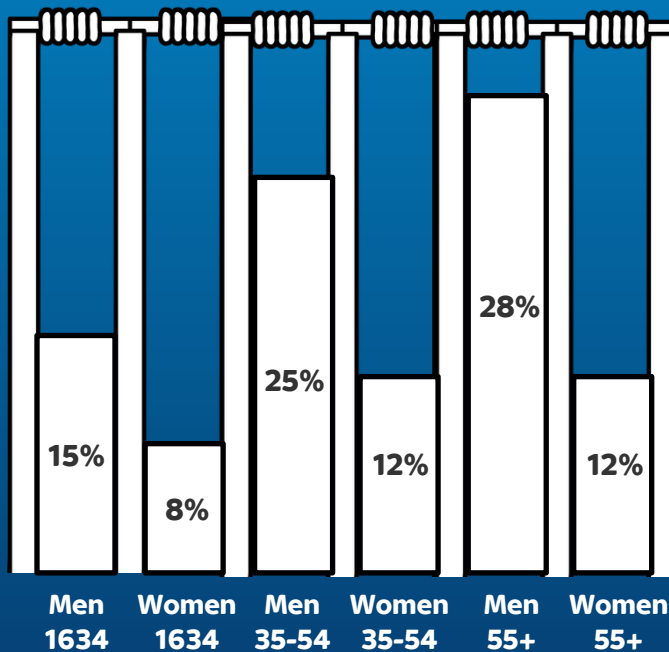
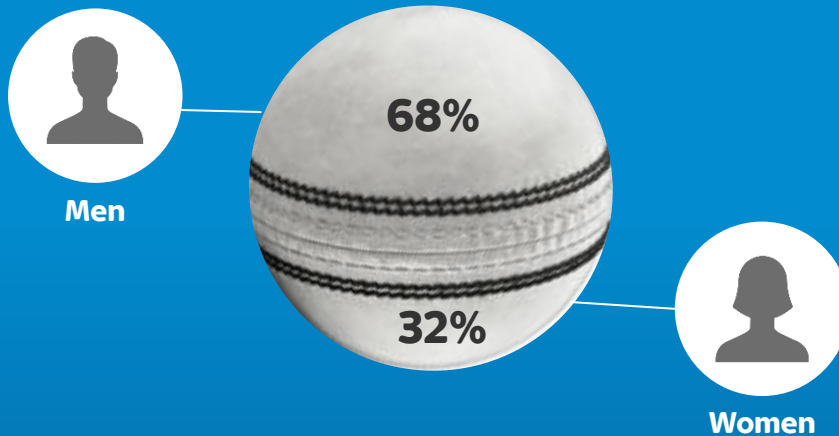


PLATFORM	FORMAT	ESTIMATED DELIVERY (RATINGS, IMPRESSIONS, VIEWS)
<b>BROADCAST</b>	England Men's Home International Cricket 2025 on Sky Sports broadcast sponsorship including live matches and all highlights/associated programming.	568.7 Men ABC1 30" Equivs
<b>DIGITAL</b>	<ul style="list-style-type: none"> <li>- Sky Sports Display: Web and App Standard Display Units</li> <li>- Sky Sports Cricket Display: Web and App Standard Display Units</li> <li>- Sky Sports Cricket Display: Logo placement on Sky Sports Cricket pages</li> <li>- Sky Sports SFVOD: Web, App, YouTube 6s-30s Non-Skip Solus Pre-Roll</li> <li>- 5" Sponsorship Video Bumper across all England Home International video content on Sky Sports Web &amp; App</li> <li>- 5 x Sky Sports Cricket HPTO</li> </ul>	<ul style="list-style-type: none"> <li>- 3,125,000</li> <li>- 2,500,000</li> <li>- 100% SOV</li> <li>- 2,200,000</li> <li>- 100% SOV</li> <li>- 100% SOV</li> </ul>
<b>SOCIAL</b>	Sponsorship of all social content pertaining to England Men's Home International Cricket across Sky Sports Social Channels (Instagram, Facebook & YouTube)	11,400,000



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## Sky Sports Cricket Audience Insight



- i119** Personal Income of £50,000
- i172** Usually watch finance & business shows
- i109** Social Grade AB
- i125** Travel Abroad for Holidays
- i115** Business Trips Abroad
- i138** Receive/will receive a pension plan