**Screwfix continues to be the ‘Official Partner of Sky Sports Football’**

**London – EMBARGOED 09:00 31st July 2020 –** Screwfix is set to continue its long-standing alignment with football coverage on Sky Sports, Quest and S4C ahead of the upcoming 2020/21 season.

Sky Media and Wavemaker agreed a seven-figure deal which will see Screwfix continue its exclusive sponsorship of Sky Sports’ broadcast and digital coverage of the English Football League (EFL) and the Scottish Professional Football League (SPFL), with more sponsored games than ever before.

As well as the EFL and SPFL, the hardware retailer has also renewed its ‘whistle-to-whistle’ sponsorship of the Carabao Cup on Sky Sports. Screwfix is sponsoring over 200 live games on Sky Sports Football across the season. The agreement also includes sponsorship of the EFL and Carabao Cup highlights shows on Quest. In addition, Screwfix will continue as sponsors of S4C’s Cymru Premier League coverage.

The sponsorship continues for a seventh consecutive season since its inception in 2014, which has seen a positive brand perception uplift across all metrics. The partnership has increased consideration amongst viewers by 15% and cemented Screwfix as one of the top trade brands in the UK.

As part of the renewal, Screwfix can now use the Sky Sports Football logo and Official Partner designation in its owned and bought media.

The media package comprises 15-second and 5-second idents, digital display takeovers and video bumpers, aligned to the sponsored content.

**David Moore, Director of Marketing at Screwfix** said:

“We are proud to be continue as the Official Partner of Sky Sports Football.  With over 80% of our customers watching or attending games of their choice, this partnership gives us the opportunity to interact each week. We look forward to working with Sky Media over the coming year”

**Sarah Jones, Director of Planning at Sky Media** said:

“Our long-standing partnership with Screwfix has gone from strength to strength since its inception in 2014. Now spanning the EPL, SPFL and Cymru Premier League across Sky Sports, S4C and Quest we’re thrilled to continue to be a key driver of Screwfix’s success.”

**Jamie Page, Business Director - Content Lead, at Wavemaker** said:

“Wavemaker Content is incredibly excited to have brokered this fantastic deal between Screwfix and Sky Sports Football. The breadth of this partnership offers exciting opportunities for Screwfix and we are convinced the partnership will continue to positively provoke growth for them. We look forward to collaborating with Screwfix and Sky and can’t wait to get started!”

**-- ENDS –**

-------------------------------------------------------------------------------------------------------------------------

**Notes to editors**

To view supporting creative images and video assets, please visit here.

**Press contacts**

MWWPR

Tom Broughton / Leah Fullalove / Elentay Alcock

skymedia@mww.com

**About Screwfix**

Screwfix is part ofKingfisher plc, the international home improvement company with over 1,300 stores in 9 countries across Europe, Russia and Turkey, supported by a team of over 77,000 colleagues. It operates under retail brands including B&Q, Castorama, Brico Dépôt, Screwfix and Koçtaş. It offers home improvement products and services to nearly six million consumers and trade professionals who shop in its stores and through its digital channels every week.

It believes everyone should have a home they feel good about, so its purpose is to make home improvement accessible for everyone. [www.kingfisher.com](http://www.kingfisher.com)

Screwfix is convenient, straightforward and affordably-priced, helping its trade customers get the job done quickly, affordably and right first time. Tradespeople can shop 33,000 products over the phone, online, via their mobile or in-person from their local store.

