STUDIO SPONSORSHIP

FROM itv

Sponsorship Trading Process

2026

To find out more, or to discuss the sponsorship trading process; please contact your ITV Sales Representative/s or the ITV Sponsorship Controller

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Communicating the latest Sponsorship Opportunities

As a team, we work closely with Commissioning and Production to ensure sponsorship opportunities are shared with the market as early as possible.

The latest opportunities are communicated via ITV Marketplace - a weekly newsletter sent every Monday by commercial@itv-media.com to brands and agencies across the UK.

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ITV Marketplace is split into four sections

Sneak peek

'Teasing phase'

1-2 weeks before 'Coming Soon'

- Early heads-up to the market
- Shares a brief overview of upcoming opportunities
- Includes high-level details (synopsis + indicative scheduling)

Coming soon

'Seeding phase'

2-3 weeks before 'Fresh This Week'

- Full details released to market
- Includes package info, pricing, indicative scheduling information and any restrictions
- Supporting sales materials and predictions become available

Fresh this week

'Flyering'

3-4 months before TX

- Promotes opportunities coming to market' that week
- For larger deals: 6–12 months in advance

Available

'In Market'

- Highlights opportunities available for sponsorship
- Full details, including 'Open Market' dates can be viewed on the linked ITV Media page

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An overview of the Sponsorship Trading process

Formerly known as 'Official Flyers', the '**Fresh This Week**' email (circulated on a Wednesday):

- ❑ Showcases newly available opportunities, the **Guide Price** and their **Open Market Date**
- ❑ Marks the start of a **10 working-day window** (in some cases, this window may be shorter or longer)
- ❑ During this period, **offers are not accepted**
- ❑ From **10:00am on the Open Market Date**, we are open to reviewing submitted offers
- ❑ All offers should be **best and final, client-backed** and are **subject to editorial approval and contract.**

Submitting offers

Submit all offers to: **sponsorshipoffers@itv.com** and your ITV Sales Representative

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Key definitions

Guide Price

The price for the sponsorship opportunity and package advertised on ITV Media, and within supporting sales materials.

Open Market Date

The day from which we are open to reviewing any offers submitted.
This is from 10am on the (working) day following the end of the window set.

A Guide Price offer being received at any point after 10am, would open a 30-minute window for any other offers to be received.

Best and Final

Clients should only submit offers which reflect their final and best possible terms (this includes their financial commitment as well as all other offer details including package details and any other commercial terms being requested).
Our sponsorship trading process does not allow for offers to be improved during the Holding Window - all offers submitted must be clients' best and final terms to give them the best chances of securing the sponsorship opportunity.

Holding Window

The length of time ITV Commercial choose to hold a sub Guide Price offer for - this can be up to five working days.

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Offer scenarios

1. **Guide Price** (or above) offer received:

A Guide Price offer, for the Sponsorship Package as advertised on ITV Media, (at any point after 10am on the 'Open Market Date') would result in the property being **taken off the market after 30 minutes**.

During this 30-minute window, other offers can be submitted. At the end of the 30-minute window, the strongest offer will be accepted.

For clarity, if an offer received is at the Guide Price investment level, but includes additional elements beyond what has been advertised, this would not be deemed a 'Guide Price' offer. In this instance, ITV Commercial would be free not to take the property off the market after 30 minutes and instead, place the offer in a 'Holding Window'.

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Offer scenarios

2. If the first offer received is **lower than the Guide Price**, there are three possible outcomes:

1. If ITV Commercial feel that the offer received is not acceptable, we will decline the offer.
2. If ITV Commercial feel that the offer is close enough to the guide price to be acceptable, or if there are other factors (e.g. it is close to transmission), we may choose to place the offer in a 30-minute window, for any other offers to be submitted.
3. If ITV Commercial feel that the sub-guide price offer is good but there is potential in the market for a stronger offer from another client, ITV Commercial may choose to-hold the offer and place it in a Holding Window of **up to five working days.**

   - ITV Commercial is free to market the sponsorship opportunity during the Holding Window set/communicated.
   - During the Holding Window, the client will not be allowed to improve their original offer. All client-backed offers submitted must be **best and final.**
   - In the instance that the Holding Window of up to five working days passes and no other offer has been received during this time, we would **look to progress with the initial offer** (subject to any negotiations that ITV Commercial deem required) and take the property off the market.

To note

All offers are assessed on overall strength, whether one or multiple offers are received simultaneously*

When reviewing offers, ITV Commercial will make a decision on the successful offer based upon a range of factors, not merely which offer arrived first, or which offer is the highest.

This includes but is not limited to the following:

- ❑ Brand fit
- ❑ Any offer stipulations
- ❑ Contract/payment requirements
- ❑ Creative concepts and considerations

**For the avoidance of doubt, ‘simultaneous’ shall be defined as within 30 minutes of the first offer being received.*