



**A BRAND NEW SEASON FOR 2025**

**The much loved series makes a welcome return to our screens in Spring.**

Intimately shot behind the scenes at Dublin Zoo, this series will continue to give its wide audience a unique insight into the care and love that goes into the running of one of the world's oldest and most renowned zoos.

Revisiting the beloved animals and zookeepers brings with it an at times emotional insight into the trials and tribulations of working in such a passionate, emotive environment. As we learn about the threats faced by these species in the wild, such as habitat loss and poaching, we learn how Dublin Zoo works to educate the public on their role in wildlife conservation at home and abroad.

The Zoo is perfect Sunday night family entertainment, suitable for young and old alike.

**PHOTOCALL**

- RTÉ Media Sales will arrange a photocall at Dublin Zoo and press release to announce the sponsorship of the series.

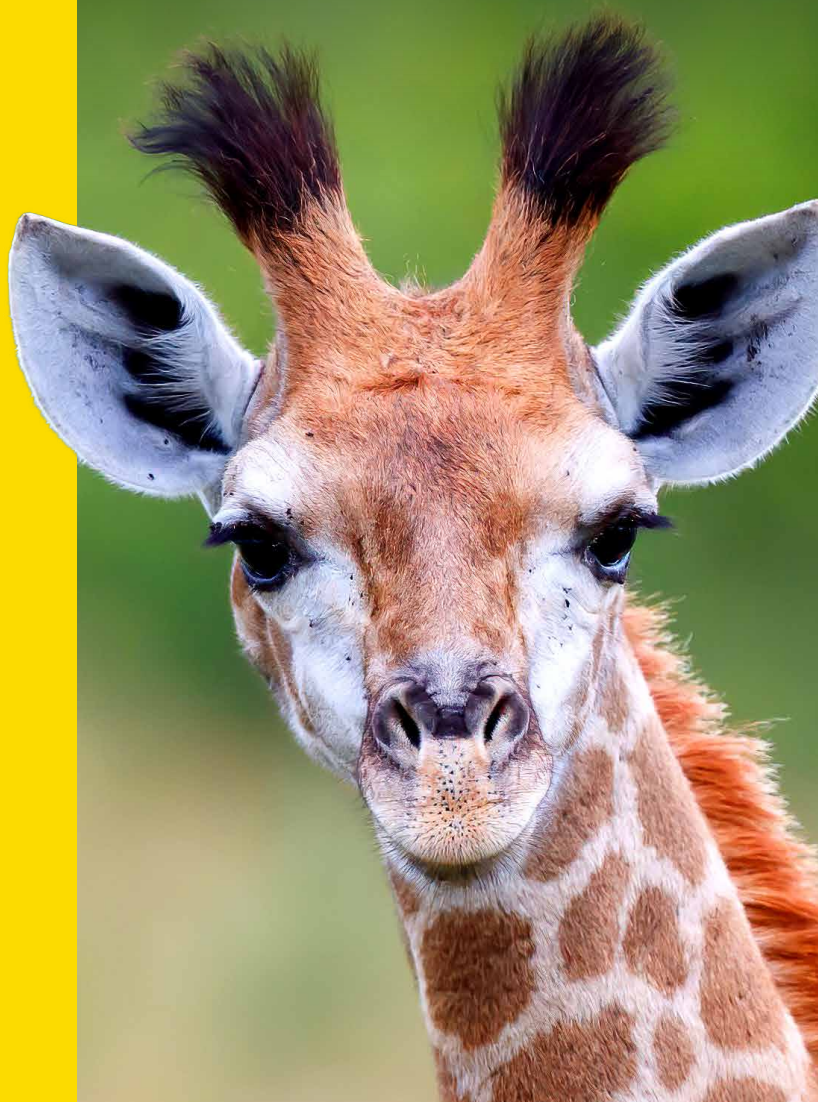
**RTÉ 2FM ROADCASTER**

- One of our top shows outside Dublin Zoo to launch series sponsorship.
- Spot Prizes to be supplied by the sponsor if required.
- Includes Social Media package on RTÉ 2FM.

**RTÉ GUIDE**

- Strip ad on the Sunday highlights page - 8 issues

Previous sponsor:



**SERIES 11 Delivery - transmitted in June 2022**

**Average Viewership:** All Adults 150,000. 17% Share

**Sponsorship Reach and Frequency:** 25.4% +1 14.9% +4

**SPONSORSHIP PACKAGE**

**Date:** May / June 2025 TBC

**Day:** Sunday TBC

**Episode:** 8 x half hour

**Stings:** 2 x 10", 2 x 7" per episode (96 in total including RTÉ One+1 and series repeat)

**RTÉ Player:** Live and On Demand

**Promos:** Sponsor logo included on all promo's on TV and Social Media

**PACKAGE PRICE: €90,000**

