

Welcome to the SCTV Business Sponsorship Program.



SIMSBURY COMMUNITY TELEVISION



In this document you will find information about SCTV's business sponsorship program and instructions to guide you through the process of setting up your sponsorship.

Page 2: SCTV Business Sponsorship information
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A sponsorship is a great way to keep your business name in the public view all over Simsbury day and night.

Benefits

- ☆ Local Targeting - Reduce waste by concentrating your message locally, reaching potential customers
- ☆ Access to over 7000 households in Simsbury
- ☆ High Visibility - Playing before and after most popular programs
- ☆ Under 50 cents a day or about 4 cents per play (with annual commitment)
- ☆ Your information included in SCTV's Sponsors Directory on our web site (with links to your business's web site)

Your sponsorship helps SCTV to:

- ☆ Support our annual budget
- ☆ Aid with purchase of production equipment used for programming by volunteers
- ☆ Help to maintain and improve video and audio equipment to cover Simsbury's town boards and commissions meetings
- ☆ Aid in expanding our hours and services
- ☆ Aid in developing and improving our programs

Details

- ☆ Plays on all 3 channels - Public channel, Educational channel and Governmental channel
- ☆ Plays 12 times a day
- ☆ A slide can consist of a still photo of you store front, store sign or business interior and graphics that include your business name, phone number and web site information

Price Details

- ☆ One year - \$180 flat fee

Please Note

- ☆ Public Access does not allow advertising merchandise or sales
- ☆ Credits may be a maximum of 10 seconds in length per sponsor

Slide Samples



Business Sponsorship Submittal Form

Simsbury Community Television, Inc. PEG Channels

Please fill print out the form below and send it with your check to:

SCTV • P.O. Box 767 • Simsbury, CT • 06070

If you have any questions please send it via e-mail to kenpicard@comcast.net with your contact information.

Business Information

Business Name _____

Street Address _____

Telephone# _____

Web Address _____

Hours _____

Contact Information

Name _____

Phone# _____

E-mail Address _____

Slide Information

You have 2 options for the creation of your business sponsorship slide. You may submit your own slide or have SCTV create one for you. If you choose SCTV to create your slide please select one of the options pertaining to graphics for you slide.

- I will provide a slide for my business sponsorship (please see instructions on the next 2 pages)
- I would like SCTV to create my slide for me.
 - I will supply SCTV with photography, logo and copy for my slide. (e-mail to kenpicard@comcast.net)
 - I would like SCTV to get photography, logo and copy from my web site.
 - I do not have any photography or graphics to supply for my slide. Please have SCTV contact me to discuss what I would like shown on my slide.

Attached is my donation as a business sponsor.

\$180

Submitted by: _____

Name of Person who obtained business sponsorship

Business Sponsorship Slide Creation Instructions

Simsbury Community Television (SCTV) runs business sponsorship slides on all three channels four times a day and also on its Community Calendar, which is cablecast in-between regular programming. The business sponsorships must be non-commercial announcements that contain information that provides information on your business for the public to view. Your information included in SCTV's Sponsors Directory on our web site.

To submit your business sponsorship slide you can send us an electronic image of your slide that must meet our specifications. Please be sure to include a contact person and phone number with your submittal. SCTV will review your slide after submittal and reserve the right to have you edit your slide to fit our requirements.

Dimensions:

- Your slide must be an RGB image at 720x540 pixels in dimension with a resolution of 72dpi
- The "action safe" area is an area that anything outside may not be seen on some TVs. Please do not have anything you want the viewer to see outside of this area. (please see diagram below)
- The "title safe" area is an area where all of the important graphics, logos and text reside. Please do not put anything that the viewer must see outside of this area. (please see diagram below)



Please review the copy guidelines on the next page.

If you have any questions please send it via e-mail to kenpicard@comcast.net with your contact information.

Business Sponsorship Slide Creation Instructions

Copy Guidelines

A sponsor's products or services may be identified and acknowledged, but not promoted. Announcements must be factual and may not contain comparative, qualitative or quantitative descriptions. All business sponsorship slides must be in keeping with the noncommercial nature of public access television. **Please keep your copy to a 50 word maximum. Please do not use a bright red color for your type, it will look fuzzy on TV.**

The following are permissible: (see samples on pages 2 and 4)

- Corporate and product logos, and positioning statements.
- Up to three specific products or brand-name items may be depicted in a setting that is plausible, appropriate and value-neutral.
- Generic employees may be used in lieu of specific product depiction, and are not allowed to demonstrate products.
- The outside of an sponsor's business establishment.
- Visual montages or use of corporate mascots.
- Historical information such as "Serving the metropolitan area for over 30 years" or "Celebrating its 30th year of service"
- Telephone number, address and/or website.

The following is not permissible:

- Solicitation of direct viewer response of any kind.(call to action)
- Specific product depiction before sponsor's name and logo.
- Prices or price comparison.
- Qualitative or comparative claims.
- Solicitation of direct consumer response of any kind.
- Reference to monetary value.

Submitting your slide

- Please save your image as .jpg or .png and send it to kenpicard@comcast.net
- Please be sure to include a contact person and phone number with your submittal.
- SCTV will review all materials promptly and will notify offerors of acceptability of offer content. In cases where the content of an offer announcement does not conform to these guidelines. SCTV will require changes as appropriate to bring the announcement into compliance.

If you have any questions please send it via e-mail to kenpicard@comcast.net with your contact information.

Your sponsorship of SCTV is appreciated.

Thank You.