* From power tools and work wear to cables and pipe fittings, Screwfix offers over 11,000 products available to pick up from over 670 UK stores nationwide.
* Over 33,000 products can be ordered over the phone, online or from a local store, with orders taken up until 8pm (weekdays) for next day delivery to home or site.
* The Screwfix Click & Collect service, which enables customers to pick-up their goods in as little as one minute after ordering online or over the phone, is used more than 10 million times a year.
* UK-based Screwfix Contact Centre open 24 hours a day, 7 days a week (including bank holidays) on 03330 112 112.
* See [www.screwfix.com/stores](http://www.screwfix.com/stores) for store opening information.
* World leading customer satisfaction levels.
* Screwfix was awarded Retail Week’s ‘Best Retailer over £250m’ and ‘Digital Pioneer’ awards in 2018
* Screwfix was awarded in the A-Z of Recognised Retailers in the Retail Top 100 Movers & Shakers Report 2019
* Screwfix was awarded Retail Week’s Mark of Excellence’ for Best Place to Work in 2019
* The Screwfix and Wincanton team came highly commended in the **Chep Award for Supply Chain Strategy and Design** at the Logistics Manager Supply Chain Excellence Awards 2019.
* For more information about Screwfix please visit our media centre: [www.screwfixmedia.co.uk](http://www.screwfixmedia.co.uk)

**PRESS INFORMATION:**

For press enquiries, please contact:

**Ian Perkins, Screwfix Press Officer**, Tel: 01935 401599 ian.perkins@screwfix.com

**Laura Westcott, McCann,** Tel: +44 (0) 7813 562717 laura.westcott@McCann.com

**Matthew Allen, McCann**, Matthew.thomas-allen@McCann.com

**For Advertising enquiries**, please contact:
!Mediaenquiries@screwfix.com

**About Sky**

Sky is Europe's leading entertainment company, serving 23 million customers across seven countries - UK, Ireland, Germany, Austria, Italy, Spain and Switzerland. The company has annual revenues of £12.9 billion and is Europe’s leading investor in television content with an annual programming spend of £7 billion.

From exclusive partnerships with HBO, Showtime and Warner Bros. to Sky Original Productions, Sky offers the best and broadest range of content along with the best viewing experience to suit each and every customer. Whether that’s through the multi-award-winning next generation box, Sky Q, or Sky’s contract-free online streaming service, NOW TV, customers have access to the latest movies, drama, sports and kids entertainment wherever and whenever they like. This is all supported by Sky’s best in class customer service.

Sky’s success is not just based on what the company does but how it does it. Named as one of the Top 10 Green Companies in the World by Newsweek, one of the world’s most recognised rankings of business’s environmental performance, Sky ensures its responsible business strategy is embedded right across the group.

Three new major commitments have been launched for Sky’s corporate campaign Sky Ocean Rescue; the reduction of our own single-use plastics by 2020; an investment fund of £25 million over five years in technology solutions; and support of marine protected areas across our markets.

Sky has over 31,000 employees and is listed as one of The Times Top 50 employers for women.

**About Sky Media**

Sky Media is the advertising sales arm of Sky, helping businesses of all shapes and sizes to grow. Through world-class premium content & channels, combined with market leading data-driven innovations like AdSmart, Sky Media gives brands access to audiences wherever they are, however they watch.

Reaching over 95% of the UK population, Sky Media represents over 130 channels including all of Sky’s quality channels and sites including Sky Sports, Sky News, Sky One , Sky Cinema, Sky Arts, Sky Atlantic, Sky Crime, Sky Comedy, Sky Witness, Sky Nature, Sky Documentaries and Sky HISTORY. Sky Media also sells on behalf of a range of renowned broadcasters including Viacom (Channel 5, MTV), Discovery, FOX, Sony, A+E Networks, AMC & Star.

As Europe’s leading direct-to-consumer media and entertainment company and owned by Comcast NBCUniversal, Sky Media has a truly global footprint. So whether local, national or international, new to TV, a startup looking to scale quickly or an established brand; Sky Media’s award-winning solutions deliver for brands.

Website: www.SkyMedia.co.uk

LinkedIn: https://www.linkedin.com/company/sky-media-uk/

Website: www.Adsmartfromsky.co.uk

LinkedIn: https://www.linkedin.com/company/adsmart-from-sky/