

RTÉ
RADIO 1

Supercharged

with
Anna Geary

S P O N S O R S H I P

9th January - 13th February 2022

Sundays 6.30pm - 7.30pm

Supercharged is RTÉ Radio 1's brand new six-week health and wellbeing radio programme aimed at 25-54 year olds, with specific appeal to 30-45 year olds.

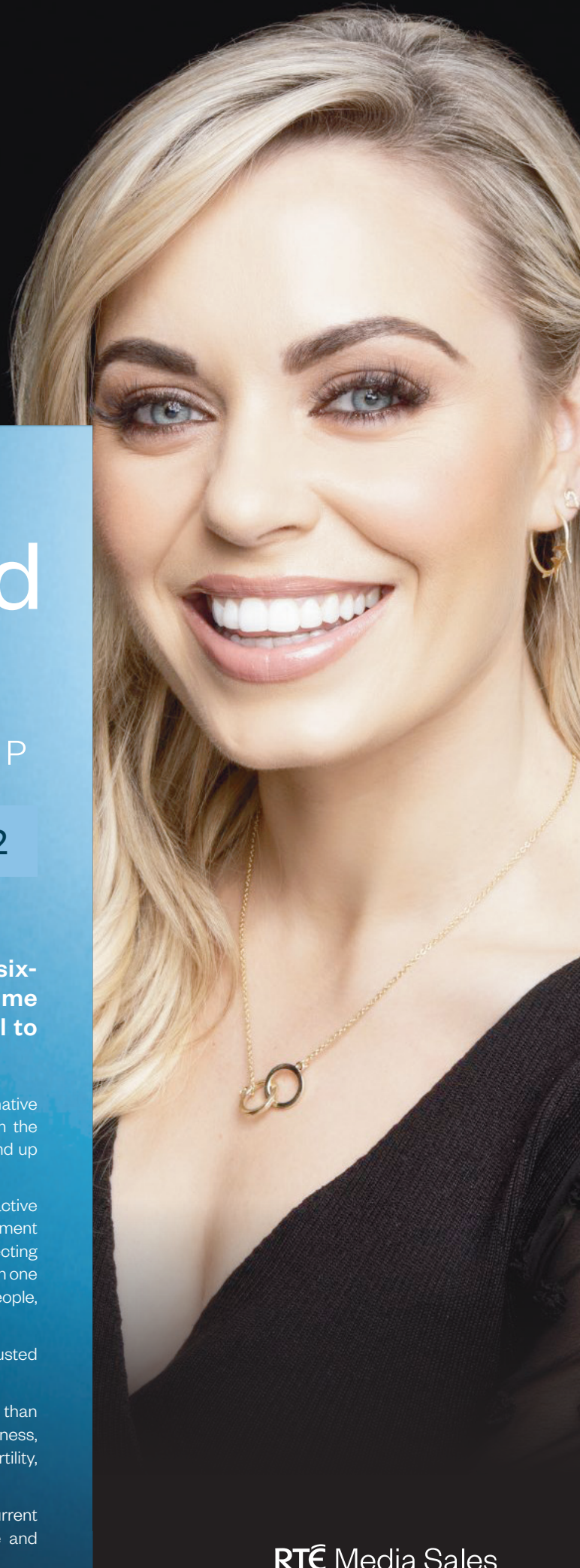
Hosted by Anna Geary, Supercharged will be an energetic, dynamic, informative and entertaining listen featuring expert advice, well-known guests from the health, wellness and fitness industry, impactful human-interest stories and up to the minute health news.

Commencing Sunday 9th January Supercharged will reach out to both active and inactive adults in Ireland and will include listener interaction and engagement at its core as well as facilitating a platform for shared experiences and reflecting the real lives and concerns of people living through a global pandemic. Each one hour show will be an appointment to listen for; busy parents, young people, health-conscious professionals and those new to health and wellness.

It will inspire, inform and engage listeners to feel and be better and is a trusted companion through the challenges and changes of daily life.

The show will also reflect that health and wellbeing are so much more than medical and fitness information - it is relationships, parenting, financial fitness, sex, self-awareness, positive body image, testicular cancer, anxiety, fertility, erectile dysfunction, breastfeeding, male menopause...to name just a few.

Supercharged will be an inclusive community that will address the current climate and debunk 'health' myths, but mostly it will provide tangible and attainable advice for everyone.



RTÉ Media Sales

About the Presenter

Anna Geary is an experienced radio broadcaster on both local and national radio. Coach for the past 6 seasons on RTÉ Television Show, Ireland's Fittest Family.

- A qualified Performance & Wellbeing Coach.
- A qualified Personal Trainer.
- A former Cork Camogie Captain, (with a proven track record in top-level sport)

Presents daily / weekly fitness classes to her Social Media following of almost 100K. All her work is focused on investing in Health and Wellbeing, Fitness, Self-Care Mental Health and Personal Development.



Sponsorship Package

RTÉ RADIO 1

Sponsor credited stings

4 x sponsor credited stings per show.

Weekly sponsor credited cross station promos:

Saturday:

- 1 x Playback (**362,000 listeners**)
- 1 x Brendan O'Connor (**382,000 listeners**)

Sunday:

- 1 x Sunday with Miriam (**318,000 listeners**)
- 1 x Brendan O'Connor (**352,000 listeners**)

Homepage Sponsorship

Sponsor leaderboard on Supercharged home page.

Podcast sponsorship

Sponsor credited sting preceding all Supercharged podcasts.

Sponsorship Fee

€60,000

For more information contact:

Tara Farrell Sponsorship Manager – RTÉ Radio

M 087 224 1040 **E** tara.farrell@rte.ie

RTÉ GUIDE

- Bespoke social media competition to run on all RTÉ Guide social platforms - Facebook, Instagram, Twitter and in our weekly subscribed newsletter which have a combined reach of over 125,000 active followers. A sponsor prize with a minimum retail value of €150 will be required.
- Six-week radio highlights sponsorship which will feature a tailor-made strip ad to run along the bottom of the radio highlights page, examples available on request.
- All Supercharged video content will be pushed out on all RTÉ Guide social platforms, tagging both the sponsor and Anna Geary.

RTÉ.ie

- Six native articles (one per week) based on the topics discussed on the show or the 'Big Interview', embedding the podcast episode into these pieces for extra listens/streams.
- All six native articles will feature in a bespoke panel at the bottom of the RTÉ Lifestyle index for high visibility with a special landing page/hub online with the podcast episodes and articles.
- Display campaign to support the Supercharged podcast and radio show. This will be in either an HPTO or billboard/ MPUs with Anna Geary saying 'tune in Sundays at 6.30pm or listen now on podcast.