

National Lottery operator Camelot announces partnership with ITV to sponsor flagship Saturday night entertainment

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National Lottery operator Camelot today announced a wide-ranging sponsorship deal between The National Lottery and ITV Commercial for the forthcoming series of three of ITV's biggest Saturday night shows - The Masked Singer, The Voice UK and Ant & Dec's Saturday Night Takeaway.

This will be the first time that all three of the channel's Saturday night shows have been sponsored by one brand, taking The National Lottery and ITV into new territory - together bringing the whole of Saturday night entertainment to TV screens across the UK.

The partnership sees The National Lottery team up with all three shows to bring stellar entertainment to viewers every Saturday night for three months, commencing from 19 December. The exclusive deal – which will comprise a number of amusing, larger-than-life idents created by Aardman – includes on-air sponsorship, multi-platform activation and a bespoke licensing package. This also encompasses visibility on the ITV Hub and the age-gated version of The Voice UK app, as well as The National Lottery’s and ITV’s owned channels.

Camelot’s Chief Marketing Officer, Keith Moor, said, “The National Lottery has been making Saturday night more entertaining for the past 26 years, with every ticket providing a moment of anticipation while also helping to raise around £30 million each week for National Lottery-funded good causes. These are ITV’s flagship entertainment shows with the biggest audiences – so there’s a fantastic fit between the two brands with this partnership, and it will only help people to better understand the connection between The National Lottery’s unique purpose and play.”

Mark Trinder, Director of Commercial Sales and Partnerships at ITV said “Saturday nights on ITV have come to define quintessential family entertainment, and as we celebrate the return of three of our most talked about shows – The Masked Singer, The Voice UK and Ant & Dec’s Saturday Night Takeaway – we’re welcoming on board our brand new sponsor National Lottery operator, Camelot, for this innovative partnership that will put all the titans of Saturday night TV under one sponsorship umbrella.”

The agreement between National Lottery operator Camelot and ITV Commercial was negotiated and will be managed by Vizeum. Adam & Eve has led on creative strategy and approach, with ITV Creative heading up production and 360 creative integration of the sponsorship deal.

Press Contacts

justin.jeffreys@itv.com

Viewer enquiries

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