



# SPONSORSHIP OPPORTUNITY

The Big Big Movie is RTÉ's flagship family movie slot for over 20 years and is now available for Sponsorship.

Over the past 12 months each of the movies that ran in the slot were watched by an average of 158k Individuals/14.8% Share. Among Housekeepers with Children the share of viewing is 24.6%.

The sponsorship reached **64.5% of Housekeepers with Kids** with 48.4% of them seeing the sponsorship sting at least 4 times.

The Big Big Movie is mostly viewed Live and Vosdol

94% for all individuals and 83% purely live.

Top movies in 2021 included some Christmas titles along with Harry Potter Order of the Phoenix and Sing. A Dog's Journey was the highest rating movie in this slot for Adults achieving an audience of 265k/ 24% share. Hotel Transylvania 3 was the highest rating movie in this slot for Housekeepers with Kids achieving an average audience of 48,800 / 38% share.

## Some Big Big Movie titles to come in 2022 :

- Shrek 2
- Ugly Dolls
- Hotel Transylvania
- Despicable Me
- Smallfoot
- Dolittle
- Spiderman Homecoming
- Peter Rabbit
- Jumanji Welcome to the Jungle
- The Greatest Showman
- Lego Movie 2
- Scoob!
- Jurassic World Fallen Kingdom

## Sponsorship Package

<b>Date:</b>	Available from 7 <sup>th</sup> May 2022	Sponsor Logo included on promo's for The Big Big Movie
<b>Day:</b>	Saturdays at 6.30pm	
<b>Movie Titles:</b>	Approx 48	<b>Price :</b> €330,000 (12 Months)

For more information contact:

**Ruth Kennedy,**  
TV Sponsorship Lead



ruth.kennedy@rte.ie



087 9398325

RTÉ Media Sales