

Opportunity

Cricket on 5 England Highlights Sponsorship Opportunity



Channel



Dates

May - Sept 2019

Cost

The Opportunity

Cricket on 5 is a unique opportunity for the right brand to build association with England Cricket in a huge summer of cricket with the men's ICC World Cup and Ashes on English soil.

The Content

England's men open the summer with a T20 match against Pakistan. The two nations then play a five match ODI series in preparation for the ICC World Cup in May. Unbeaten in their last four series at home, England will be confident but Pakistan have the world's best ODI all-rounder in Mohammad Hafeez.

After the ICC World Cup, the attention of the cricketing world will turn to the Ashes. England warm up against Ireland at Lords in the first ever test match between the two nations. Then Australia are in town for a 5 match series with England are looking to regain the precious urn after defeat last winter. England's Women also face top ranked Australia in all three formats of across July.

Michael Vaughan and familiar cricketing faces; Mark Nicholas, Geoffrey Boycott and Alison Mitchell will give their professional analysis on every days play of England Cricket throughout the summer, bringing Channel 5 viewers an expert outlook to the game.

Benefits

Usual 7pm start time is perfect to reach the desired affluent cricket loving audience after work.

Delivers mass reach as free-to-air channel showing sports highlights, with predicted reach of **13m**.

The return of The Ashes series will make this programme more popular than before.

Scheduling & Accreditation

60 minute highlights programmes of each days play, with 8 x 10" credits per programme.

England Men vs Pakistan

- 5th - 19th May: 1 x T20, 5 x ODI's

England Women vs Australia:

- 7th - 31st July: 1 x ODI, 1 x Test, 3 x T20's

England Men vs Ireland

- 24th - 27th July: 1 x Test

England Men vs Australia

- 1st August - 16th Sept: 5 x Tests

Video On Demand - My5

My5 Channel 5's catch up service will host the Cricket on 5 Highlights Show. It will carry sponsor accreditation that replicates the linear broadcast. The sponsorship is forecast to deliver **740k** video views.