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 campaign opportunity
Feb 28	**P.A.L.S. 39th Annual Walk**	Ocean 89 + digital	Community-focused sponsorship opportunity
May 1-2	**Bermuda SailGP Race Broadcast**	ZFB TV 7 + digital	Align with a major live event
May 28	**Bermuda Half Marathon Derby**	ZFB TV 7 + Power95 + digital	Community + endurance audience
Jul-Aug	**Eastern Counties Cricket**	ZFB TV 7 + digital	Multi-date summer cricket presence
Jul 29-30	**Bermuda Cup Match Broadcast**	Power95 + digital	Secure a signature Bermuda sports moment
Nov 11-14	**Butterfield Bermuda Championship**	ZFB TV 7 + digital	Golf + November brand 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

Use this calendar to 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.