



A SPONSORSHIP OPPORTUNITY FROM SKY MEDIA AND FOOD NETWORK

FOOD, GLORIOUS FOOD



THE OPPORTUNITY

Sky Media is pleased to offer an advertiser the opportunity to create a unique association with programming on the **Food Network**; through sponsorship of one of several packages we are able to offer. The sponsorship opportunities can run from one month - up to 12 months and they include:

-  **Daytime Sponsorship:** 06:00 – 18:00
-  **Prime Time Sponsorship:** 18:00 – 24:00
-  **Channel Sponsorship:** 06:00 – 24:00

We are also able to create **bespoke packages** which have varying themes and durations e.g. stunt weekends / stunt weeks / seasons. Please enquire for more details on bespoke packages.

All programming included in the sponsorship could be branded, for example, as:

'(Brand Name) sponsors Food Network'
'(Brand Name) in association with Food Network'
'Prime Time on Food Network - brought to you by (Brand Name)'










The branding and tag line would appear within the credits to add cohesion to the package. This also means that the same sponsorship credits can be used for each sponsored programme if desired.







THE CHANNEL

FOOD NETWORK is a unique lifestyle channel that strives to be much more than cooking. The network is committed to exploring new and different ways to approach food - through pop culture, competition, adventure, and travel - while also expanding its repertoire of technique-based information. Market leaders in the US since 1993 and currently a top 20 cable rating channel, Food Network helped revolutionize the genre by turning great recipes and great chefs into great television.

KEY BENEFITS & INSIGHTS

-  We are committed to helping and inspiring viewers in the way they cook, entertain, and enjoy food in ways that relate to their interests.
 -  Celebrity chefs sharing secrets of their most exquisite recipes.
 -  Bestseller cookbook authors inspire viewers with fresh ideas for ever more exciting meals.
 -  Dietician's advising how to eat healthy without compromising delicious taste and joy of cooking.
 -  Food Network is now the 3rd most viewed Lifestyle channel for female viewers.
 -  2010 thus far sees female viewers of Food Network watching 4.5% of the total day's schedule giving it the strongest loyalty index of all Lifestyle Channels.
 -  In June on average 43% of total daily viewers tuned into the channel the following day this is the strongest next-day viewing of all Lifestyle channels.
 -  The Food Network now attracts over half a million viewers per week who spend more than 50 min "hooked" on the channel.
 -  Food Network UK has been the second most successful channel in terms of competitive ranking growth this year-to-date.
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SCHEDULE & SPONSORSHIP CREDITS

-  Opening credit: 1 x 15 seconds per programme
-  Closing Credit: 1 x 15 seconds per programme
-  Break bumpers: 2 x 5 seconds per centre break
-  There are normally 3 centre breaks per one hour programme

Daytime, Prime Time and Channel sponsorship:

	Time	1 Month Programming Hours	1 Month Sponsorship Credits	3 Months Programming Hours	3 Months Sponsorship Credits	6 Months Programming Hours	6 Months Sponsorship Credits
Daytime	06:00 -18:00	364	2,912	1,092	8,736	2,184	17,472
Prime Time	18:00 - 24:00	182	1,456	546	4,368	1,092	8,736
Channel	06:00 -24:00	546	4,368	1,638	13,104	3,276	26,208

**Please note these are approximate figures*



EXAMPLE PROGRAMMING



NIGELLA EXPRESS

The domestic goddess is back and she's cooking in record time! Featuring fabulous fast food and incredible short cuts, Nigella Express shows viewers how to inject classic elegance into any meal. With time-saving tips and must-have pantry items, Nigella will help you make the most out of a busy schedule.

This Nigella series focuses on the easy and accessible. It doesn't really matter if you can't cook; her recipes are designed for minimal effort and fantastic results.



BAREFOOT CONTESSA

The Barefoot Contessa is back and this time it's basics. You've been invited to all of her fabulous parties, and now America's hostess with the mostess, Ina Garten, lifts the veil on all her tips, sharing techniques and incredible elegant and easy recipes. Ina throws open the doors of her Hampton's home for more delicious food, dazzling ideas and good fun.



CHOPPED

Passion and expertise rule the kitchen on the fast-paced new series, Chopped. Hosted by Ted Allen (Food Detectives), the series challenges four up-and-coming chefs to turn a selection of everyday ingredients into an extraordinary three-course meal. After each course, a contestant gets "chopped" until the last man or woman left standing claims victory. Each week, a rotating panel of culinary elite judges including Alex Guarnaschelli, Aaron Sanchez, and Geoffrey Zakarian will decide whose dishes shine the brightest and award the winner \$10,000.



