



Support Community Media in Princeton

2016 Sponsorship Guidelines

Benefits of sponsoring

Princeton Community Television presents programming produced by and intended for the residents of the greater Princeton area. Princeton TV can be seen via Comcast Cable, Verizon FiOS, Roku as well as streaming online at www.princetontv.org.

Your sponsorship is an investment in a well-informed, well-connected community, creates a positive image for your business and generates good will while supporting a dynamic non-profit. Whether you are a local business or non-profit organization there are various sponsorship levels to fit the needs of your business.

Your sponsorship is tax deductible and your support will be acknowledged.

Sponsors must be members of Princeton TV.

If you have a question please contact us at 609-252-1963 or email us at info@princetontv.org

Levels of sponsorship:

Platinum (\$6,000/year) - We produce your 30-sec video

- Princeton TV will produce a 30-sec sponsorship video that will air 6 times a day on PCTV
- Embeddable version of sponsorship video that may be used on own website
- Credit, with clickthrough logo, as Platinum sponsor on the Princetontv.org website
- Credit, with clickthrough logo, as Platinum sponsor on PCTV's newsletter
- Up to 3 Individual PCTV memberships

Gold (\$3,000/year or \$300/month) - We air your 30-sec video

- You provide a 30-sec sponsorship video that will air 4 times a day on PCTV
- Credit, with clickthrough logo, as Gold sponsor on the Princetontv.org website
- Credit, with clickthrough logo, as Gold sponsor on PCTV's newsletter
- One Individual PCTV membership

Silver (\$1,500/Year or \$150/month) - 30-sec on-air sponsor acknowledgement

- 30-sec on-air acknowledgement (graphic/voice-over), to air 4 times a day on PCTV
- Credit, with clickthrough logo, as Silver sponsor on the Princetontv.org website
- Credit, with clickthrough logo, as Silver sponsor on PCTV's newsletter
- One Individual PCTV membership

Bronze (\$800/year or \$100/month) - 15-sec on-air sponsor acknowledgement

- 15-sec on-air acknowledgement (graphic/voice-over), to air 3 times a day on PCTV
- Credit, with clickthrough logo, as Bronze sponsor on the Princetontv.org website
- Credit, with clickthrough logo, as Bronze sponsor on PCTV's newsletter
- One Individual PCTV membership

Sponsorships may be subject to the approval.

Permissible:

1. Name of product(s) and/or service(s)
2. Company location
3. Number of years in business
4. Email address or website (preferably visually depicted)
5. Telephone number
6. Non-promotional, value-neutral descriptions of products or services
7. Use of well-known mottos or slogans that are non-promotional in nature
8. Signature music or appropriate sound effects as a means of enhancing visual and voice-over that are non-proportional in nature

Non-Permissible:

1. Overt promotion of products or services
2. Price reference
3. Call to action or inducement to buy
4. Comparative or qualitative descriptions of products or services
5. Third-party reviews (from newspapers, magazines, etc.)

Princeton Community TV will not accept sponsorships from the following:

1. Liquor stores or bars or other establishments whose primary business is the sale of alcohol. (Restaurants that serve alcohol excluded, provided alcohol is not mentioned in the acknowledgement)
2. Any manufacturer or distributor of beer, alcohol or tobacco.
3. Any entity that promotes the use or sale of illegal drugs or drug paraphernalia.
4. Adult bookstores, adult movie houses and video dealers or strip clubs or any other entity that provides adult oriented content or products by mail-order or through the internet
5. Political parties, lobbying groups, political action committees or cause based organizations.
6. Any illegal or off shore gambling entity or entity that provides information that enables or can be associated with illegal gambling.
7. Manufacturers or sellers of firearms, ammunition, gun repairs, accessories, targets, stun guns, tear or pepper gas dispensers, and rifle and pistol ranges. Retailers who sell other products not firearm related can be sponsors provided they do not promote firearm related products (for example, department stores and sporting goods stores).