

UEFA WOMEN'S EURO 2025

SPONSORSHIP OPPORTUNITY

The UEFA Women's Euros 2025 promises to bring top-tier international football to Irish screens once again, with Europe's best teams competing for glory. RTÉ's comprehensive coverage will feature live broadcasts and expert analysis, the UEFA Women's Euros will be must-watch television for sports fans across the country. This is an opportunity to align your brand with elite international sport and connect with an engaged and passionate audience. With live matches, pre- and post-game analysis, and digital coverage across RTÉ platforms, the tournament provides a powerful platform for brand visibility and association with world-class sporting achievement.



JULY 2022

Total reach: **1.9 million**

Live Match Average Viewership

	Viewers	Share
Adults15+	56,300	6.25%
Men15+	36,700	8.87%

Final Average Viewership

	Viewers	Share
Adults15+	192,400	24.95%
Men15+	121,200	30.7%

RTÉ Player: **112,000 Total streams**

SPONSORSHIP PACKAGE

Start date:	2nd July
Broadcast slot:	RTÉ2
On-screen stings:	10" and 7" stings at the opening, closing and in/out of breaks
RTÉ Player:	Stings featured on live and on demand
Promos:	Logo displayed on all TV promos

Sponsorship fee: **€150,000**

New Market Offer! On-Screen Credit Partnership

For the first time in this market, RTÉ is introducing an on-screen credit partner opportunity for each of the listed fixtures.

ON-SCREEN CREDIT PARTNERSHIP DETAILS

Minimum purchase: Two stings per game (one per half).

Maximum availability: Up to four partners per fixture.

On-screen credit specifications:

Duration: 6 seconds per credit

Size: Approximately 13% of picture height

Positioning: 10% from the bottom of the picture
Horizontally centered across 20% of the lower sixth of the title-safe area

Total Cost: **€2,000**

Includes two on-screen credits per game, one per half.