IRON CHEF AMERICA

Based upon the Japanese cult sensation, Iron Chef America carries on the legend of Kitchen Stadium and the famed "secret ingredient." Each week, world-class chefs battle the legendary Iron Chefs of America: Bobby Flay, Mario Batali, Masaharu Morimoto, Cat Cora and Michael Symon. Alton Brown serves as Commentator and Mark Dacascos is Chairman.



GREAT BRITISH MENU

Each week on Great British Menu two chefs from a culinary region go head to head, trying to secure a place for their recipes on the Great British Menu. Sourcing the best ingredients from their local area, our chefs each create a starter, a fish course, a meat course and a dessert that they feel epitomises all that's best about their beloved region. At the end of each week the two chefs representing the featured region present their dishes to an expert judging panel who decide which chef's menu goes forward to the national final.



DINERS, DRIVE INS AND DIVES

The network famous for “unwrapping” the secrets of America’s favorite snack foods turns the cameras on itself! In this one-hour special Marc Summers does what he does best, and “unwraps” the Food Network. Marc takes viewers behind-the-scenes on hit series like Everyday Italian, Unwrapped, and Emeril Live, revealing what it really takes to put these shows on the air. A visit with Food Network kitchens and their executive chefs reveals the constant challenge of keeping eye-popping food a constant on the ever-growing network.



GIADA

Born in Rome, Giada grew up in a large Italian family where the culture of food was a staple in and of itself. As the granddaughter of film producer Dino De Laurentiis, Giada consistently found herself in the family's kitchen.

On her new show, *Giada at Home*, Giada De Laurentiis shares her love for entertaining California-style. Be Giada's guest as she puts together unique meals for gatherings with friends and family. Whether it's a festive bash or an intimate meal, in her own kitchen or at the beach, it's a day of memorable food and fun with *Giada at Home*.



UNWRAPPED

Ever wonder where the tiny marshmallows in your breakfast cereal come from? Have we got a show for you! Each week, *Unwrapped* uncovers behind-the-scenes details on classic American food, from peanut butter and chocolate syrup to French fries and bubblegum. Join host Marc Summers as he explores the test kitchens and the secrets behind lunch box treats, soda pop, movie candy, and more *Unwrapped* – the show for everyone who's ever worn a pair of wax lips.





PREDICTED AUDIENCE DETAILS

(Based on 1 month's sponsorship)

FOOD NETWORK - DAYTIME	Individuals	Adults	Adults ABC1	Women	Women ABC1	HW ABC1	HWCH
Av. TVR	0.01	0.01	0.01	0.01	0.01	0.01	0.01
Actual's (TVRs)	29	29	29	29	29	29	29
30" Equivalents	15	15	15	15	15	15	15

FOOD NETWORK - PRIME TIME	Individuals	Adults	Adults ABC1	Women	Women ABC1	HW ABC1	HWCH
Av. TVR	0.01	0.01	0.01	0.01	0.01	0.01	0.1
Actual's (TVRs)	15	15	15	15	15	15	15
30" Equivalents	7	7	7	7	7	7	7

FOOD NETWORK - CHANNEL	Individuals	Adults	Adults ABC1	Women	Women ABC1	HW ABC1	HWCH
Av. TVR	0.01	0.01	0.01	0.01	0.01	0.01	0.1
Actual's (TVRs)	44	44	44	44	44	44	44
30" Equivalents	22	22	22	22	22	22	22

**NB: Please note these are all estimates and not guarantees*

COSTS

Daytime Sponsorship:

1 Month: £25,000 Gross
3 Months: £70,000 Gross
6 Months: £140,000 Gross

Prime Time Sponsorship:

1 Month: £15,000 Gross
3 Months: £40,000 Gross
6 Months: £75,000 Gross

Channel Sponsorship:

1 Month: £35,000 Gross
3 Months: £100,000 Gross
6 Months: £195,000 Gross

Bespoke:

Please enquire for further details and costs for client-bespoke packages.



CREATIVE PRODUCTION

Food Network is able to produce the sponsorship credits in-house as an additional service. They would require creative direction and approval from the client, as well as any available materials for them to work with e.g. EPKs.

Production costs start from approximately £3,000* net

**Longer-term sponsorships will require more versions of 15" and 5" credits in order to keep up audience's interest, therefore production costs may increase depending on the duration of the campaign.*

**All costs are subject to the channel's approval.*