

Lakes Area TV Sponsorship Guidelines and Agreement (2025 Draft v1)

1. Introduction

- Purpose of Sponsorship: To foster partnerships with local businesses and organizations to support the mission of Lakes Area TV (LATV) while providing promotional opportunities that benefit sponsors and the community.
- Scope of Sponsorship: Applies to all sponsorships related to programming, events, and digital content produced by LATV.

2. Mission of Lakes Area TV

- To provide transparent, accessible coverage of local government, community events, and educational content through cable TV, online streaming, and social media.
- To support community engagement and foster local pride through high-quality video production.

3. General Sponsorship Guidelines

- **Eligibility:**
 - Sponsors must align with LATV's mission and community values.
 - LATV does not accept sponsorships from organizations promoting activities or products prohibited by local, state, or federal law.
- **Sponsorship Levels and Benefits:**
 - Sponsorship tiers may include options such as:
 - **Basic Tier:** Logo placement on website and in video credits.
 - **Enhanced Tier:** Inclusion in video mentions and event promotions.
 - **Premium Tier:** Custom segments highlighting sponsor's contributions or business.
 - Specific benefits will be outlined in individual agreements.
- **Content Restrictions:**
 - LATV retains editorial control over all content.
 - Sponsorship acknowledgments must not constitute advertising (e.g., "Calls to Action" or pricing).
- **Duration:**
 - Sponsorship terms are typically for a minimum of one production cycle or event, with options for renewal.
 - Terms will be pre-determined and agreed upon prior to production between LATV Access Coordination & Sponsor.

4. Sponsorship Agreement

- **Agreement Components:**
 - Sponsor's name, address, and contact information.
 - Sponsorship tier and associated benefits.
 - Financial contribution amount and payment terms.
 - Duration of the agreement.
 - Acknowledgment placement details (e.g., specific programs, online platforms).
- **Responsibilities of LATV:**
 - Ensure proper acknowledgment of sponsors in agreed-upon formats.
 - Provide performance metrics (e.g., viewership statistics, website visits) as applicable.
 - Performance analytics to be provided will be pre-determined and agreed upon, and available for online content only, no analytics will be provided for broadcast video viewership.
- **Responsibilities of Sponsors:**
 - Provide necessary materials (logos, approved text) within specified timelines.
 - Comply with LATV's content and branding guidelines.

5. Exclusions and Prohibited Activities

- LATV does not endorse any specific political party, candidate, or agenda. Sponsorship agreements cannot imply such endorsements.
- Sponsorships must not promote activities or messaging that:
 - Discriminate based on race, gender, religion, or other protected statuses.
 - Include explicit or inappropriate content.

6. Termination of Sponsorship

- LATV reserves the right to terminate sponsorship agreements if:
 - The sponsor's activities or messaging conflict with LATV's mission or community values.
 - The sponsor fails to fulfill financial or material obligations.

7. Agreement Acknowledgment

- Both parties must sign a formal agreement to confirm their understanding and acceptance of the terms.
- Agreement modifications must be documented in writing and approved by both parties.

8. Contact Information

- For inquiries or to initiate sponsorship discussions, contact LATV's Access Coordinator:
 - Paul Peterson: Paul@LakesAreaTV.com