



# Faking It

2025 Sponsorship Opportunity



Faking It on Channel 5



**TYPE**  
Programme  
Sponsorship



**DATES**  
March/ April 2025



**STATUS**  
Launching Tuesday  
18<sup>th</sup> March 2025

### Contact Details

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# Faking It

## 2025 Sponsorship Opportunity

### The Opportunity

Channel 5 is bringing BAFTA-winning and iconic reality show 'Faking It' back on our screens...20 years after it first captivated audiences! Fans of the original format can look forward to its comeback, and we have the unique opportunity for a brand to sponsor this popular series.

Sponsorship of 'Faking It' offers brands exposure to loyal fans both original and new at scale, and alignment with a franchise that is already loved by the nation.

### About the content

In each episode, a new, brave person is thrown into a completely alien environment and given just four weeks (and the help of mentor experts) to master a new skill that is totally foreign to them.

As worlds collide and tempers rise, the 'faker' will be given a final test...where the goal is to fool none other than a panel of expert judges into believing they are the real deal. But the question is, will the judges see that they are just 'Faking It'?

From running a chippy to making sushi, from being a painter to a make up artist, we will explore what different roles from all walks of life are like.

### Scheduling & Accreditation

- Launching Tuesday 18<sup>th</sup> March 2025 on Channel 5
- 4 x 60-minute episodes released weekly at 9pm
- 1 x 10", 1 x 15" and 6 x 5" sponsorship idents per episode
- 10" sponsorship idents across VOD platforms

### Key Benefits

**Association** – Brands will be linked to a show that is already loved by the UK.

**Relevance** – Episode themes work great for a variety of brands (e.g. FMCG, Beauty, Arts and Food) and wanting to reach an audience of go-getters who go beyond their comfort zone.

**Broad Audience across generations** – Reach both nostalgic fans who love the original series, plus new fans being introduced to the show