

# Watertown Cable Access Sponsorship Sign Up Form

We're excited to have you join our Watertown Cable Access Corp. Sponsorship Program! Please choose which sponsorship(s) you would like to sign up for from the options below, then carefully review our filming specifications and sponsorship guidelines. Once you sign off on the guidelines and your form is submitted, our Assistant Director will reach out to you for your logo, video (if applicable), and will send you your invoice! Invoices can be paid by cash or check. We appreciate your support and look forward to highlighting your business/organization!

Please submit your form to our Assistant Director, Sam, at [samd@wcatv.org](mailto:samd@wcatv.org) and reach out if you have any questions!

**Name:** \_\_\_\_\_

**Business/Organization Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Which Sponsorship(s) would you like to sign up for?**

## Annual Sponsorships:

- Tier One: \$150 - Social Media Post; Website/Newsletter Recognition; Bulletin Board Graphic (10 seconds Two Days a week)
- Tier Two: \$300 - Social Media Post; Website/Newsletter Recognition; Bulletin Board Graphic or Video (15 seconds Four Days a week)
- Tier Three: \$500 - Social Media Post; Website/Newsletter Recognition; Bulletin Board Graphic or Video (30 seconds Seven Days a week); Submit your own video or work with Watertown Cable to produce a video with you!

## If you chose Annual Sponsorship Tier 3:

Do you have a 30 second video to submit or would you like to work with WCA-TV to create one?

- Yes, I have one to submit
- I would like to work with WCA-TV to create a video

If you would like to work with us to create a video, would you like to film it in our studio or onsite at your location?

- At WCA-TV's Studio
- Onsite at my Business/Organization's Location

### Filming Specifics:

- Both filming options include up to one hour of film time as well as a pre-production meeting to discuss ideas
- WCA-TV will work with you on movement, specifics within your location, and direction
- In order to film at your location, we require:
  - A scheduled Date & Time
  - Confirmation of your completed script prior to filming
  - That you feel comfortable enough with the script to start filming

### Program Sponsorship:

- Watertown Cable News: \$500 - Social Media Post on WCN's social media pages; Website/Newsletter Recognition; Logo added to the Sponsorship Reel at the beginning of the show

### Sports Underwriting

- Tier One: \$250 - Field Hockey, Soccer, Wrestling, Volleyball, Lacrosse **OR** Baseball; Three (3) pre-recorded spots played throughout the game. Submit your own recording or have a WCA-TV staff member record one for you.
- Tier Two: \$300 - Football, Basketball **OR** Hockey; Three (3) verbal spots read by WCA-TV Announcers throughout the duration of the game.

### Guidelines:

- Sponsor/Underwriter Messages May:
  - Identify and depict sponsor's products or services
  - Show a logo
  - Use a well-established slogan or corporate positioning statement
  - Show a telephone number
  - Show a website address
- Sponsor/Underwriter Messages May Not:
  - Use comparative or superlative language
  - Offer price, discount, or financing information (including "free")
  - Use "calls to action" which direct the viewer to call, visit, try or compare, etc.
- Businesses/Organizations must submit a high quality logo (png or jpg) for our website and newsletter

I have reviewed and agree to abide by WCA-TV's sponsorship guidelines and requirements:

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Name

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Date