

The SKY logo is positioned at the top center of the page, set against a purple downward-pointing triangle. The letters are white and stylized, with a distinctive diamond shape in the 'Y'.The BBC ukTV logo is located in the top right corner. It features the letters 'BBC' in a white grid above the lowercase text 'uktv' in a white, lowercase, sans-serif font.

BBC UKTV SPONSORSHIP

FEBRUARY 2019

A purple upward-pointing triangle is located at the bottom center of the page, mirroring the triangle at the top.

GREAT BRITISH ENTERTAINMENT

Combine lively chat-shows, quirky quiz-coms, big British events, hilarious comedies and a daily dose of drama and you get us; UKTV. Spend time with unique larger than- life characters, find out more about your favourite celebrities, get wrapped up in a murder mystery or indulge in a good laugh. On UKTV, a cracking good time is guaranteed.

Target Demo	40-59 years
Gender Split	55% Female 45% Male
Avg. Monthly Cume 2018	781,842 (Jan-Dec)
Avg. Household Income	\$103,523
Shopping Patterns	Higher spenders on insurance, telecommunication equipment, purchase of vehicles, personal effects, alcoholic beverages and property maintenance.
Channel Perception	UKTV viewers find the channel relaxing, informative and fun.

31% of AP 25-54 with SKY watch UKTV each week



**31% OF AP 25-54
WITH SKY WATCH
UKTV EACH WEEK**





SPONSORSHIP ELEMENTS

SINGLE PROGRAMME SPONSORSHIP

OPENING AND CLOSING BILLBOARDS

High quality integrated branding. 10sec Opening and Closing billboards across the sponsored period with visual and verbal sponsor credit.

PROMOTIONAL TRAILERS

A minimum of 30x promotional trailers each week with visual sponsor placement.

AIRTIME

2 x 30sec spots with priority placement.

INVESTMENT & VALUATION

BASED ON 12 WEEK, 60 MIN NAME ASSOCIATION

Sponsorship Value \$49,140

Sponsorship Investment \$19,650

Plus Production \$ 2,500*

Terms & Conditions: • Sponsorship Investment is GST exclusive and is agency commission bearing • *Production Fee is GST exclusive and is non agency commission bearing. The production fee is for production of a standard billboard (cut down from a TVC with voice over), further charges may incur for additional elements are required • Details within this proposal are subject to change • SKY's standard terms and conditions and cancellation penalties apply.

SKY

THANK
YOU

