



URC UNITED RUGBY CHAMPIONSHIP

2022-2023 SPONSORSHIP OPPORTUNITY

Having secured broadcasting rights to the United Rugby Championship (URC) for the next four years, RTÉ is excited to be covering the upcoming season, which will run from September 16th, 2022, to May 19th, 2023. Irish sports fans can look forward to enjoying coverage of all the games featuring the Irish provinces in the league, plus additional knockout matches, across RTÉ TV, Radio and online.

Sponsorship of the new season provides an unmissable opportunity to reach a highly sought-after audience of engaged and passionate sports enthusiasts. The 28 URC matches shown on RTÉ last season drew an average of 102,000 TV viewers per match, and a 22% share among ABC1 Men.

Top 3 Irish Games (2021 - 2022 season)*

Channel	Date	Match	000's	Share
RTÉ2	16/10/21	URC Live - Live Play - Munster V Connacht	234,000	18.8%
RTÉ2	08/01/22	URC Live - Live Play - Emirates Munster V Ulster	216,800	16.9%
RTÉ2	02/04/22	URC Live - Live Play - Munster V Leinster	191,000	17.7%

**Source: TAM Ireland / Nielson Individuals - Consolidated data except* L + V. Figures shown are based on matches and do not include pre and post-match analysis*

The sponsorship package includes;

TV



- 10 second sponsorship ident at the beginning and end of each broadcast.
- 7 second sponsorship ident in and out of all commercial breaks.
- Minimum 8 stings per game

DIGITAL



- 10 second sponsorship ident at the beginning of live and catch up streams.

On Sale: 12th September 2022

Booking Deadline: 2nd September 2022

Copy Deadline: 6th September 2022

Sponsorship Fee: €195,000*

*Media Value 2021-2022 €430K