

# ADVENTURES ON

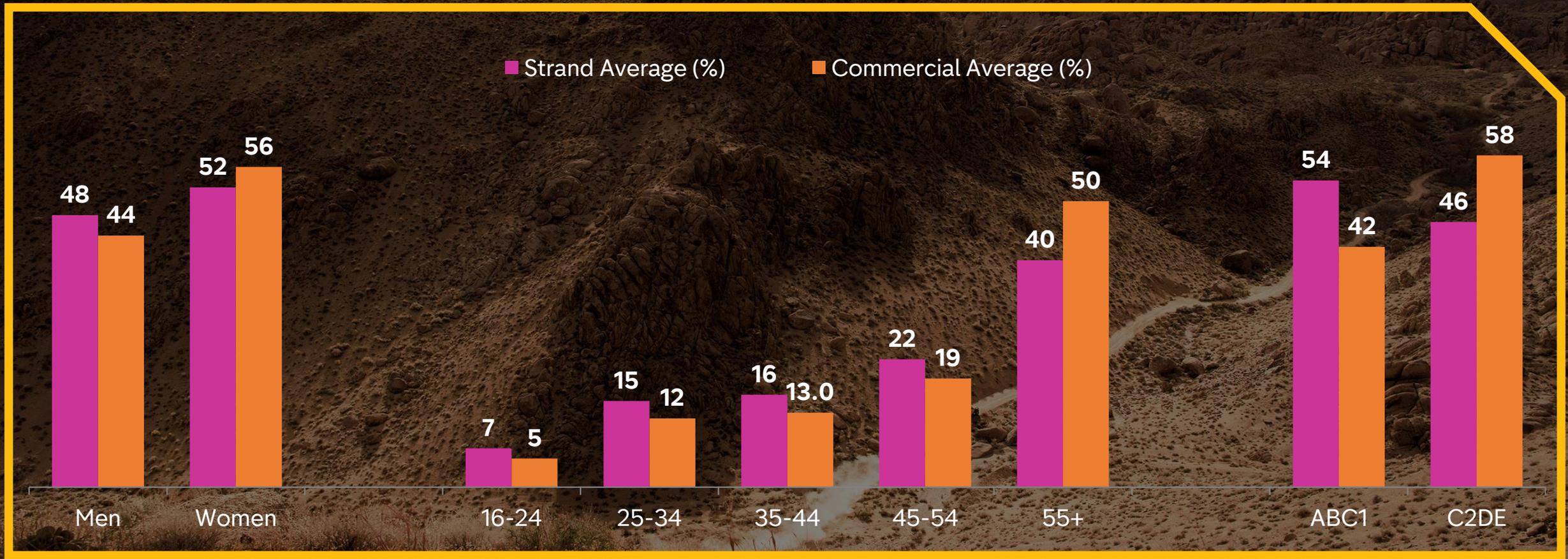


2021 Sponsorship Opportunity

# JOIN THE ADVENTURE

- Have ownership over Channel 4's most adventurous programming
- Align with some fantastic new, wild journeys all the way from the humid Amazon Rainforest to the dusty roads of Cuba.
- Associate with returning favourites and familiar faces as we go on the run again with Hunted.
  - Consistent peak presence throughout the year

# With a young and upmarket profile



Source: BARB/TechEdge, profile of sponsor idents Jan19-July20. C4 and 4Seven

# A LOOK AHEAD

**Adventures on 4** gives you ownership of our most adventurous programming; pushing people to their limits and challenging them to go bigger and further than ever before!

You will have alignment with yet more of C4's most inspiring and adrenaline-packed shows with loads of new titles to come in 2021!

You'll get association with brand new, exciting formats and returning favourites!

**With peak presence across the year on Channel 4!**

# EXCITING NEW ADVENTURES



## LYNX STONE AGE TRIBE

3 x 60

We will be bringing together a small Stone Age tribe and recreating an incredible journey once made by our prehistoric ancestors. The make-up and hierarchy of this group will authentically mimic stone-age communities and one of its members will be Lynx Vilden; she is one of few people in the Western world to explore this lifestyle in such depth. Each person will have either practical and/or academic expertise in different aspects of the Stone Age world. All will be looking to work together to test theories and uncover truths about how Stone Age tribes lived and functioned. Each is driven by personal motivations to be part of a prehistoric tribe and an anthropological experiment that has never been attempted before.

## AMAZON ARMAGEDDON

3 x 60

Across three stand-alone episodes, this series sets out to solve history's greatest mystery - and re-write the story of an entire continent: Huge abandoned settlements, and millions of missing inhabitants. What really happened in the Amazon? For centuries experts believed the Amazon was an untouched wilderness, but startling new discoveries, driven by technology, archaeology, and the last remaining Amazon people themselves are changing everything experts thought they knew about one of the world's wildest regions. With exclusive access to expeditions into remote regions of the Amazon, the series promises amazing discoveries and revelations. We will follow teams of archaeologists as they explore, map and excavate remarkable sites across the entire continent, revealing a previously unknown civilisation that once flourished here.



# YET MORE WILD JOURNEYS



## LIVING WILD

8 x 60

'Living Wild' is the authentic experience of living alongside wildlife – as we've never heard or seen it before. Set in one of Kenya's most breath-taking conservancies Ol Pejeta, this new eight-part series takes you on an intimate journey into the heart of the lives of an incredible cast of wild animal characters.

