



Bringing you
the best
sporting events



YOUR HOME OF SPORT

SKY SPORTS CONTINUES TO BRING CUSTOMERS THE BEST SPORTING EVENTS THAT MATTER MOST TO THEIR BUSINESS – BOTH NOW AND IN THE FUTURE...



21-23 JUNE



ICC CRICKET WORLD CUP
ENGLAND V SRI LANKA

GOLF
BMW INTERNATIONAL OPEN

FORMULA 1
FRENCH GRAND PRIX

WOMEN'S NBA
DREAM V MYSTICS

MLS FOOTBALL
COLUMBUS CREW V
SPORTING KANSAS CITY



12-14 JULY



ICC CRICKET WORLD CUP
FINAL

FORMULA 1
BRITISH GRAND PRIX

GOLF
SCOTTISH OPEN

NETBALL WORLD CUP
ENGLAND V SAMOA

VITALITY T20 BLAST
DOMESTIC CRICKET



19-21 JULY



GOLF MAJOR
THE OPEN CHAMPIONSHIP

NETBALL WORLD CUP
FINAL

DARTS
WORLD MATCHPLAY

VITALITY T20 BLAST
DOMESTIC CRICKET

MLS FOOTBALL
LA GALAXY V LAFC

WOMEN'S NBA
LIBERTY V SPARKS



23-25 AUGUST



NEW FOOTBALL SEASON
PREMIER LEAGUE
EFL
SPFL

RUGBY WORLD CUP
WARM-UP
ENGLAND V IRELAND

ASHES – 3RD TEST
ENGLAND V AUSTRALIA

EUROPEAN TOUR GOLF
SCANDINAVIAN INVITATION



6-8 SEPT



FORMULA 1
ITALIAN GRAND PRIX

RUGBY WORLD CUP
WARM-UP
ENGLAND V ITALY

ASHES – 4TH TEST
ENGLAND V AUSTRALIA

EURO 2020 QUALIFIERS
IRELAND V SWITZERLAND
WALES V AZERBAIJAN
SCOTLAND V RUSSIA

NFL
NEW SEASON BEGINS

“What a year 2019 is – it is massive for our pub, with all four golf Majors and The Ashes”

Matt Feeny /
The Green Man



80%

of landlords say that Sky Sports offers the best selection of live sport, with Sky also seen as the best broadcaster for summer sport

Source: 2019 Message testing; Ipsos MORI May 2019

PREMIER LEAGUE

SKY SPORTS WILL BRING YOU THE BIGGEST NAMES AND THE BIGGEST GAMES AT KEY TRADING TIMES ALL SEASON LONG

Enjoy the biggest head-to-heads throughout the season, and show your customers more of the games that matter as Sky Sports brings you the **first pick every matchday weekend**.

Sky Sports also has **the top three kick-off times*** for pub customers - the Super Sunday double header and Saturday at 5.30pm, plus the new Saturday 7.45pm kick-off, Monday Night Football and Friday Night Football.



*Source: 2019 Message testing: Ipsos MORI May 2019

Channels and content availability are dependent on your Sky agreement.



Showing Premier League football brings in thousands of pounds of additional revenue every single month

Neil Howley / The Swan

128

SKY SPORTS REMAINS THE HOME OF THE PREMIER LEAGUE UNTIL 2022, WITH 128 EXCLUSIVELY LIVE GAMES

FOOTBALL

BRING YOUR CUSTOMERS MORE OF THE FOOTBALL THAT MATTERS THIS SEASON WITH SKY SPORTS

EFL FOOTBALL LEAGUE

In 2019/20 you can show more action from the EFL with **138 exclusively live games**, including the Sky Bet Championship, League 1 and League 2 - that's more opportunities to **drive trade at key times** and show more of the games that matter to customers.

Plus, Sky Sports News simultaneously shows all the best moments from every game, meaning you'll never miss a moment.



INTERNATIONAL FOOTBALL

Show up to **900 international matches**, including every Wales, Scotland, Republic of Ireland and Northern Ireland Euro 2020 Qualifier.

Plus, you can screen every England, Ireland, Scotland and Northern Ireland game from the **2020 UEFA Nations League**, exclusively live, alongside live action from Wales' campaign.



SCOTTISH FOOTBALL

This season, there's coverage of 30 SPFL games, including up to 4 Old Firm derbies. And from 2020, Sky Sports will be the only place to see live Ladbrokes Premiership action with up to **48 exclusively live matches** - that's Premiership action every weekend throughout the season.



