

# RTE Weather



SPONSORSHIP PACKAGE 2021

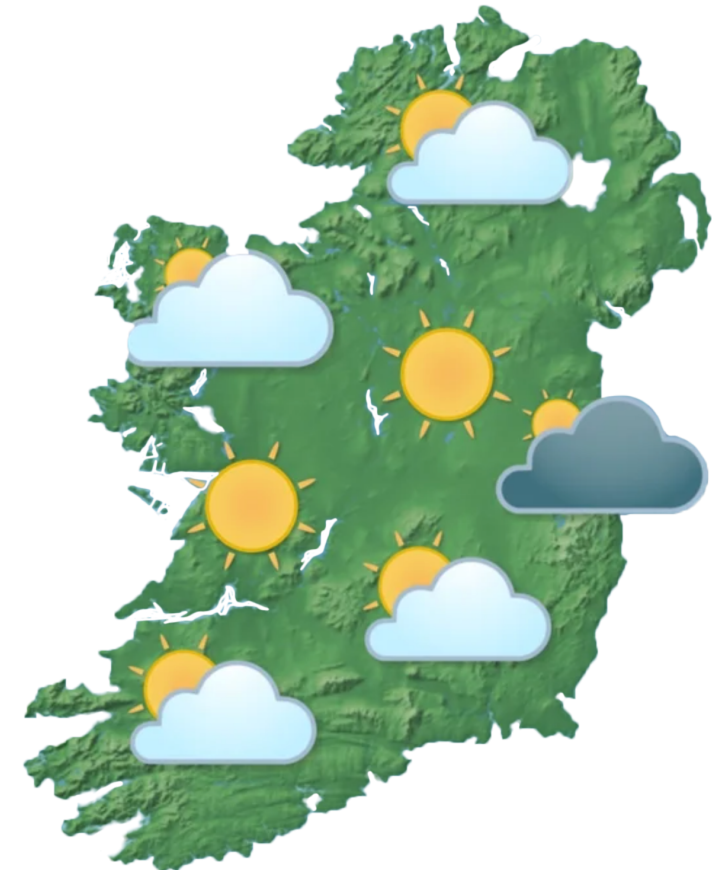
# RTÉ Weather

Irish people have a very special relationship with the Weather, We love talking about it, complaining about it; - giving out when it's too hot and too cold- when there is too much rain, or too little!

RTÉ Weather updates are a key source of information on this much-loved topic and a must see for significant numbers of the Irish audience.

The Weather Sponsorship on RTÉ TV and Online is available from January 2022. This is the first time the sponsorship has been brought to market in over 15 years and is a very exciting opportunity!

The Weather Sponsorship is a premium offering on RTÉ and the largest Broadcast Sponsorship in Ireland.



# Weather Bulletins

- Weather Mid Morning
- Weather (One O'Clock)
- Farming Weather
- Weather (Late Afternoon)
- Weather (5 O'Clock)
- European Weather
- Irish Sign Language Weekly Weather
- Weather (Six O'Clock)
- Weather (Nine O'Clock)
- Weather (Late)
- The European Weather  
*(Only Bulletin on RTÉ2)*
- 60 bulletins per Week

RTÉ  
ONERTÉ  
2

Over the course of a Year **90% of all Adults 15+** watching Television viewed the sponsorship sting at least once, equivalent to **3.3 Million people**, with **+4 reaching 87%**. Sponsorship has a weekly reach **+1 of 49%** and **+4 of 36%**.





Over  
**1 million**  
Monthly Page  
Views

RTÉ News Now App

Minimum  
**250,000**  
Impressions per  
annum

RTÉ Player

## Online Weather



Weather Over  
**450,000**  
Monthly Page  
Views

RTE.ie

BRAND  
**NEW**

The Met Éireann Podcast







# SPONSORSHIP PACKAGE



# Sponsorship Package

## Sponsorship of all weather bulletins on RTÉ television

- **2 X 10"** sting top and tail per Bulletin  
Approx 120 stings per week  
(**6,360 per annum approx.**)

## Sponsorship on RTE.IE Weather Site

- **10" sting** on all video content on RTE.ie/weather Responsive takeover across all devices and MPU and on RTE News Now.

