



LAUNCH DATE **FRIDAY 7TH JUNE (DOUBLE EPISODE)**

FROM THE PRODUCERS OF RUNAWAY JOE

From the multi-award winning RTÉ Doc On One team, creators of Runaway Joe, Finding Samantha and The Nobody Zone, comes a new true crime podcast series, **The Real Carrie Jade**.

What happens when you let a liar into your life?

When a young woman named Carrie Jade Williams asked RTÉ Doc On One to follow her through brain surgery, they jumped at the chance. But as time passed, they began to understand that not everything was as it seemed. She was lying to them..

It turned out they were not alone and were just one of her many, many victims throughout Ireland and the UK all of whom now want some sort of justice.

Broken relationships, multiple identities, hidden stories and lost children. Carrie Jade does not exist. Her real name is Samantha Cookes.

Over the last three years, the Doc On One team have met Samantha and recorded with her and many of her victims. They have also visited her home in the UK and met with her family and now it's their time to talk.

If you thought you knew this story, think again... **THE REAL CARRIE JADE** is the new 6-part podcast series from RTÉ Documentary On One.

SPONSORSHIP PACKAGE

Podcasts: 6 x 30 minute episodes

Stings: 2 sponsor credited stings per episode

Sponsor credited stings will be included on all RTÉ owned and operated platforms

Sponsor credited stings will be included on all third party platforms

MPU: Sponsor MPU will be included on podcast webpage

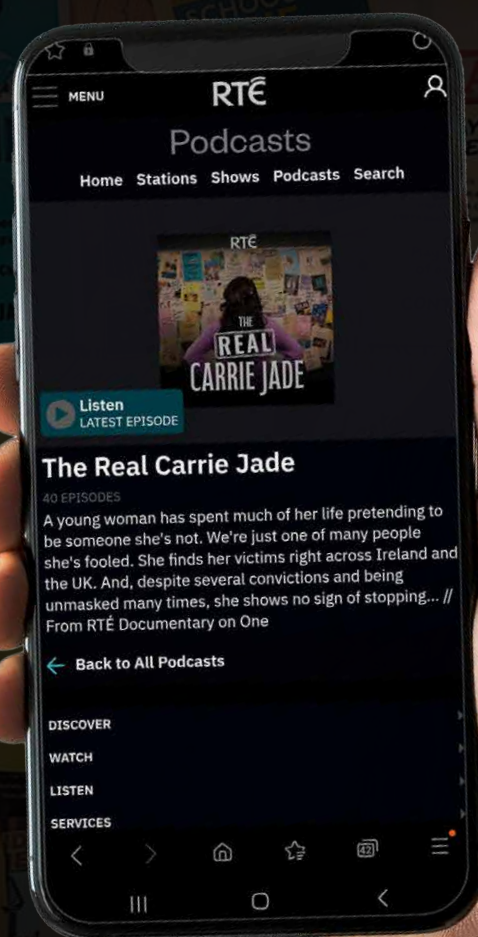
RTÉ One TV: 1x one hour TV special in Autumn 2024

SPONSORSHIP FEE:
€90,000

T&C's: All sponsors subject to RTÉ Sponsorship Clearance & Guidelines. Voice over fees to be incurred by the sponsor

THE REAL CARRIE JADE

The Real Carrie Jade will be supported by an extensive multi-platform Marketing campaign to include sponsor credited promos on RTÉ TV, Audio and Social Media from Friday 14th June.



MARKETING CAMPAIGN COMMENCING FRIDAY 14TH JUNE

RTÉ TELEVISION

TV Promo - approx **175 TVRs**

15" sponsor credited promo on **RTÉ One & RTÉ2**

Placement in high profile programming over
a **4 week period** (25-44)

Pre roll promo on **RTÉ Player**

CLICK HERE

TO VIEW THE NOBODY ZONE TV PROMO



RTÉ DIGITAL

Social Media Posts with

Sponsor logo on **Meta** (Statics & MP4's)

15" promo posted on **Meta**

9 x sponsor credited articles on **RTE.ie / Culture**

CLICK HERE

FOR RUNAWAY JOE ARTICLE



RTÉ RADIO

2 x sponsor credited promos per day on **RTÉ Radio 1,**
RTÉ 2FM and **RTÉ lyric fm x 1 week***

CLICK HERE

TO VIEW AUDIO & TV PROMO



RTÉ ONE TV SPECIAL AUTUMN 24

6 x sponsor credited stings

RTÉ Player sponsorship - Live & Catch Up

TV Promo - approx **175 TVRs**

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*Subject to Availability