CARABAO CUP

Enjoy exclusively live coverage of **15 games from the Carabao Cup**, as Premier League giants take on the EFL big guns, including live coverage of both semi-finals and the showpiece final from Wembley.

171

THE TOTAL NUMBER OF EFL GAMES LIVE ON SKY SPORTS NEXT SEASON, INCLUDING ACTION FROM THE CHAMPIONSHIP, LEAGUES 1 AND 2 AND THE CARABAO CUP

GOLF

MAKE YOUR VENUE THE HOME OF GOLF WITH OUR DEDICATED CHANNEL

Sky Sports brings you all four televised Majors so you can show every day from **The Open**, **The Masters**, the **US Open** and the **US PGA Championship** as the biggest stars in the sport battle for golf's most prestigious titles.



- Plus, enjoy action from the **European and PGA Tours** – that's 32 events from both tours, including the **British Masters**.
- There's live action from **The Solheim Cup**, plus LPGA events and more from the ladies' game.
- Show every day of the **2020 Ryder Cup** with exclusively live action, as Europe and the USA go head-to-head.



Channels and content availability are dependent on your Sky agreement.



52

SKY SPORTS SHOWS GOLF EVERY WEEK OF THE YEAR, SO THERE'S ALWAYS LIVE CONTENT TO HELP DRIVE REPEAT CUSTOM AND SPEND

CRICKET

SHOW EVERY BALL AND WICKET FROM ENGLAND'S ASHES TEST SERIES LIVE ONLY ON SKY SPORTS

Show every England home Test, ODI and T20 match live, including England's huge Ashes series against Australia starting this July. Every match from both the men's and women's Ashes series are exclusively live, helping you drive repeat custom throughout the summer.

And you can follow England's progress in the ICC Cricket World Cup and show every ball of the 2019 tournament with all matches live.

Plus, Sky Sports will be the only place to watch England's tours of the Windies, New Zealand and South Africa this winter.

Cricket drives footfall for our pub. Our customers know they can come in and watch their team, or their country, in a great environment and with a great atmosphere

Mike Reed /
The Griffin Belle

Channels and content availability are dependent on your Sky agreement.



PLUS, SHOW DOMESTIC CRICKET FROM ACROSS THE GLOBE



Over 60 English domestic cricket matches from the Vitality Blast and Specsavers County Championship, plus 15 games from the Royal London One Day Cup.



Show domestic T20 cricket from around the world, with action from the Ram Slam T20 league, South Africa's biggest domestic competition.



200

SHOW OVER 200 ENGLAND MATCHES HOME AND AWAY BETWEEN NOW AND 2024 INCLUDING THE ASHES

FORMULA 1

DON'T MISS A MINUTE OF THE ACTION WITH SKY SPORTS, YOUR HOME OF LIVE AND EXCLUSIVE F1

You can encourage fans to stay for longer and spend more by showing Formula 1 in your venue. With every practice and qualifying session and the race itself exclusively live on Sky Sports, you can enjoy three days of back-to-back action every race weekend on Sky Sports' dedicated F1 channel!



F1 race weekends are a great driver of trade for our pub. There are so many great races, it means what might usually be a quiet trading period for us, it drives people into the pub

Philip Cutter / The Murderers



341k

THE AVERAGE NUMBER OF PEOPLE WATCHING F1 RACE DAYS OUT OF HOME

Source: Ipsos MORI Out of Home Viewing Panel July 2018



sky sports action

sky sports arena

RUGBY

SHOW OVER 200 RUGBY MATCHES FROM ACROSS THE GLOBE

INTERNATIONAL RUGBY

Sky Sports brings you exclusively live coverage of England's **Quilter International series** home matches against Wales, Ireland and Italy this August and September, as Eddie Jones' team prepare for the **Rugby World Cup**.

Plus, you can show every England Women's game from the **Six Nations** and **Old Mutual Wealth Series**.

Live sport creates a great feeling in a venue, bringing people together to enjoy a major sporting event

Karl Tisch / The Pilgrim



THE RUGBY CHAMPIONSHIP

Show every game from the southern hemisphere competition, contested by international superstars **South Africa, Australia, New Zealand and Argentina**.



TOP 14

Bring your customers **55 matches a season** from France's top league, featuring some of Europe's best teams and star players including **Chris Ashton, Leone Nakarawa and Dan Carter**.



SUPER RUGBY

Enjoy league action from the southern hemisphere's **15 biggest clubs**, featuring international stars such as **Beauden Barrett, Kieran Read and Michael Hooper**.



