

The Late Late Show

Promotional Opportunities

September 2020 - May 2021

A new season of opportunities

Each show in the upcoming series will include a competition for viewers at home and *one-for-everyone-in-the-audience* giveaways. Currently, there is no associated media cost with either opportunity, but minimum prize values are in place.

The Late Late Show Viewer Prize

The Late Late Show viewer competitions form an integral part of the show. Each week, viewers are given the opportunity to win amazing prizes. From exotic holidays to money-can't-buy experiences, top tickets, unparalleled event access, cars, cash and more.

Generally, the viewer competition receives 3 mentions during the show with a live phone call to the winner towards the end of the show. Along with the on-air script, footage of the destination/car/product will be shown. In addition, promotional partners will be credited on support material relating to the competition including The Late Late Show competition section on www.rte.ie

Minimum prize value required is €15,000, increasing to €25,000 for specials such as *The Late Late Toy Show, first and last show of the Season*. Currently, there is no associated media cost. All prizes and mentions are subject to editorial approval. Promotional slots are subject to availability and advanced booking is advised.

One for Everyone in the Audience

Each week during The Late Late Show, Ryan will give away a special treat and... there's one for everyone in the audience!

From tickets to top shows and events to Irish breaks, shopping vouchers, cash, electronic goods, entertainment packs, product hampers and more, our audiences are a lucky bunch!

And this season we'll have more fantastic treats for everyone in the audience. Promotional partners will be name checked during the giveaway along with footage/prop hamper on set/images. Currently, there is no associated media cost with placing an audience prize on the show. Minimum prize value is €100 x 250 prizes required on the night of the show (*audience numbers may vary subject to Covid-19 Guidelines*). All prizes and on-air scripts are subject to editorial approval and agreement.



For more information or to provisionally book a slot please contact eileen.sutton@rte.ie

Terms & Conditions

All prizes and mentions are subject to editorial approval. Promotions slots are subject to availability and advanced booking is advised. Please contact us for further details including minimum prize value and volumes required.