

CATS/KOOT 88.1 Fm Sponsor Information Sheet (Sponsorships - Maximum 30 second spot)

The producer can make no guarantees to the sponsor as to when, how often or how many times the sponsored program will air. Scheduling is the sole responsibility of the Station Manager.

Sponsor's Name _____

Sponsor's Address _____

Sponsor's Phone # _____

Sponsor's Email _____

Sponsor's Website
(Must be non-commercial) _____

Script

Producers Signature _____

Sponsors Signature _____

Sponsorships should be informational and non-commercial in nature.

- No Action Statements such as: "Check them out" or "Come on Down"
- No Qualitative Statements such as: "Best in Town" or "Excellent Customer Service"
- No Price Value Information such as Discounts or Promotions "Big Sale" or "5% Interest Rates"
- No Endorsements or Comparisons such as: "This Business is better than X Business"
or "I highly recommend this product"
- No Testimonials such as: "My dinner was great, I will eat there again"

Examples of appropriate Sponsorship information:

- "Open for Lunch and Dinner, specializing in Italian cuisine."
- "30 years experience working on cars both foreign and domestic"
- "All work done by Certified Technicians"
- "Open for business from 8am till 8pm Monday thru Friday"

A producer may not sell or imply the sale of airtime to any sponsor.

No "Pay for Play" is permitted.

Date Reviewed _____

Employee Signature _____