



**PalTV.**  
**190th Durham Regatta**  
**Official broadcasters**

**Sponsorship packages**  
**Local businesses**

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We can provide bespoke packages if required, and for any queries please contact [broadcasting@paltv.co.uk](mailto:broadcasting@paltv.co.uk)

# Introduction.

PalTV is Durham's only student-run TV station, founded in 2021, and student Broadcaster of the Year 2022 and 2023. We have been selected as the official broadcasters of the 190th Durham Regatta, off the back of our successful two day live coverage last year.

This year, we have been going from strength to strength, as shown at the recent NaSTA awards. Our content has been featured on national news, we have hosted a debate show with local politicians, such as Mary Foy MP and Cllr Amanda Hopgood, launched our Foreign Correspondent programme, and even gone viral on TikTok.

However, we have also upgraded our live coverage, which resulted in us having a team dedicated to live broadcasts. From remote studios to drones, and live edits to professional commentators, they have been working tirelessly to make this the best broadcast the Station has done yet.



As featured on



## INTRODUCTION

# Why does PalTV need sponsorship?

Last year, the Durham Regatta presented a set of technical challenges that we had to overcome, such as Internet access and image transmission. Now we have a dedicated Broadcasting Team, who have done three broadcasts this year, always beating our previous bests.

From the finals of the Floodlit Cup, to being the official broadcaster of Durham University Charity Fashion Show, which raised **£221,000** for charity, we have had record viewers and even been shown in **ten** physical locations live.

We can use sponsorship to obtain better equipment, design better sets, and produce higher quality content. Our aim is for every broadcast to be better than our last.

**Sponsoring PalTV's coverage not only benefits the broadcast, but helps us train the live broadcasting talent of the future!**



# Key facts & statistics.

PaITV has an established audience of Durham students and residents.  
We are the key to unlock Durham.

**80+**  
Full-time  
members

**5,000+**  
Live watch hours



**1250**  
YouTube Subscribers



**23,000**  
Instagram reach  
in 2023



**5**  
Gold NaSTA  
Awards

**130,000+**  
Live impressions

**900,000+**  
All time YouTube  
impressions

**2,200+**  
Instagram Followers



As featured  
on national  
news

**6**

Live Broadcasts

**7,800+**  
Watch hours



**480,000+**  
Views on TikTok

# Benefits explained.

Each level of sponsorship offers a selection of benefits. We're aware not everyone is familiar with live broadcast terminology so we've put together the explainer below. This can also be used to compile a bespoke package.

## Marketing Coordinator

A dedicated member of the Broadcast's Marketing team will be on hand to help create your sponsorship campaign.

## Live edit

During the broadcast, we will have editors working around the clock to cut together key races into standalone videos for the official Twitter coverage and our other social media, to be uploaded as soon as the races have finished.

## Ident

A short video used to provide transition time. For example, when the commentary team hand off to the presenter team for a segment. Rather than our still logo, we will come and create a video with your product or business, with a voiceover indicating who you are. This will be played many times throughout the broadcast.

## VTs

VTs (video tapes) are pre-recorded segments that are played on the live broadcast and may be uploaded as standalone videos.

# Benefits explained.

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## Sponsor graphic

At key moments, a banner, such as the one here, will be shown, overlaid on top of the broadcast.



## Advert

An advert is a video no longer than 45 seconds that shows off your business or product exactly how you would like. It will be shown directly to our viewers, and we can even send one of our experienced production crews to come and make it for you - allowing you to use it in the future.

# Title Sponsor.

The title sponsor has **exclusive** sponsorship of both days of the broadcast. There will be no other sponsor.

## Benefits

- You **exclusively** sponsor the **entire** broadcast, from beginning to end.
- **All** of our VTs, live edits, and highlight clips will be sponsored
- Our printed banner and all digital promotional material will display your logo.
- Commentators and presenters will introduce the broadcast with your company name.
- Idents will have your logo, and a voiceover with your company name.
- At key moments, a sponsor graphic will appear.
- 1x advert, maximum **45 seconds**, shown both days. We can even come and make this for you!

## Fee

**£700** for both days.



# Sponsor.

A regular sponsor will receive a sponsorship graphic before key moments, as well as commentators and presenters thanking the company at the end of segments.

## Benefits

- Sponsorship graphic will be shown to all of our viewers **numerous times** a day.
- Presenters and commentators will thank you, with phrases such as 'and thank you to ACME for sponsoring the broadcast'.
- There will be **no** other sponsors on the same day.

## Fee

**£200** for each day.

# Advert Partner.

An advert partner will have an advert shown for them a fixed number of times per day at key moments in the broadcast. We can even send one of our experienced production crews to come and make it for you, allowing you to use it in the future.

## Benefits

- We will run adverts, a maximum of no more than **45 seconds** in length before key events in the broadcast and during breaks.
- We can send an experienced production crew to come and make an advert (no longer than **45 seconds**) for you, if you require.
- You will receive the final advert so that you can repurpose it and use it again.

- There will be at most **four** adverts per day in a rotating order.

**Fee**  
**£200** for each day  
**£50** to create an advert



# Contact us.

Our team is on hand to offer proactive support at all stages of collaboration for each of our sponsorship levels. We will always have someone on hand to help with any questions you may have and will allocate you dedicated correspondents to enable a cohesive, personalised service.

If you have any bespoke requests or requirements, we are open to discussions on all plans.

**If you are interested, please contact us:**  
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**Chris Ray**  
**Lead Producer & Marketing Manager**  
**190th Durham Regatta coverage**

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**Lead Producer**  
**190th Durham Regatta coverage**

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**190th Durham Regatta coverage**

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**PalTV.**