

# RTÉ REELING IN THE YEARS

## SPONSORSHIP OPPORTUNITY

The landmark documentary series takes viewers on a nostalgic journey through Ireland's past, revisiting the defining moments that shaped the nation.

With an unforgettable mix of news, sport, politics, and pop culture, each episode delves

into a different year, bringing the past to life through stunning archival footage and an iconic soundtrack. From triumphs to tragedies, Reeling in the years captures the spirit of every era, offering a compelling and emotional look back at the moments that made headlines.

### Sponsorship Delivery

Average Audience 000's	
All Adults	282,800
HSKPRS	169,900
Sponsorship Reach & Frequency	
All Adults	+1: 47.8% / +4: 29%
HSKPRS	+1: 57.5% / +4: 36.6%
Sponsorship Cume TVR's	
All Adults	465.07
HSKPRS	614.1
RTÉ Player	
Total Streams	93,995

### Sponsorship Package

Sponsorship Timeline	
Date	01/01/2025 - 31/12/2025
Episodes	Approx 30 episodes
On-screen stings	8 x Sponsorship Stings per episode including RTÉ One+1
Cost	€100,000

Previous sponsor:

