



TV title sponsorship?

Why not sponsor Mowlem's TV Travels?

Estimated Audience Figures for Johnny Mowlem's World Travels. As shown on Sky Sports Television

For 2006 the series will consist of 3 x 1 hour minute episodes shown over a block of 3 days at 5pm each day. This sequence is then repeated 3 times over the following weeks across the various Sky Sports channels, i.e. Sky Sports 1, Sky Sports 2 and Sky Sports 3.

Based on the figures available to us from the 2005 show, each show next year will receive a minimum of 250,000 per episode, including the repeats.

Estimated total hits for the 2005 programme run: 1,500,000 viewers.

The programme is feature led and can be tailored to suit any team sponsors or even the team itself and if required can be sold on to other stations, for eg; Speedvision. Even the title is not necessarily set in stone.

Additionally Johnny has close links with Haymarket Publications and is personally sponsored by Autosport, arguably one of the worlds leading international motorsport publications. Through this association he can offer feature led articles for a team and its sponsors in many of the Haymarket owned motoring publications, including Racers magazine in the US, which is of obvious benefit to teams participating in the American Le Mans or Grand Am Series.



Contact for further information via: www.johnnymowlem.com