Meet Cedric the young, sexually immature ostrich who, given the worryingly dwindling population, is under a huge amount of pressure to start mating with the older more experienced Koki. Will his extravagant wing flapping ever manage to catch her eye sufficiently to produce the clutch of eggs the conservancy so desperately needs? We follow lioness Sior as she struggles to cope with the loss of two of her cubs in the aftermath of a buffalo stampede. We witness teenage mummy's boy rhino Vumbi as he is forced to undergo a rite of passage separation from his mum Mkora. Can he finally embrace manhood and brave the wild alone or will he rush back to the comfort and protection of his mother's side?

For the first time, their stories as well as those of many other species are told through the eyes of the 600 strong team who live side by side as we witness what it takes for them to keep the wild alive....

Living Wild is packed with humour and wit, not only are we telling a vital story about conservation, we're telling it through the words and experience of the predominantly Kenyan people who live and work here – whose voices are not always heard.

# GUY MARTIN IS BACK IN TOWN

## GUYS GARAGE

5 x 60

Guy Martin is embarking on four projects to build racing machines out of iconic vehicles, then take them on a road trip to their country of origin and race them against the best drivers that nation has to offer.

## BATTLE OF BRITAIN

2 x 60

Does Guy Martin have what it took to be a World War 2 fighter ace and win a Battle of Britain dogfight? He's going to strap himself into a Hawker Hurricane and find out.

2020 is the 80th anniversary of the Battle of Britain. In the summer of 1940 Hitler felt sure Nazi Germany's superior forces – with better training, more combat experience and more advanced firepower – would make invading the last free country in Europe a formality.



## OUR GUY IN CUBA

2 x 60

In his latest travelogue, Guy is off to Cuba – the largest island in the Caribbean and a thorn in America's side for 70 years. He is fascinated to find out how this country has managed to maintain its independence and its communist ideals, despite being just 90 miles from the world's leading bastion of capitalism, which has forced Cuba to suffer decades of isolation. Guy will see how, in many ways, Cubans have come to be defined by what they don't have: modern cars, the internet, popular culture, material wealth and freedom of movement. But he'll also see how in Cuba, what they lack is in many ways their strength and necessity really is the mother of invention. This is possibly the hardest grafting and least throw-away-society on earth. If Guy Martin was a country, he would probably be Cuba

# WE ARE BACK ON THE RUN

Hunted is one of the most competitive shows on television with the show bringing in millions of viewers each year. In this real-life thriller, our contestants go on the run from a team of expert hunters. Where will they hide? Who can they trust? What would YOU do?

## HUNTED

6 x 60

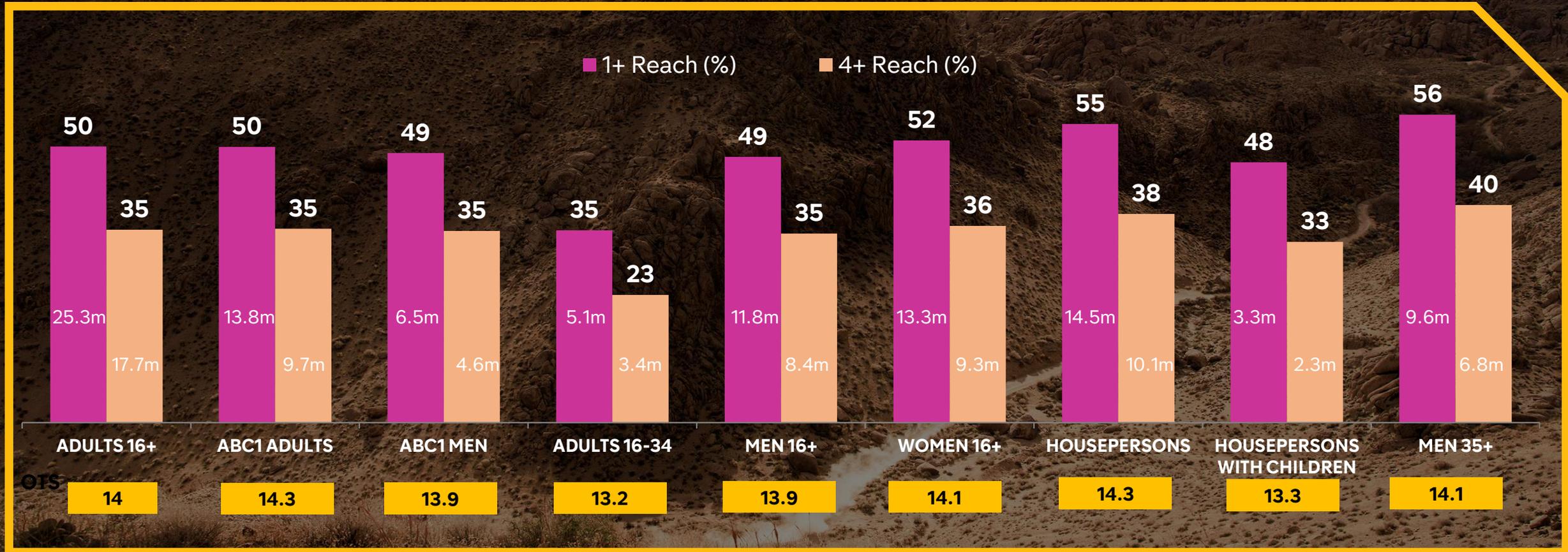


## CELEBRITY HUNTED

4 x 60



# 2021 sponsorship is predicted to reach 56% of Men35+ next year



Source: BARB/Sponsorship module based on schedule

# SUMMARY AND INVESTMENT

12 months running from 1<sup>st</sup> January 2021 – 31<sup>st</sup> December 2021

Based on **36 hours of peak programming** across Channel 4 and All4 (where rights permit). Please note any SU2C specials may carry a secondary sponsor.

The deadline for client-backed offers is at **5pm Friday 16<sup>th</sup> October 2020**