



## **Community Television of Santa Cruz County SPONSORSHIP GUIDELINES**

### **Acknowledgment of Program Sponsors and Program Sponsorship Guidelines**

The policies and procedures detailed below may be waived in specific cases by the Executive Director for due cause, but shall otherwise generally be followed. In cases where these policies and procedures are suspended, supporting documentation shall detail the reasons for such suspension. A Producer or Provider is required to submit any request for a waiver in writing in advance for review by staff. An access producer may give credit to an individual, company, or organization that sponsors any of the program's production costs.

**Sponsorship:** Sponsorship is defined as a contribution (money, goods or services) made by an individual, company or organization toward the cost of a member's production. (I.e. You have a surf show and a surf store gives you money and some t-shirts in exchange for you putting a sponsorship spot at the end of your show).

CTV encourages local producers to solicit outside sponsorship support, in order to help stimulate the highest quality programs possible. CTV will permit program funders or sponsors to receive acknowledgment of their support of non-commercial cable programming on local access channels Comcast 25-27 and Charter 71-73. CTV recommends coordination with the Executive Director in securing sponsors, to help prevent multiple producers from approaching the same sponsor for funding.

#### **Permitted:**

- A thirty (30)-second announcement per sponsor at beginning or end of program
- Factual information about the sponsor, including: location, product name, and description of services. Credits may contain a phone number or Web site address.
- A single thirty (30)-second request for sponsorship at the end of the program

#### **Prohibited:**

- Calls to action such as "buy, try, consider, or call this or that"
- Comparative statements, qualitative adjectives or any subjective evaluations, such as "the best pizza"
- Music or audio elements not in keeping with the overall tone of the program

#### **Sample sponsorship acknowledgments:**

- "This program was made possible by a grant from xxx"
- "Local presentation of xxx was made possible by xxx"
- "This program has been brought to you by xxx"
- "We'd like to thank xxx for their contribution making this program possible"

Each sponsor may be acknowledged no longer than thirty (30)- seconds each time at the beginning or end of the program. Total sponsorship acknowledgments may be no longer than three minutes per hour of programming, or one and a half minutes per half-hour.

Pieces less than three minutes in length may give a visual credit or thank you to sponsors but may not give a 30-second sponsorship announcement. To recognize contributions or donations, CTV may acknowledge sponsors between regularly scheduled and special programs during program breaks.

CTV staff is available by appointment to provide advice on approaching potential sponsors.

#### **Reimbursement of Sponsorship Funds**

In the event of any sponsorship agreement, CTV shall receive fifteen percent (15%) of only those sponsorship funds totaling over one hundred dollars (\$100) per production (exclusive of goods and services).

Sponsorship Credits – Programs Not Produced by CTV In addition, if a program not produced by CTV does contain sponsorship credits, the Producer/Provider must provide staff with signed agreements from each credited sponsor with the following information:

- i. Producer/Provider's Name
- ii. Name of program
- iii. Amount of payment (exclusive of goods and services)
- iv. The following statement:

*"I understand that any financial or other support that I have given to the above Producer/Programmer is for support of the program listed. I understand further that the Producer/Programmer is not an agent or representative of CTV and that the program I am supporting is strictly the Producer's responsibility and expression. I understand that I may receive a sponsorship credit, but will not receive commercial advertising including the promotion of products or services."*

- v. Name of sponsor (individual or business)
- vi. Signature of sponsor
- vii. Date of signature

Appropriate signed agreements must be provided prior to the telecast of any show with sponsorship credits.

Failure of a producer to have a sponsorship agreement in place is a major violation.



## **SPONSORSHIP AGREEMENT**

Producer/Provider's Name: \_\_\_\_\_

Name of Program: \_\_\_\_\_

Describe Type of Sponsorship received: \_\_\_\_\_

Amount of Sponsorship received (excluding goods and services) \_\_\_\_\_

Date received: \_\_\_\_\_ Form of Payment: \_\_\_\_\_

Amount due to Community Television: \$ \_\_\_\_\_ (15% of in-kind or cash amounts above \$100)

Date Received: \_\_\_\_\_ Receipt #: \_\_\_\_\_ Staff Init: \_\_\_\_\_

I agree that the information provided above is accurate. I understand that any financial or other support that I have given to the above Producer/Provider is for support of the program listed, which is an independent production and not a production of Community Television. I understand further that the Producer/Provider is not an agent or representative of Community Television and that the program I am supporting is strictly the producer's expression and all responsibility for the production is the producer's. I understand that I may receive a sponsorship credit, but within the parameters described in the Community Television Sponsorship Guidelines. (i.e. Limited to 30 seconds, no process or promotion of specific products. No calls to action). I will not receive commercial advertising including the promotion of services.

Name of Sponsor (Individual or Business) \_\_\_\_\_

Signature of Sponsor \_\_\_\_\_ Date: \_\_\_\_\_

**This signed agreement must be provided  
prior to the telecast of any show with sponsorship credits.**

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
Community Television Staff