



IRELAND'S *FITTEST FAMILY*

2019 SPONSORSHIP OPPORTUNITY

Heading into its seventh season, this hugely popular show is once again searching the country to find the fittest, fastest and strongest families to enter Ireland's most extreme fitness competition. Mairead Ronan returns as the show presenter alongside coaches Anna Geary, Davy Fitzgerald, Donncha O'Callaghan and Derval O'Rourke as the show tests the competing families like never before. This is the first time in six years that Ireland's Fittest Family is available for sponsorship, and with the 2018 series being the most successful series to date we expect this to be a race to the finish line for expressions of interest.



RTÉ Media Sales

IRELAND'S FITTEST FAMILY

2018 SERIES PERFORMANCE

OVER THE RUN OF THE
SERIES AND INCLUDING
REPEATS AS WELL
AS TX ON RTÉ ONE +1

THE SHOW HAD A

**ONE
MINUTE**

CUMULATIVE
REACH OF

**2.3
MILLION**
INDIVIDUALS

IN 2018
IRELAND'S
FITTEST
FAMILY

ACHIEVED A
TOTAL SHARE OF

29.2%

... ITS HIGHEST
SHARE SINCE 2015

THAT MEANS
THAT AT LEAST
2 MILLION
PEOPLE

OR

54.5%
OF THE TV
UNIVERSE

SAW AT LEAST
ONE MINUTE OF

IRELAND'S
FITTEST
FAMILY

383,000
AVERAGE AUDIENCE

RISING TO
520,000

VIEWERS INCLUDING
RTÉ ONE +1 AND REPEATS

(SOURCE: NIELSEN)

112,300

TOTAL
STREAMS
ON RTÉ PLAYER

(OCT 28TH - DEC 23RD 2018)

(SOURCE: AT INTERNET)



WATCH IRELAND'S FITTEST FAMILY 2018 PROMO

IRELAND'S FITTEST FAMILY

SPONSORSHIP DETAILS

SPONSORSHIP PACKAGE DETAILS		
	RTÉ ONE	RTÉ PLAYER
EPISODES	11 hours of Television Sponsorship including: 8 new episodes: - Ep1 and Ep8 x 90 mins - Remaining 6 Episodes x 60 minutes 1 x Celebrity Special x 60 minutes 1 x Best of Episode x 60 minutes	Live Stream & 30 day catch up
TX	Mid/late October 2019 TBC Final episode will air in the Christmas schedule	
STINGS	192 sponsor stings in total across RTÉ One, RTÉ One +1 and including a series repeat. 6 x stings per 60 minute episode (2 x 10", 4 x 7") 8 x stings per 90 minute episode (2 x 10", 6 x 7")	1 x 10" Pre Roll 2 x 10" Mid Roll
PROMOS	Sponsor logo on all dedicated TV promos	

**SPONSORSHIP
FEE
€150,000**

PLEASE NOTE: TERMS & CONDITIONS APPLY

RTÉ invites any expressions of interest to be received in writing by 12:00 Noon on Friday 5th July 2019. In the event of more than one expression of interest, RTÉ will confirm whether applicants have been successful by 15:00 on Monday 8th July 2019.

Please note that once the sponsorship has been confirmed by RTÉ you will be requested to confirm on Caria. The booking is non-cancellable and non-transferable. Further commercial opportunities may be available once a sponsor is secured.

AGENCY LEAD CONTACT INFORMATION

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