**The ‘Official Partner of Sky Sports Football’ Screwfix adds Soccer AM and Sky Sports social sponsorship to its 2021/22 starting line-up**

**London – EMBARGOED 09:00 11th August 2021 –** Screwfix have added Soccer AM to their sponsorship line-up for the 2021/22 in addition to their Sky Sports Football, Quest and S4C sponsorships.

Sky Media and Wavemaker have agreed a seven-figure deal - the partnership’s biggest to date. As Screwfix enter their 8th season as a football sponsor on Sky Sports across the UK and Ireland, the brand will also sponsor Soccer AM across Sky Sports’ broadcast and social media platforms including YouTube, Facebook and Instagram. As well as 15 second and 5 second sponsorship credits, Screwfix will also sponsor the Soccer AM Pro AM Challenge, the popular in-show segment that sees show guests team up in their attempt to win money for charity. The Soccer AM sponsorship kicks off this Saturday (14th August) and runs until the end of 2021/22 season in May 2022.

In addition to the new Soccer AM sponsorship, Screwfix will continue to sponsor Sky Sports’ broadcast and digital coverage of the English Football League (EFL), the Scottish Professional Football League (SPFL) and the Carabao Cup which comprises over 200 live games across the season. Screwfix will also use the Sky Sports Football logo and Official Partner designation in their owned and bought media. Beyond Sky Sports, Screwfix are sponsoring Cymru Premier on S4C and EFL Highlights on Quest again in 2021/22; the free-to-air channel sponsorships widen the audience reach further for Screwfix.

**Jack Wallace, Director of Marketing at Screwfix** said:

“We are delighted to continue as the Official Partner of Sky Sports Football, with the addition of Soccer AM and Social integration for the 2021/22 season. Our on-going partnership gives us the opportunity to interact each week with customers watching or attending games of their choice. We look forward to working with Sky Media over the coming year”

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

“Now in its 8th year, it’s great that Screwfix continues to see the huge benefits partnering with Sky Sports brings. With the addition this year of Soccer AM and greater social integration, it will ensure our passionate football fans are even more immersed in the Screwfix brand.”

**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 –**

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**Notes to editors**

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

**Press contacts**

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**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)

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**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.

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