WORLD RUGBY SEVENS SERIES

Live action from all **10 tournaments** in the men's and women's series, as the teams compete for the title of **World Sevens champions**.

777k

The England v South Africa international rugby game on Saturday November 3, 2018 was viewed by nearly 800,000 people out of home

Source: Ipsos MORI Out of Home Viewing Panel, 2018

THE BEST LIVE SPORT EXPERIENCE

CHOOSE FROM AN AMAZING SELECTION OF LIVE CONTENT AND ENJOY MORE MONEY-MAKING OPPORTUNITIES WITH SKY

Without Sky we would probably have a 15-20% reduction in footfall and that's a fact. We know that when Sky is on, the number of people inside the building is much higher

John Connelly / The Sandon



RUGBY LEAGUE /

Show your customers up to 100 exclusively live rugby league games, with 80 Super League games including the Super 8s and the Grand Final.

NETBALL /

Show every game from Netball's Superleague and the 2019 Netball World Cup and help attract new sports fans into your venue this summer.

NBA /

Sky Sports customers can enjoy more than 170 live games and a record number of live weekend primetime games starting from 8.30pm UK time.

1 MILLION

PEOPLE WATCH SPORTS OTHER THAN FOOTBALL OUT OF HOME EVERY WEEK - THAT'S A HUGE OPPORTUNITY FOR YOUR VENUE

NFL /

You can show 100 NFL matches every season, including Sunday night triple-headers. Plus, enjoy the 'greatest show on earth' with the Super Bowl live.

DARTS /

Enjoy over 60 days of live darts throughout the year, including the World Darts Championship and all 16 weeks of the Premier League.

SAVE MONEY ON SKY

The Sky and Molson Coors deal has changed.
It's now bigger and better than ever.



SAVE UP TO 30% OFF SKY SPORTS

MORE flexibility

A simpler deal, open to more pubs than ever

MORE choice

Serve up more of the sport and drinks your customers want

MORE savings

The more you pour, the more you score...

15%

OFF **sky sports**

2 BRANDS
3 KEGS

20%

OFF **sky sports**

2 BRANDS
4 KEGS

25%

OFF **sky sports**

3 BRANDS
5 KEGS

30%

OFF **sky sports**

3 BRANDS
6 KEGS

Based on weekly purchase amount

CALL **0844 644 7322** | VISIT **MOLSONCOORSSKY.CO.UK**

Plus you can also enjoy additional discounts based on your venue's location, outdoor space and food offering - you can even enjoy free WiFi.

Offer only available to independent and certain leased and tenanted licensed premises in England and Wales who subscribe to Sky Ultimate and comply with Molson Coors (UK) terms, including applicable volume commitments and 12 month minimum term (excludes Group customers, Scotland, Northern Ireland, Channel Islands and Isle of Man). Discount of up to 30% available off Sky Ultimate England & Wales. Minimum 12 month terms and payment via direct debit required for Sky Ultimate. Box and set-up costs may apply. For more information and full terms and conditions visit www.molsoncoorssky.co.uk. Sky WiFi: £0 a month for Sky Ultimate subscribers on 12-month contracts. WiFi set-up cost applies. WiFi availability is subject to your premises' location, 12 month minimum term and payment via direct debit applies. [Calls cost 7p per minute plus your provider's access charge.]

TAILORED SUPPORT TOOLS

WE HAVE A RANGE OF BRILLIANTLY SIMPLE AND TAILORED SUPPORT TOOLS TO HELP OUR CUSTOMERS DRIVE THE MAXIMUM FOOTFALL, INCLUDING:



A Monthly Sports Email

Packed full of sporting information, an easy-to-use fixture planner for the month ahead, plus top tips to help you promote sport.



Tailored Fixture Posters

FREE monthly fixture posters delivered straight to your venue. Pick your poster pack to promote the fixtures and events that matter to your customers. The posters include key Sky Sports fixtures plus top sporting events from other broadcasters.



Social Made Easy

Get access to a huge range of branded digital assets and share fixtures and promotional assets to Facebook and Twitter with just one click.



Sky Sports Pub Finder

We promote your venue to sports fans who use Pub Finder to help decide where to enjoy the game and you can tailor your listing to make it even more appealing.



The Training Ground

Make your venue the home of live sport. The Training Ground features bite-sized video content, shares best practice and serves up at-a-glance guides to help you understand and market live sport. Topics include everything from marketing tips to advice on running a live sport event.

FIND IT ALL AT **MYSKYSPO RTS.COM**

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