## RTÉ Player

- **10" sponsorship sting** is displayed before all weather catch up on the RTÉ Player 30 day catch up

## The MET Éireann Podcast

- **10" sponsorship sting** before each episode.

## Social Media

- **Sponsors logo** on all RTÉ Weather Social Media posts.

## RTÉ Guide

- **1 full page advertisement** per month over 12 months (*12 issues*)

Ratecard  
value over  
**7.5M**  
*per annum*





# SPONSORSHIP PROCESS





# Sponsorship Process

- RTÉ is inviting expressions of interest for this weather sponsorship to be submitted in writing to RTÉ (by e-mail to [ruth.kennedy@rte.ie](mailto:ruth.kennedy@rte.ie)) by 5.30pm on Wednesday 5th May 2021.
- RTÉ intend to then meet interested parties individually from 10th May to 21st May 2021.
- RTÉ intend that following such meetings there will be a deadline for bids to be submitted in writing to RTÉ (by e-mail to [ruth.kennedy@rte.ie](mailto:ruth.kennedy@rte.ie)) by 5.30pm on Wednesday 26th May 2021.

*Note: these dates are subject to change at the discretion of RTÉ*



# Terms & Conditions

## *It should be noted as regards any bidding stage that:*

- Bid amounts will need to be expressed as a fixed cash amount in Euros and exclusive of VAT and will need to be a net amount without any deductions of any nature (including without limitation any agency fee).
- RTÉ will also expect that bid amounts will be incremental additional spend by the proposed sponsor and not in substitution for any existing or expected advertising and/or sponsorship spend by the sponsor with RTÉ.
- Referential bids will not be permitted.
- RTÉ will not be willing to consider joint bids by two (2) or more bidders.
- Bids may not be conditional or variable upon a particular event or condition occurring.
- Each bidder may be required by RTE to confirm to RTE's satisfaction the arrangements which the bidder is proposing to make in order to provide security to RTÉ for the discharge of the bidder's proposed payment obligations and other obligations.
- RTÉ will reserve the right to discuss each bid with the bidder of that bid.
- RTÉ will also reserve the right to go to further round(s) of bidding, in which case such round(s) will be within time periods specified by RTÉ. If RTÉ does elect to go to further round(s) of bidding, each bidder agrees that the bid which was submitted by that bidder in any previous round shall automatically carry forward to (and shall be capable of acceptance by RTÉ at) the next round of the bidding process unless that bidder submits a higher bid in the next round.
- It will be the responsibility of each bidder to check any information given by or on behalf of RTE in this invitation for expressions of interest and any subsequent discussions and correspondence, and to make any necessary further enquiries, before submitting a bid. Bidders will be deemed to have made themselves fully aware of any matters which might affect or influence their bids. No claim due to lack of knowledge or understanding will be entertained.
- RTÉ will make a decision on the successful bidder based upon a range of factors, including but not limited to, bid amount, proposed duration, and RTÉ's view as regards brand fit and creative concepts fit. For the avoidance of doubt, RTÉ decision on which bid to accept or whether to accept or reject a bid will be final.
- No bid will be deemed accepted by RTE until and unless RTE has signed a broadcast sponsorship contract issued by RTE to the bidder.

This invitation for expressions of interest (and any subsequent discussions RTE personnel may have with interested parties and bidders following in from this invitation for expressions of interest) do not contain any representation upon which any person is entitled to rely at any time in order to bring any claim, action or proceedings against RTÉ (whether for misrepresentation or otherwise). RTÉ shall not be liable for any cost(s), loss(es) or expense(s) howsoever incurred by anyone in respect of this process. RTÉ reserves the right to circulate any information updates or clarifications that RTÉ may elect to provide at any point during this process. This invitation for expressions of interest (and any subsequent discussions RTE personnel may have with interested parties and bidders following in from this invitation for expressions of interest) constitutes neither a contract nor an offer which is capable of acceptance by any person. RTÉ is not obliged to award the weather sponsorship and RTÉ may in its absolute discretion withdraw from this process at any time.





*If you require any more Information please contact:*

**Ruth Kennedy**

087 9398325

[Ruth.Kennedy@rte.ie](mailto:Ruth.Kennedy@rte.ie)

