

UWTV Sponsor Copy Guidelines for Television

The purpose of this document is to provide underwriting guidelines for sponsorship on UWTV's on-air broadcast. The intent is to provide the greatest amount of exposure and identification possible to our underwriters and work within UWTV's noncommercial requirements.

CREATIVE ELEMENTS OF SPONSORSHIP CONTENT

- Underwriters should be identified by name and may also be represented by their corporate animated logo.
- The copy may include factually descriptive information about the underwriter's products, product line or services.
- The information should avoid qualitatively or promotionally descriptive language.
- The credit may include audio or visual corporate positioning statements and the underwriter's well-established corporate slogan.
- One specific product and up to three generic product lines or services are permitted. Products may be shown in motion or in operation. Music may be used in a credit.
- Plausible, appropriate and value-neutral backgrounds may appear behind corporate logos.
- Company spokespersons may appear on camera or provide voiceovers for underwriting credits. Celebrity spokespersons may be used in audio only.
- Specific addresses (i.e. 3121 Harry Hines Boulevard) or locations (i.e., corner of Harwood and Harry Hines) may be used aurally or visually.
- Telephone numbers and/or web addresses may be used aurally or visually but no call to action may accompany (i.e., Call ... Visit ... Go to ...).

COPY TREATMENT TO AVOID

- No solicitation of direct consumer response of any kind is permitted. (i.e., suggesting viewer action such as "Visit our showroom at ...")
- Superlatives or comparatives, such as "bigger" or "best", comparisons with other products or businesses, mention of prices for products or services do not meet guidelines.
- No endorsements/statements such as "recommended by dentists."
- Underwriting for politicians, local or national parties, or any political issue are not accepted.

For more information