

# SPONSORSHIP OPPORTUNITY

The Big Big Movie is RTÉ's flagship family movie slot every Saturday on RTÉ One.

Over the past 12 months each of the movies that ran in the slot were watched by an average of \*133.8k Individuals./13.24% Share. Among Housekeepers with Children the share of viewing is 14.04%. The sponsorship reaches \*\*57.9% of Housekeepers with Kids with 40.8% of them seeing the sponsorship sting at least 4 times.

Top movies in 2023 included some Christmas titles along with Sing and Secret Life of Pets. My Spy was the highest rating movie in this slot achieving an audience of \*190k./ 18% share for Adults and 23.7k./19% share Housekeepers with Kids.



Previous Sponsor



## Some Big Big Movie titles to come in 2024

- Dolittle
- Paddington
- School of Rock
- Despicable Me
- Trolls World Tour
- The Addams Family
- Peter Rabbit 2
- Jumanji The Next Level
- The Greatest Showman
- Lego Movie 2
- Scoob
- Cinderella

## Sponsorship Package

<b>Day:</b>	Saturdays at 6.30pm	Sponsor Logo included on promo's for The Big Big Movie when scheduled
<b>Stings:</b>	2 x 10", 4 x 7" per Movie	
<b>RTÉ Player:</b>	Live	<b>Price :</b> €250,000 (12 Months)

For more information contact:

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TV Sponsorship Lead



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RTÉ Media Sales

\*Tam Ireland, Arianna, TV Items January to December 2023

\*\* Tam Ireland, Arianna, Sponsorship Reach and Frequency January to December 2023