

Oakland Television Program Sponsorship Information

Q: Where will the sponsorship money go?

Through your sponsorship, the Communications Commission and Oakland Television Committee will be able to purchase new equipment, expand operations, improve the quality of our programs, and ensure that all of these things can be done without having to raise taxes on the residents of Oakland to help pay for it. Supporting local access television and their work is important for freedom of speech, transparency in local government, emergency communications, keeping and maintaining an informed populace, ensuring there is outreach and communication with a diverse audience, and ensuring local organizations and nonprofits have additional outlets for their events and other content to be seen.

Q: What is the benefit to me?

Oakland TV and its programs reach thousands of potential viewers and our viewers **want** to tune in and see our programming. Oakland TV is available on Altice's *optimum* service in Oakland (SD Channel 77), Verizon's *fios* service in Oakland and partially in Franklin Lakes (HD Channel 2145), and also through LocalBTV - a free service that allows anyone in the New York City Metro Area to watch live television through their smartphone, tablet, computer, as well as on Amazon Fire, Roku, and AppleTV (Channel 75.6). This means that the total population that has the ability to watch Oakland TV is the same as the NYC Media Market - a nation leading figure of **7.45 million households**. Select content, normally special events and ceremonies that are Television Committee productions, are also uploaded to the Borough's YouTube channel, which has hundreds of subscribers and has hundreds of viewing hours each month. Also, by having your name out in the community and supporting local access television, you help to create a more informed, cultured, entertained, and transparent community and create goodwill for you, your organization, or your business by appreciative residents and other program viewers. Please note that **sponsorships are NOT tax deductible** because you as the donor are receiving something in return for your payment.

Q: When do I need to submit my paperwork to be a sponsor?

Completed sponsorship forms **and** sponsorship payment shall be submitted to *Borough of Oakland, ATTN: Oakland TV Sponsorship 2023*, One Municipal Plaza, Oakland, NJ 07436, between **August 20 & October 20** for a sponsorship that would be effective starting the following calendar year. Forms and payment submitted/received for the sponsorship program received between **October 21 & December 10** shall also be accepted, but a **\$30.00** late fee will be added onto the sponsorship amount. **No sponsorships will be accepted between December 11 & August 19** for the current or the next calendar year as we do not have the staffing (we are an all volunteer operation) to continually update the graphics for the program continuously. Sponsors that wish to have a logo seen as part of their sponsorship will be responsible for emailing the logo to the Television Committee in a format and a quality that the Committee deems acceptable for broadcast. Sponsors at the Perpetual Sponsor level shall also be responsible for emailing the Television Committee with their company slogan or a brief sentence to reach their allotted total of 30 seconds time.

Q: How much does it cost to be an Oakland TV sponsor for the year?

Please read carefully as there are three categories and two tiers of sponsorship available, all in an effort to ensure there is a reasonable and affordable option for anyone and everyone who wants to be a yearly program sponsor of Oakland TV.

Category	Eligibility	Multiplier
Individual & Family	For a person, couple, family, etc. that wishes to be a sponsor that does not own a business.	1
Non-Profit Organization	For registered non-profit organizations located in the United States of America.	2
Businesses	A business that is located within the United States of America.	3

Sponsor Tier	Tier Description	Number
Perpetual Sponsor	Name and/or logo seen on the screen along with a company slogan or brief sentence for a total of 30 seconds. Tier means you will be a permanent sponsor of next year's eligible programming so you will be mentioned as a sponsor any time the program is broadcast in its original broadcast year and also at any time going forward if the program was to re-air.	400
Single Year Sponsor	Name and/or logo seen on the screen for 15 seconds. Sponsorship will expire at the conclusion of the calendar year and after that point, your sponsorship will not be seen on the programs produced from next year at any point in the future.	100

MULTIPLIER _____ **X** **NUMBER** _____ = \$ _____

Q: How long will my sponsorship last?

As a Perpetual Sponsor, you would pay once for the year and you will always be mentioned as a sponsor every single time that an eligible program airs within that year. However, you will also be mentioned as a sponsor in re-runs of those same programs from that year that are aired again in the future. For example, Program A is first aired in 2023. If you are a Perpetual or Single Year sponsorship tier, you are mentioned at the beginning and the end of Program A throughout all of 2023. However, if Program A is going to reair in 2024 or any year after that, Single Year Sponsors will not be kept on the program's beginning and end as a sponsor, but Perpetual level sponsors would always remain on the program any time it airs.

Single Year Sponsors are only good for eligible programs that are broadcast in the year of the sponsorship. After the eligible program airs in that year, the sponsorship mention is removed from the program for any repeat showings of that program starting the next calendar year and beyond.

Q: What will my sponsorship look like?

