



STATION SPONSORSHIP

Station Sponsorship Levels

\$5,000/yr - Media Mogul

Same as Producer plus:

- 2 tickets to three "live" television shows
- Opportunity to switch live television show for Broadcast
- Recognition as a lead sponsor of our Summer Education Series for teens
- A Scholarship Award named after you.
- Invitation to final screenings of youth productions
- 6 tickets to annual BITV event

\$2,500/yr – Producer

Same as Director plus:

- An introduction at BITV events
- Recognition as a lead sponsor of our Winter Education Series for teens
- A Scholarship Award named after you.
- Acknowledgement with your logo and link to your business on BITV web site
- 4 tickets to annual BITV event
- 2 tickets to two "live" television shows

\$1,000/yr – Director

- 30 second video about your business cablecast on BITV channels throughout the day
- Your message also streamed on BITV's web site
- Your message reaching more than 9,000 cable and internet homes on Bainbridge every day
- Listing in BITV Annual Report
- Acknowledgment in BITV TV Guide
- Acknowledgment in BITV newsletters
- Acknowledgement with link to your business on BITV web site
- On-screen listing on our electronic bulletin board every day
- Window decal - "BITV Station Sponsor"
- "BITV Station Sponsor" graphic for your web site
- 2 tickets to annual BITV event
- 2 tickets to "live" television show
- Personal tour of BITV
- 2 tickets to annual Bitvee Awards



STATION SPONSORSHIP

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 _____

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

PO Box 10449 Bainbridge Island, WA 98110 (206) 780-2980 www.bitv.org



STATION SPONSORSHIP

Station 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 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
With **more** assets than any other bank in town*

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 half hour 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