



PROGRAM SPONSORSHIP

BITV relies on contributions to bring a rich variety of quality television programs to Bainbridge Island. As a Program Sponsor you can be an integral member of the BITV television family and provide valuable content for our community.

Benefits – Tier 1 Sponsorship

- A 15-second video/audio acknowledgement about your business/organization preceding and following your sponsored program.
- Reaching 9,000 cable and internet homes on Bainbridge every day
- Acknowledgment in BITV TV Guide
- Acknowledgment in BITV newsletters
- Acknowledgement and link on BITV web site
- On-screen listing on our electronic bulletin board every day
- Window decal - "BITV Program Sponsor"
- "BITV Program Sponsor" graphic for your web site
- On-screen acknowledgements throughout the day
- Knowing you are providing valuable television content for Bainbridge Island

Benefits – Tier 2 Sponsorship

- Reaching 9,000 cable and internet homes on Bainbridge every day
- Acknowledgment in BITV TV Guide
- Acknowledgment in BITV newsletters
- Acknowledgement and link on BITV web site
- On-screen listing on our electronic bulletin board every day
- Window decal - "BITV Program Sponsor"
- On-screen acknowledgements throughout the day
- Knowing you are providing valuable television content for Bainbridge Island

BITV is a 501 (c) 3 non-profit and One Call for All agency



PROGRAM SPONSORSHIP

Program Sponsor Levels

Schedule 'A' Daily Aired Programs

Frequency -- 5 times per week, 250 times per year

- Democracy Now* (Most watched independent news program)
- NASA - Connects, Destination Tomorrow, SciFiles* (Most watched youth science, math, technology program)
- Annenburg Educational Series*
- Classical Arts Showcase*

Other _____

Schedule 'B' Weekly Aired Programs

Frequency - 2 times per week, 100 times per year

- Helping Kids Achieve Winning Financial Habits*
- Road to Recovery* (Alcohol and drug recovery)
- Perils for Pedestrians* (Issues affecting public safety)
- Sensational Inside and Out* (External environments affect internal environments)
- Words That Cook!* (Media literacy for kids 1-12)
- MoneyWise* (Financial investment education)
- Island Insights* (Magazine show about Bainbridge Island)
- Project Impact* (Emergency preparedness)
- Salmon Recovery* (Salmon stewardship)
- Sea Inside* (Underwater exploration of Puget Sound)

Other _____

Schedule 'C' Program Underwriter

Program underwriters allow BITV to create original programs you want to share with our community. As an underwriter, you provide a valuable community service, and you associate your name with an original program that would not be produced with you.

Examples: Youth Sports, Theater, Concerts, Lectures, School Board meetings

Program _____

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PROGRAM SPONSORSHIP

Billing/Payment information

Please recognize me/us in any print, web and broadcast acknowledgement

Please do not list my/our name(s) in any print, web or broadcast acknowledgement

Name

Company or Organization Name

Address

Phone

Email

BITV accepts Visa, Master Card, Amex, Discover, checks and cash Payment Type _____

Card Type _____ Number _____ Exp Date ____ / ____

Signature _____

Check # _____

Amount _____

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PROGRAM SPONSORSHIP

BAINBRIDGE ISLAND TELEVISION

Acknowledgement Information

Date _____

Name of Sponsor _____

Contact Person _____

Tel _____ Email _____

Address _____ City _____ Zip _____

Program _____

1. Sponsor credit language (to appear with program)

Logo supplied Yes _____ No _____

Video Supplied Yes _____ No _____

Signature

Print Name

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BAINBRIDGE ISLAND TELEVISION

Program Sponsorship Guidelines

Bainbridge Island Television on Comcast Cable's Channel 12 is non-commercial, 501 (c) 3 non-profit, public access television.

The Federal Communications Commission has established guidelines for the appearance of sponsor credit information on public access television. Bainbridge Island Television will create screen credits according to those guidelines, which are as follows:

1. **Name of sponsor** is to be given in mission statement terminology that is neither commercial nor promotional in language. Wording can be descriptive, but is to be value neutral, e.g., *providing financial services for over twenty years.*

2. **Comparative claims:** Descriptive language that compares sponsor's products or services with those of competitors are not permitted. Avoid words such as only, best, better, more, superior.

*Serving **more** gas than any other station on the island*

3. **Qualitative claims:** Sponsor acknowledgements that contain qualitative descriptions of the sponsor's product or service are not permitted. Qualitative descriptions include words that describe features, benefits, or advantages of sponsor's products or services, e.g. best, only, preferred, most

*The island's **leading** supplier of printing services*

4. **Solicitations:** Announcements that contain a direct consumer response are not permitted.

*Ask about our five in one savings plan, **Call** to purchase tickets*

5. **Pricing Information:** Sponsor announcements that containing price information are not permitted. This includes interest rates or other indications of value.

*Office products at **discount** prices, Making computer software **affordable***

6. **Inducements to buy, sell, rent or lease.** Announcements containing any inducements to buy, sell, rent or lease are not permitted.

Special gift** for first 50 customers, Offering **free checking

8. **Credit time length** per sponsor will be a maximum of 15 seconds per sponsor at the beginning and end of every program

9. A **website** address in the format of www.yourname.com and/or telephone number can be included, e.g. for more information call 123-4567

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