



**Press Release**  
**May 14<sup>th</sup> 2015**

## **Sadolin and Sandtex Trade pitch perfect with TV sponsorship deal**

***Crown Paints kicked off 2015 in style after teaming up with Sky Sports News HQ in a high impact sponsorship package.***

The UK paint manufacturer signed a deal to feature on the station's popular 10pm bulletin from January 1, 2015.

The sponsorship packaging started with the Crown Trade brand, using special 'idents' featuring fictitious painters and decorators mimicking visual cues common to most Sky Sports broadcasting.



Now the spotlight is on Sadolin and Sandtex throughout spring and summer, as part of Crown Paints' high profile sponsorship package on Sky Sports News HQ.

Sadolin and Sandtex will feature with sports related idents on the station's popular 10pm sports news bulletin and the promotion of both brands - part of the Crown Paints family - will run from April until September 2015.

To celebrate the sponsorship deal, there's a chance to win tickets to a variety of great national sporting events throughout the year.

The sponsorship package marks a first for the premium woodcare brand Sadolin as it debuts on Sky Sports News HQ. Masonry paint brand Sandtex – which has appeared on the channel for several years – will continue with its popular lighthouse ident featuring the 'results you can depend on' message

As part of the package, Sadolin and Sandtex banner advertising – coupled with opportunities to enter the accompanying sporting prizes competition – will also run on SkySports.com, the most visited commercial sports destination on the web, and the Sky Sports mobile service.

The competition will also be hosted on the websites [www.sandtextrade.co.uk](http://www.sandtextrade.co.uk) [www.sandtex.co.uk](http://www.sandtex.co.uk) and [www.sadolin.co.uk](http://www.sadolin.co.uk)



Sharon Smith, Brand Manager for both Sandtex Trade and Sadolin, said: "Sky Sports News HQ is "must have" TV for sports fans and it is the perfect platform to take our message to millions of people this summer."

"It's a great opportunity to reach such a large-scale audience during the outdoor decorating season and to support the campaign with the chance to go to some of the UK's greatest sporting events."

**Ends**