

ATTACHMENT D



Underwriting and Sponsorship Identification

6.5 Underwriting and Sponsorships

A. Permitted Financial Support

People TV, Inc. and its Producers are permitted to “seek grants, sponsorships, underwriting and other kinds of financial support for programming and other activities consistent with non-profit purposes...” (2010 Agreement Paragraph 3.18.3).

Producers are NOT permitted to gain personal profit from underwriting and/or sponsorships. This type of financial support is to be used to help offset the costs of production and some examples are tape purchases, DVDs and transfers, refreshments for talent and crew, supplies used to construct sets, and promotional materials.

Businesses are also welcome to make in-kind contributions for program needs such as make-up and hair styling services, wardrobe, props, refreshments and other such items.

Prior approval of the CEO-General Manager is required by all producers proposing and accepting any sponsorships, underwriting or grants. As part of the approval process, the CEO will review the necessary guidelines and requirements with the producer to ensure there is a full understanding. If you have any questions, please contact the CEO.

B. Identification in Programs

The identification of underwriters or sponsors by producers in their programming must be limited:

1. Financial Support

Here are some examples of the proper sponsor identification for financial support:

“This program was made possible, in part, by funding from Annie’s Restaurant.”

“This program was made possible, in part, by grants from the National Wildlife Association.

“Shot on location at Mary Doe's Jazz Club, January 01, 2012.”

Website addresses may be placed at the beginning and end of the program

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2. Location Credits

Programs recorded on location at commercial businesses may mention the place of business: "We are here at The Downtown Book Store."

3. Number of identifications

- (a) A maximum of three (3) times in a one hour program.
- (b) A maximum of two (2) times in a thirty minute program.

4. L.O.A.F. Violations

Failure to abide by the rules for sponsorship and underwriting is a violation of the "L.O.A.F." laws and the program will not be cancelled. (See Section 6.2)