

# RTÉ RADIO 1

# SEVEN DAY

# SPORT

RTÉ Radio 1 Seven Day Sport is the biggest national radio sports sponsorship opportunity available.

With a total of 38 sponsor-credited stings per week and placement in many of RTÉ Radio 1 top shows, this seven-day sponsorship is an ideal opportunity to reach RTÉ Radio 1's, 1.3 million listenership.

Previous Sponsor:



RTÉ RADIO 1



## Sponsorship Stings

### Weekdays

30 Sponsor credited stings

Sting	Show	Time
5	Rising Time with Shay Byrne	08:10
10	Morning Ireland	7:35, 8:35
5	News at One	13:40
10	Drivetime	17:30, 18:30

### Saturday

6 Sponsor credited stings

1	Countrywide	08:10
1	Saturday Sport	19:00
1	Saturday Sounds with Neil O'Doherty	20:00
1	Ceili House	21:00
1	Folk on One	22:00
1	Country Time	23:00

### Sunday

2 Sponsor credited stings

1	Sunday Sport	18:00
1	Late Date	23:00

Total number of stings per week: **38**

Category restrictions apply.  
All Voice over fees must be incurred by the sponsor.



Tara Farrell

Sponsorship Manager - RTÉ Radio

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Sponsorship Delivery,  
Rate Card value and 2025  
Sponsorship Fee:



Sponsorship Delivery based on sample week			
Adults 15+			
	Reach %	000s	AF
Weekly	27%	1175	4.9
Men 15+			
	Reach %	000s	AF
Weekly	28%	598	4.9
Women 15+			
	Reach %	000s	AF
Weekly	26%	569	5
HKWK			
	Reach %	000s	AF
Weekly	18%	186	4.1
ABC1s			
	Reach %	000s	AF
Weekly	29%	572	5.4

Source: JNLR 2025-01

Rate Card Value

€1,580,319 x 12 months

2025 Sponsorship Fee

12 Months €200,000      6 Months €110,000      3 Months €60,000

\*Note voice over fees must be incurred by the sponsor.

