



UK's Strongest Man



TYPE

Programme
Sponsorship



DATES

June



STATUS

Available Now

Contact Details

Sadie Burnett |
CP Partnerships Manager
sadie.burnett@sky.uk



UK's Strongest Man 2025

Align with the cultural phenomenon of Strong Man competitions



The Opportunity

The UK's Strongest Man is a high octane family friendly strongman show where modern-day Herculeses' will showcase a crucible of strength, resilience and agility.

This is an exciting opportunity to align with the event and the cultural phenomenon of Strong Man competitions through broadcast sponsorship. Plus, there will be opportunities to explore on the ground activations, branded content with the strong men and product placement.

Brace yourselves for an exciting and adrenaline filled experience, that draws in fans from across the globe.

About The Event

The UK's Strongest Man competition takes place over two weekends in June. The Semis will be televised live from Milton Keynes' Planet Ice on 21st and 22nd June and the Final will come to our screens live from Nottingham's Motorpoint Arena on 28th and 29th June.

Many of the biggest names in the Strong Man will be competing. This includes those well known for their participation in The World's Strongest Man, such as Adam Bishop, Gavin Bilton and Pa O'Dwyer. Much like World's Strongest, we will see these giants take on insane feats of strength; vans will be deadlifted and lorries will be pulled!

Scheduling and Accreditation

UK's Strongest Man Heats

- 2 x 180 min episodes
- 21st – 22nd June
- 1 x 15", 1 x 10" and 18 x 5" sponsorship idents per episode
- 10" sponsorship idents across VOD platforms

UK's Strongest Man Live

- 2 x 180 min episodes
- 28th – 29th June
- 1 x 15", 1 x 10" and 18 x 5" sponsorship idents per episode
- 10" sponsorship idents across VOD platforms

