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Media Sales

# RUGBY WORLD CUP 2019 SPONSORSHIP PACKAGE

The most anticipated sporting event of 2019 is coming to RTÉ, this is your opportunity to be part of Irish sporting history. RTÉ Sport will show 14 live games plus 16 nights of not-to-be-missed match highlights and analysis. This will all be free-to-air on RTÉ Television, RTÉ Radio\* and RTÉ Player, live and on-demand. Beginning with the crucial Ireland v Scotland game, all of Ireland's pool games will be broadcast live as well as all knockout and final placing matches. This all culminates in the Rugby World Cup Final in Yokohama on Saturday 2 November. As always RTÉ's stellar panel will be providing commentary and insight around all of the games with expert pre- and post-match analysis.

With the nation behind them Ireland go into this tournament hoping to do what no other Irish rugby team has done before, reach the semi-finals or even go all the way!





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# SPONSORSHIP OPPORTUNITY



## SPONSORSHIP OPPORTUNITY

### RTÉ2 HD

Opening ceremony and opening match  
14 live games  
16 Highlights programmes

Stings on Opening, Centre and Ending breaks.

**Total Stings** **204**

### RTÉ Player

Catch-up Impressions 350,000  
Live Stream Stings As per RTÉ2 HD  
Sponsorship of RWC site (mobile, app desktop) impressions 4,500,000

### RTÉ Radio\*

Stings during live Ireland games plus final 4-6 stings per game

**SPONSORSHIP FEE** **€545,000**

## CO-SPONSOR OPPORTUNITY (ONE OF THREE SPONSORS)

### RTÉ2 HD

Opening ceremony and opening match  
14 live games  
16 Highlights programmes

Stings on Opening, Centre and Ending breaks.

**Total Stings** **68**

### RTÉ Player

Catch-up Impressions 116,000  
Live Stream Stings As per RTÉ2 HD  
Sponsorship of RWC site (mobile, app desktop) impressions 15,000,000

### RTÉ Radio\*

Stings during live Ireland games plus final 2 stings per game

**SPONSORSHIP FEE** **€195,000**



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# SPONSORSHIP PACKAGE AV



## LIVE MATCHES ON AV

	Date	Teams
Ireland Pool Games	22/09/2019	Ireland v Scotland
	28/09/2019	Ireland v Japan
	03/10/2019	Ireland v Russia
	12/10/2019	Ireland v Samoa
Non-Ireland Pool Games	20/09/2019	Japan v Russia
	06/10/2019	France v Tonga
Quarter Final 1	19/10/2019	Winner Pool C v Runner Up D
Quarter Final 2	19/10/2019	Winner Pool B v Runner Up Pool A
Quarter Final 3	20/10/2019	Winner Pool D v Runner Up Pool C
Quarter Final 4	20/10/2019	Winner Pool A v Runner Up Pool B
Semi Final 1	26/10/2019	Winner QF 1 v Winner QF 2
Semi Final 2	27/10/2019	Winner QF 3 v Winner QF 4
Bronze Final	01/11/2019	Loser SF 1 v Loser SF 2
Final	02/11/2019	Final with Ireland

## AV ELEMENTS

Channel	RTÉ2 HD & RTÉ Player
Live Matches	RTÉ2 HD - 10" (Max) Sting top and tail, and 7" (Max) around the Centre Breaks during the 14 Live Games.  RTÉ Player - Stings on RTÉ Player Live Matches
Catch-Up	10" (Max) Sting available on catch up via RTÉ player on all platforms.
Highlights Programme	10" (Max) Sting top and tail, and 7" (Max) around the Centre Breaks during the 16 Highlights Programmes (52 mins)
Branded On-Air Promos	Sponsors logo included on all On-Air Promos for the Rugby World Cup 2019
Access to Competitions	Sponsor will have the opportunity to provide prizes for viewer competitions with sponsor branding included.



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# SPONSORSHIP PACKAGE RADIO\* & DIGITAL



## RADIO ELEMENTS\*

Channel	RTÉ Radio*
Live Matches	Coverage of all matches featuring Ireland Minimum 4 Matches (Ireland Pool Games)  4 x 6" stings in each match (In, Out & 2 x H/T)
Branded On-Air Promos	Sponsors mention included on all On-Air Promos for the Rugby World Cup 2019

## DIGITAL ELEMENTS

RTÉ.ie	<b>Sponsorship of dedicated RWC 2019 mini-site within RTÉ Sport</b> <ul style="list-style-type: none"><li>• Daily live blogs and match reports</li><li>• Team profiles &amp; Stadium Guides</li><li>• Full Fixtures List</li><li>• Match tracker for all broadcast games / Live scoring, results &amp; schedule section</li><li>• Extensive photo gallery</li></ul>
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### Please note:

- Schedule details are subject to change. All sponsorship agreements are subject to contract & clearance of suitability.

\*subject to licence

Please note the following are RWC 2019 protected categories and brands may be restricted from buying sponsorship packages should they fall into one of the below categories:

Express Delivery and Logistics, Airlines, Motor Vehicles, Banking and Financial Services, Payment Systems (including credit and debit cards), Mobile, Telco, Satellite and Cable Services.

### For further information or to secure your booking please contact:

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