



### **Sponsorship Agreement**

This Agreement dated, \_\_\_\_\_ is made by and between Acton TV a Massachusetts not-for-profit corporation with offices located at 16A Craig Rd. Acton, MA. 01720 and **\_\_\_\_Name & Address of sponsoring Company\_\_\_\_**

#### **Friends Sponsor**

\$50 to \$99 – One page on our televised community bulletin board for 1 month.

#### **Business Sponsor**

\$100 to \$499 - one page on our televised community bulletin board for 6 months - hyperlink on the Acton TV Website.

#### **Bronze Sponsor**

\$500 to \$999 - one 10-second spot on our televised community bulletin board for 1 year or - underwriting credit on all productions produced using the Acton TV Van for 1 year (excluding Football.) - hyperlink on the Acton TV Website -your business name will be displayed in our Hall of Fame as part of a "Bronze Sponsor" recognition plaque.

#### **Silver Sponsor**

\$1,000 to \$2,499 - one 15-second spot on our televised community bulletin board for 1 year - hyperlink on the Acton TV Website - underwriting credit on all productions produced using the Acton TV Van for 1 year (excluding Football.) - your business name will be displayed in our Hall of Fame as part of a "Silver Sponsor" recognition plaque.

#### **Gold Sponsor**

\$2,500 to \$4,999 - one 30-second spot on our televised community bulletin board for 1 year - hyperlink on the Acton TV Website - underwriting credit on all productions produced using the Acton TV Van for 1 year (excluding Football.) - your business name will be displayed in our Hall of Fame on a "Gold Sponsor" recognition plaque.

#### **Diamond Sponsor**

\$5,000 to \$9,999 - one 30-second spot on our televised community bulletin board for 2 years - hyperlink on the Acton TV Website - underwriting credit on all productions produced using the Acton TV Van for 2 years (excluding Football.) - your business name displayed in our Hall of Fame on its OWN PLAQUE identified as a "Diamond Sponsor."

#### **Platinum Sponsor**

\$10,000 or more - one 30 second spot on our televised community bulletin board for 5 years - hyperlink on the Acton TV Website - underwriting credit on all productions produced using the Acton TV Van for 5 years (excluding Football.) – your business name will be displayed in our Hall of Fame on its OWN PLAQUE as a "Platinum Sponsor"

#### **SPECIAL SPONSOR ACTON TV REMOTE EFFORTS**

By far our most watched shows are our live and live-to-tape shows. You may opt to have your business name included in the end credits of all the shows produced using the Acton TV mobile production Van at a cost of \$200 for 5 productions (excluding Football.)

#### **FOOTBALL**

Arguably the most-watched show of the year! See your name in the opening and closing credits of the telecast for \$100 per game. For \$500 per game we will produce a 10-second spot for your company that will run during the opening and closing of the telecast. This is an event that you can help Acton TV and Acton Boxborough Regional High School Athletics at the same time. When you donate to us for this event, 20% goes to the ABRHS Athletic Department!

**Guidelines For On-Air Sponsor Messages** In keeping with the noncommercial nature of public broadcasting, credits on public television project a noncommercial image.

Most existing image or business brand spots are ideally suited for Acton TV's unique low-clutter, highly credible environment. Sponsor messages that do not meet FCC standards for public television may require minor changes.

**Sponsor messages may:**

- Run up to 30 seconds in length, depending upon sponsorship level.
- Identify and depict sponsor's products or services.
- Show a logo.
- Use a well-established slogan or corporate positioning statement.
- Show a telephone number.
- Show a web site address.
- Use music or sound effects identifying the company, people, and other voice-overs. (Rights to music must be cleared first by client or agency.)
- Make an association between sponsor and program.

**Sponsor messages may not:**

- Use comparative or superlative language.
- Offer price, discount, or financing information (including "free").
- Use calls to action that direct the viewer to call, visit, try, or compare.
- Use "inducement to buy" statements that direct the viewer to purchase the product (e.g. free trial period, buy-one-get-one-free, etc.).
- Include endorsements.

\$ \_\_\_\_\_  
Amount Donated

\_\_\_\_\_  
Name (Please print.)

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Approved by (Acton TV staff member) Date