



FROM THE PRODUCERS
OF RTÉ DOC ON ONE

RUNAWAY JOE

RTÉ PODCAST SPONSORSHIP

STARTING **JANUARY 2024**

From the multi-award winning RTÉ Documentary on One team, creators of Finding Samantha and The Nobody Zone, comes a new true crime podcast series, Runaway Joe.

An Irish-American is accused of murdering his wife in upstate New York in the 1960s. He escapes custody and is subsequently discovered living in Ireland under a different identity. Due to institutional failures at the highest level, he escapes justice. He remains on the FBI most wanted list. Will we manage to find him?

PODCAST SPONSORSHIP PACKAGE


Episodes:	7 x 30 minute episodes
Stings:	2/3 sponsor credited stings per episode
	Sponsor credited stings will be included on all RTÉ owned and operated platforms
	Sponsor credited stings will be included on all third party platforms
MPU:	Sponsor MPU will be included on podcast webpage
RTÉ Radio 1:	Should this series air on RTÉ Radio 1 in 2024 sponsorship stings will be included

SPONSORSHIP FEE:
€70,000

Bonus: includes sponsorship of Finding Samantha (7 episodes)



T&C's: All sponsors subject to RTÉ Sponsorship Clearance & Guidelines. Voice over fees to be incurred by the sponsor.

CLICK HERE
TO LISTEN TO THE PODCAST TRAILER 

RUNAWAY JOE

Runaway Joe will be supported by an extensive multi-platform Marketing campaign to include sponsor credited promos on RTÉ TV, Audio and Social Media from January 29th.

MARKETING CAMPAIGN

RTÉ TV W/C JANUARY 29TH 2024

15" sponsor credited promo on RTÉ One & RTÉ2. Placement in high profile programming over a **4 week period** (25-44s)

Pre roll promo on **RTÉ Player**

(Note: Deadline for sponsor logo inclusion is January 23rd 2024)

RTÉ AUDIO W/C JANUARY 29TH 2024

2 spots per day on **RTÉ Radio 1**, **RTÉ 2FM** and **RTÉ lyric fm x 1 week***

RTÉ DIGITAL

Social Media Posts with Sponsor logo on **Meta** (Statics & MP4's)

15" promo posted on **Meta**

1 x promotional WhatsApp message to **RTÉ's database** (10,000 subscribers)

Digital Display Advertising MPU on **RTÉ.ie** and **1 x HPTO**

1 x promotional email to **RTÉ's marketing database** (60,000 subscribers)



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**Subject to Availability*