



52nd Annual Saturn Awards

Sponsorship Opportunities
February 2025



History

- Official ceremony of The Academy of Science Fiction, Fantasy and Horror Films.
- Academy annually recognizes film/television artists who've created some of the best genre entertainment.
- Academy founded in 1972 under the leadership of Doctor Donald A. Reed, noted film historian.
- Honored Kurt Vonnegut with its first award. Since then, there have been 48 awards ceremonies.



51st Annual Saturn Awards Recap



- Actor/comedian Joel McHale returned to host the star-studded event at L.A. Marriott Burbank Airport Hotel.
- From Nicolas Cage, to Sir Patrick Stewart, and James Cameron, some of the biggest names in genre entertainment were in attendance.
- There to receive honorary awards were Christopher Nolan, Keanu Reeves, Jodie Foster, and Seth MacFarlane.
- *Avatar: The Way of Water*, *Oppenheimer*, *Star Trek: Picard*, and *Barbie* were among the winners.



Celebrity Attendees



Sir Patrick Stewart



Emma Thomas / Emily Blunt
Christopher Nolan



Keanu Reeves



Norman Reedus / Danai Gurira
(The Walking Dead)



Seth MacFarlane / William Shatner



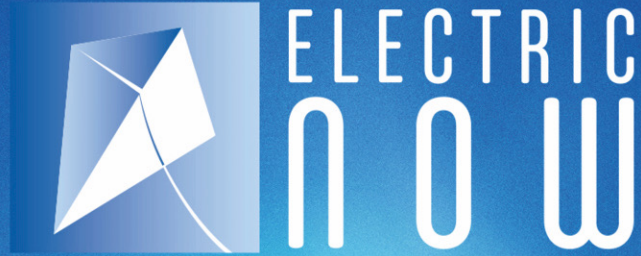
James Cameron



Nicolas Cage



Jodie Foster



- The Saturn Awards are exclusively broadcast LIVE on ElectricNOW – a premium app featuring content produced and acquired by Electric Entertainment on a linear Free Ad Supported Television (FAST) channel.
- ElectricNOW is the perfect home for the Saturn Awards – being a FAST/AVOD program streaming service focused on action, adventure, sci-fi & fantasy.
- First partnered with the Saturn Awards for the 50th anniversary broadcast in October of 2022.



Live Broadcast

Viewership increased significantly from the previous ceremony's broadcast – **214%** for ElectricNOW and **48%** for The Roku Channel.


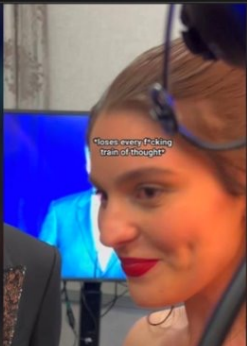

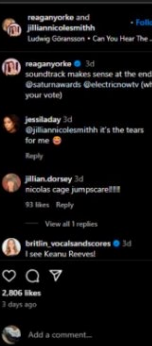
Influencer Engagement

130M

Collective TikTok Followers

1.2M

Collective IG Followers

 <p>Nicolas Cage Gives Advice to new Lex Luthor</p> <p>LINK</p>			 <p>LINK</p>			 <p>LINK</p>					
IMPRESSIONS	ENGAGEMENTS	MEDIA VIEWS	IMPRESSIONS	ENGAGEMENTS	MEDIA VIEWS	IMPRESSIONS	ENGAGEMENTS	MEDIA VIEWS	IMPRESSIONS	ENGAGEMENTS	MEDIA VIEWS
120,100	69,075	61,900	2.9M	968,308	927,800	432,000	23,733	21,000			

Active Cross-Promotion



40M U.S. SMART TVs



30M SUBSCRIBER HOUSEHOLDS



80M ACTIVE ACCOUNTS



25M GLOBAL USERS



SERVING 225+ U.S. MARKETS



ElectricNOW Platforms

ElectricNOW has an audience reach of **97%** of U.S. households across The Roku Channel, VIZIO WatchFree+, Samsung TV+, LG Channels, Plex, as well as OEMs such as Hisense and TCL.

Access to **111M** CTV users across the US including users on Roku, TiVo+, and four dozen free ad supported broadcast platforms and vMVPDs.

