



Lakes Area Community Television

Cable Channels LATV 10 and Ranger 20



Brought to you by the Forest Lake Cable Commission

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Sponsorship Guidelines

Lakes Area Community Television is a local access cable station serving the communities of Columbus, Forest Lake and Scandia. Programming on our two channels is seen in approximately 3000 households in these three cities on the Midcontinent Communications cable system. Channels can also be viewed in parts of Marine and Wyoming. Total households reached is approximately 4500. Programming can also be viewed by anyone with an Internet connection with video on demand features on our home page.

Programming for LATV 10, the government and community channel, and Ranger 20, the local education channel, is created by our talented team of professional staff, independent contractors and volunteers. This team brings unique local shows into your home, as well as special event coverage of community events, parades, festivals, music concerts, theatre productions, graduations, and awards ceremonies. Various high school varsity sports are also highlighted with some games and meets being filmed as part of our education channel coverage.

Our goal in creating these sponsorship opportunities is to help local businesses grow and create more awareness of companies and small businesses that are ready to serve our local area. Sponsorship helps support these programs and gives you, the business owner, opportunity to show your support of community television and the local show that is airing to your customers!

Reasons To Sponsor A Program

- Quality of program
- Visibility on the channel as program airs multiple times at no additional cost
- Affordable
- Some programs sponsored can be viewed on demand on our website
- Directly targets your community
- No lengthy contracts
- Variety of sponsorship options
- Program sponsors for the calendar year are listed on our home page
- Direct link to Lakes Area Community Television website to your site can be provided

Sponsorship Guidelines

Preserving the integrity of public access as a non-commercial medium, the Forest Lake Cable Commission (FLCC) Access Rules and Scheduling Guidelines, under Program Content, prohibit programming that contains "advertising material designed to promote the sale of commercial products or services". This prohibition does not apply to sponsorships that satisfy the criteria set forth below:

Sponsorships will be defined as money, goods or services provided to help support a program that will air on either LATV 10 or Ranger 20. Acknowledgement will be made at the beginning and end of the program and may never appear within the body of the program sponsored.

The sponsorship acknowledgement is subject to the content rules of FLCC Access Rules and Scheduling Guidelines. The sponsorship and the program it sponsors is informational only and may not contain comparative or qualitative language about the sponsor or its products or services; may not mention price; and may not include any content the purpose of which is to motivate a viewer to purchase a service or product.

Programs may not prominently feature logos outside of sponsorship acknowledgments. Incidental display of logos, such as those that appear in the background of a street shot or sporting event may be allowed.

When accepting a sponsorship, staff will ask the business representative to complete and sign a **Sponsor Acknowledgement** form. The purpose of the form is to ensure that Lakes Area Community Television has obtained all necessary authorizations from a sponsor for the use of the sponsor's name, address, copyright materials, trademarks and service marks from any underlying right holders (e.g., copyright holders of images included in a sponsorship acknowledgement), and from any persons pictured or depicted in an acknowledgement.

The program sponsored shall air at the sole discretion of Lakes Area Television staff. Programs can air at various times and frequency in the television schedule.

Any single show shall not exceed two minutes of sponsorship time before, and two minutes after the show, regardless of the level of sponsorships.

Sponsorship Packages

Standard Sponsorship, \$50: A sponsorship message includes a custom visual slide with voice-over at the beginning and the end of the program sponsored. The slide may include the name and/or logo of the sponsor, website/uniform locator (URL) address, telephone number, physical address, email address, and/or picture of the sponsor. If there is no business logo, a photo of the business building or sign can be used. Each voice-over statement, maximum 15 seconds, will inform the public about the business. The beginning and end voice-over statements will total no more than 30 seconds. The voice-over statement shall begin with: "The following program is sponsored (was made possible in part) by (name of business)." End voice over shall begin with: This (event) was proudly sponsored by (name of business)." Most programs air multiple times on either LATV 10 or Ranger 20. Sometimes a program can air as much as 40 to 60 times, depending on the program. A single sponsorship, then, will appear on a channel twice as many times as the program airs.

Standard Sponsorship with DVD Exposure, \$75: Same as above with the addition of the business logo appearing on a full-color DVD label of the program, under "Proudly sponsored by". The station has many popular programs available for DVD purchase by citizens and families. We sell thousands of DVDs in the community every year.

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Submitting a Video for Sponsorship Use, \$100: Businesses may submit an up to two-minute video that would air before and after the program sponsored. The cost is \$100 for each 30-second increment of video. In the case of a non-profit, governmental organization, or community organization, an up to two-minute video may be submitted for \$100. Similar to the standard sponsorship slide described above, if necessary, Lakes Area Community Television staff would create a visual slide to indicate sponsorship. A very short voice-over simply indicating the show the business is sponsoring would be heard. Example: “The following program, (Lake Fest), is sponsored by (name of business).” The video submission would then play. This level of sponsorship includes DVD exposure.

Business owners shall have full ownership rights to their video and Lakes Area Community Television staff will not alter the content of the business sponsorship video submitted in any way. Business owners submitting a video shall sign a **Statement of Compliance** form, as per FLCC Access Rules and Scheduling Guidelines. The video shall adhere to all of the sponsorship guidelines (see Sponsorship Guidelines listed above in this document) as well as adhere to FLCC Access Rules and Scheduling Guidelines (specifically, Program Content).

Lakes Area Community Television staff reserve the right to refuse to transmit, cablecast, upload, download, a submitted video/file for sponsorship on the community channels, the cable system, the station website, and/or the Internet if the material does not satisfy the requirements herein.

Sponsorship videos can be submitted in various formats, but Quicktime (.mov) or an .avi file is a preferred format. Businesses should check with production staff prior to submission.

Custom Sponsorship

Lakes Area Community Television is happy to talk to you about custom sponsorship. Alternative fees may apply. Please see Lakes Area Community Television staff for more information.