

# How to Thank a Sponsor

## Informational vs Promotional

When mentioning a sponsor on-air, always keep in mind that the message must be INFORMATIONAL and NOT PROMOTIONAL. The message can include the following:

- Name of the sponsor/business
- What they do/offer
- Address
- Phone Number

The message cannot include any information that can be seen as promotional or making the sponsor sound superior to a similar business. Therefore, it can't include:

- Prices
- How long the business has been around
  - Example: Happily serving the Ithaca community for 30 years
- Adjectives to describe the business or product
  - Example: Fresh dough pizza, perfectly prepared pasta, hottest styles
- Call to action
  - Examples: Check out x.com, come on down to x address, or call x number

**A sponsor read should be short, simple and 100% informational. A good rule of thumb: If the read is boring, then it's probably suitable for air!**

### **When in doubt, refer to the sponsorship form:**

Visual acknowledgement of sponsorship will only consist of the sponsor's name and/or business logo, as well as address and phone number, if applicable. Sponsor will provide TV-ready graphic if available. If not, ICTV program will be responsible for creating visual graphic.

Aural acknowledgment, if applicable, will only consist of "Support for this ICTV program is provided by (business name)." ICTV program will be responsible for recording the aural acknowledgement.