FAST

Amazon	Redbox
Aptoid - BMW	Samsung TV+
Anoki	SelectTV (FreeCast)
DistroTV	Sling TV
Elevations	STIRR
Resort	Stremium
Freevee	TCL Channel
Flo TV	TVee Now
Galaxy	The CW
Harman	The Roku Channel
InDemand	Xperi/TiVO
LG Channels	XUMO
Littlestar/RadTV	Xoomi
Local Now	VIDAA TV
Mansa	Vidgo
Meta X	VIZIO WatchFree+
Mometu	Zone TV/Zone-ify
MyBundle TV	
Netrange	
OTT Studio	
Orka	
Plex	

Español FAST

Distro TV
FreeCast
LocalNow
MyBundle TV
Mometu
Plex
Sling TV
TCL Channel
The Grio
OTT Studio
VIDAA TV

APP Devices

Amazon Fire TV
Android
Android CTV
Hisense Smart TV
iOS/TVoS
LG CTV
Roku
Samsung CTV
Xfinity
Vizio CTV



Steven Spielberg

Jamie Lee Curtis

Bryan Cranston



Outstanding Press Coverage

DEADLINE

Hollywood
REPORTER

VARIETY

Entertainment

COLLIDER

Rolling Stone

MEDIAPLAYNEWS»

People

[Saturn Awards Nominations to Live Stream Dec. 6 on ElectricNOW Platform](#)

['Avatar: The Way Of Water', 'Oppenheimer', 'Star Trek' Series Lead Nominations For Genre-Focused Saturn Awards](#)

[Christopher Nolan Lands Saturn Awards Honor](#)

[Dave Filoni to Receive George Pal Memorial Award at Saturn Awards](#)

[Seth MacFarlane to Receive Robert Forster Artist's Honor at 51st Saturn Awards](#)

[Keanu Reeves to Receive Inaugural Lance Reddick Legacy Award at 51st Saturn Awards](#)

['Avatar: The Way Of Water', 'Oppenheimer', 'Star Trek: Picard' Among Winners At Saturn Awards](#)

[51st Annual Saturn Awards Sizzle Reel](#)

[Saturn Awards TV Website](#)



Amazing Talent Testimonials



"The Saturn Awards have been in my life my whole professional career. I have such a fond spot for the Awards and the fanbase."

James Cameron (Director/Writer/Producer; *Avatar: The Way of Water, The Terminator*)



"Thank you, Saturn Awards, for recognizing the coolest and most creative kids in school. And for inviting me into the most intrepid club in Hollywood."

Nicolas Cage (Actor; *Renfield, Face/Off*)



"The most passionate movie fans I've ever encountered are the fans of all the genres that the Saturns celebrates."

Christopher Nolan (Director/Writer/Producer; *Oppenheimer, The Dark Knight Trilogy*)



"It's a great honor to receive this award. Of all the crowds in Hollywood that I could ever hope to make proud of me, it's you guys more than anyone."

Seth MacFarlane (Creator; *Family Guy, The Orville*)



"Getting a Saturn Award, that gives you street cred where I come from."

Bruce Campbell (Actor; *Evil Dead* franchise)



"It's an incredibly intimate and moving award ceremony 'cause it's about the fans."

Andrew Lincoln (Actor; *The Walking Dead, The Walking Dead: The Ones Who Live*)



Customizable Sponsor Activations



Red Carpet

Broadcast Interviews

Main Lobby



Prop Displays

QR Code Banners

Additional Step and Repeats

Bars





Unique Talent & Fan Interaction



The Show



Tables

Dual Screens



Podium

Program Ads



Backstage/After Party



Talent Hair & Makeup Station



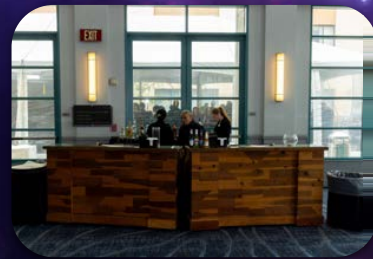
Winner Press Interviews



Winner Press Photos



DJ'd After Party



Bars



Gift Bags



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