2027 ADVERTISER CALENDAR

PLAN AHEAD. OWN THE MOMENTS THAT MATTER.

Timing	BBC Opportunity	Coverage	Planning Idea
Jan 2027	NFL / AFC postseason	ZBM CBS 9	Extend sports campaigns into January
Jan-Aug	CBS PGA Golf Tour	ZBM CBS 9	Season-long golf opportunity
Feb 28	P.A.L.S. 39th Annual Walk	Ocean89 + digital	Community sponsorship
May 1-2	Bermuda SailGP Race Broadcast	ZFB TV 7 + digital	Major live event
May 28	Bermuda Half Marathon Derby	ZFB TV 7 + Power95 + digital	Community + endurance
Jul-Aug	Eastern Counties Cricket	ZFB TV 7 + digital	Multi-date summer cricket
Jul 29-30	Bermuda Cup Match Broadcast	Power95 + digital	Signature Bermuda sports moment
Oct 2027	Butterfield Bermuda Championship	ZFB TV 7 + digital	Golf + October visibility
Nov 26	Christmas Lighting Ceremony	ZFB TV 7 + digital	Launch holiday messaging
Dec 3	BNT Christmas Walk-About	ZFB TV 7 + digital	Continue holiday momentum

ALWAYS-ON OPTIONS

TV	RADIO	DIGITAL	PODCAST
News + primetime	Power95 / Ocean89 / Inspire105	bbc.bm + Bermuda Today	Studio + monthly promotion

BOOKING TIP

Reserve high-interest event sponsorships early, then layer TV, radio and digital around your key sales periods.

START PLANNING | sales@bbc.bm | 441-824-2834 | bbc.bm

Package availability, deadlines and standard terms & conditions apply. Event offerings are subject to availability.