

# RAISED BY THE VILLAGE



## SPONSORSHIP OPPORTUNITY

**Raised by the Village is an inspiring and heartfelt series that connects urban teenagers with rural communities in Ireland.**

Each episode follows young people as they leave behind the challenges of city life to experience the transformative power of life in the countryside. Through hard work, community engagement,

and mentorship, these teenagers gain fresh perspectives, build resilience, and discover the importance of family and community values.

This feel-good programme resonates with audiences of all ages, offering an authentic and emotionally engaging viewing experience that encourages hope, growth, and second chances.

### 2024 Overview

Average Audience 000's	
All Adults	323,100 Viewers / 34.88% Share
HSKPRS	201,300 viewers / 37.02% Share
Sponsorship Reach & Frequency	
All Adults	+126.9% / +4 19.1%
HSKPRS	+1 34.8% / +4 25%
RTÉ Player	
Total Streams	146,308

### Sponsorship Package

Sponsorship Timeline	
Start Date	23rd March
Broadcast slot	RTÉ One 18:30 (4x 1 hour)
On-screen stings	2x 10" and 4x 7" stings per episode. 96 stings in total including repeats
RTÉ Player	Stings featured on live and on demand
Promos	Logo displayed on all TV Promos
Cost	€ 65,000