

MENDHAMTV SPONSORSHIP AGREEMENT

Select One:

**STATION
SPONSORSHIP**

Organizations, companies or individuals which *support the general operation of MendhamTV* may be given underwriting credit between programs.

**PROGRAM
SPONSORSHIP**

Organizations, companies or individuals which *directly donate to MendhamTV in support of specific programs* may be given credit at the end of the underwritten program.

GUIDELINES — SPONSORSHIP SPOTS

- Time length of underwriting credit spots can be a maximum of 15 seconds;
- Spots must be part of the program at its conclusion or beginning;
- Name of donor may be used *without* commercial or promotional language;

ACCEPTABLE: *JONES, SMITH AND BROWN, PROVIDING FINANCIAL SERVICES.*

UNACCEPTABLE: *JONES, SMITH AND BROWN, PROVIDING THE BEST FINANCIAL SERVICES: CALL NOW!*

- Use of logos is permitted;
- Contact information is mandatory, including phone number, address or website address;
- Spots must refrain from:

COMPARATIVE DESCRIPTIONS, QUALITATIVE LANGUAGE, PRICING
INFORMATION, CALLS TO ACTION, INDUCEMENTS TO BUY, SELL, RENT OR LEASE

GUIDELINES — PRODUCERS

- Producers independently seeking funding must accurately represent themselves to potential donors;
- Producers *may not* represent themselves as employees of MendhamTV, indicate that MendhamTV is a co-producer of the program, or otherwise misrepresent their relationship with MendhamTV;
- Producers must explain to donors the type of acknowledgment they shall receive prior to donation of funds;
- Acknowledgement of donors (underwriting spots) shall be a maximum of twice per program.

INITIAL: _____ DATE: _____

SPONSOR: _____

ADDRESS: _____

PHONE NUMBER: _____

(HOME)

_____ (WORK)

DONATION:

GENERAL SUPPORT: *(Select One)*

- Platinum Sponsor:** Exclusive slide recognition, including time specific on-air mention
\$1500 per year
- Gold Sponsor:** Inclusion in daily on-air mention recognizing all MendhamTV supporters
\$1000 per year
- Silver Sponsor:** Inclusion in daily on-air mention recognizing all MendhamTV supporters
\$500 per year
- Program Underwriting:**
Contribution in support of a specific MendhamTV program

Level of contribution: \$ _____
(Minimum \$1000)

SPECIFIC SUPPORT:

- Producer Obtained Underwriting**
Contribution in support of an independent producer

Level of contribution: \$ _____
(Minimum \$1000)

PROGRAM: _____

PRODUCER: _____

Enclosed is a check for \$ _____ made payable to Mendham TV / Mendham Township.
Submit payments to: Mendham TV c/oTownship of Mendham, P.O. Box 520, Brookside, NJ 07926

SIGNATURE: _____

DATE: _____