The best description is to think of how PBS acknowledges their sponsors at the beginning and the end of a program (which they call "funding credit pods"). There will be clear introductory language (i.e. "This program was made possible in part by..."; "Funding for this program was provided by..."; "Major funding for this program was provided by...") at the beginning of the program and also again at

the end of the program (as close to the production credits as feasible). There would be a uniform looking series of slides with sponsor names and/or logos and a voiceover reading the sponsor names and/or their little sentences would be done by one of our volunteers. All programming sponsors for that calendar year would also be recognized on the Television Committee webpage of the Borough of Oakland website, along with the category of their sponsorship tier.

Q: How often will my name/company name be seen and what types of programs will it be on?

The initial broadcast of all sponsored programs will air at least two times a day for an entire month on Oakland TV. Select special programs may also be uploaded to the Borough's YouTube account as well, which has hundreds of subscribers, and that video would include the same intro and conclusion listing the program's sponsors. Once the calendar year has concluded, Perpetual Level sponsors will continue to see their sponsorship shown on those programs in the event they are rebroadcast in the future, as older Oakland TV programs will be included in a random rotation with other older programs and could be rebroadcast at any time. Keep in mind that older programs may be reaired in a regular rotation on Oakland TV at any time in the future if the program's subject matter becomes relevant again. Perpetual Level sponsors will have their sponsorship remain on the program forever in all of these scenarios without having to renew. Single Year sponsors will be acknowledged on the program any time the program airs for the entire calendar year of their sponsorship, but after the calendar year passes, they will not appear anymore on the programs that were originally broadcast that year.

Examples of programs over the course of a year that sponsorships would be seen on include:

- Parades and Ceremonies
 - i.e. Annual Oakland Memorial Day Parade, Annual Holiday Lighting Ceremony
- Special Events and Dedications
 - i.e. Field renaming, dedication of a new building
- Ribbon Cuttings
 - i.e. Opening of a new park, welcoming a new business to Oakland
- Oakland TV Coverage of Other Community Events
 - i.e. Trunk or Treat, Easter Egg Hunt
- Oakland TV Original Programs
 - i.e. *This Week in Oakland*, *Exploring Oakland*, *The Oaklander*
- Live Broadcast, Rebroadcast of Recent and Archival Sports Games
 - i.e. Oakland Rec sports (when permitted), high school sports games

Oakland TV cannot guarantee a total number of programs that will be eligible for sponsorship over the span of a calendar year (as factors including weather, scheduled public events, and available volunteers are factors out of the Committee's control), but the Television Committee shall be responsible for taking appropriate measures and perform work as needed to ensure that each calendar year has **at least four programs** that qualify for sponsorships to be placed. If the minimum number of four programs are not met over a calendar year, sponsors for that year can request to have their sponsorship money refunded or carried to the following calendar year.

Q: What types of programs will my sponsorship not be seen on?

Examples of programs that **cannot** be sponsored:

- Any Borough or other governmental or educational board, committee, or commission meetings
- Any programs submitted for broadcast by the public or by an organization
- Programs that were created by another entity or local access television station
- Any type of opinion or political programming

Q: What are the sponsorship guidelines in terms of what can be said or seen?

Any sponsor must attest to **not** be or have the following in or related to their sponsorship:

- No inappropriate business or personal names, logos, or slogans
- An individual/family sponsor may be mentioned as an Anonymous on the program, but they must identify themselves truthfully on their Oakland Television Sponsorship Form. Businesses and organizations must identify themselves as part of their sponsorship.
- Declared candidates or a candidate's committee for any political office cannot be a sponsor.
- No business that engages in obscenity, pornography, lottery, gift enterprises, or illegal activities shall be a sponsor
- Superlatives or other qualitative or comparative language as part of sponsorship slogan/sentence
- Price or value information as part of sponsorship slogan/sentence
- Inducements to buy as part of sponsorship slogan/sentence
- Calls to action as part of sponsorship slogan/sentence
- Demonstrations of consumer satisfaction as part of sponsorship slogan/sentence
- Endorsements (e.g., “recommended by 4 out of 5 doctors for headache pain”) as part of sponsorship slogan/sentence

Please note that this list is not exhaustive and Oakland TV reserves the right to reject any sponsorships that it or the Borough Council deems inappropriate, for any reason.

Some good ideas that can be conveyed in a sponsorship:

- Non-promotional, value-neutral descriptions that identify the funder and/or its products or services
- Duration of time in business
- Length of time they have been a sponsor of Oakland TV
- Brand and trade names and product or service listings
- Visual descriptions of products
- Location information, including telephone numbers, street addresses, web addresses, and either a hashtag or an online username/handle that identifies and does not promote
- Logos or slogans which identify and do not promote