



Underwriter Agreement for **CCTV54**

Citizens Community Television (**CCTV54**) is a volunteer-driven 501(c)3 Tax-Deductible educational non-profit corporation, (EIN = 20-1733936). **CCTV54** facilitates operation of Public Access TV cable Channel 54, and enables local citizens to produce & share community TV shows. Our mutual endeavor builds a more creative, informed and prosperous community. Local businesses are an integral part. **CCTV54** exists *only* with your support. **As a way to thank you for your donation, CCTV54 shall provide valuable publicity benefits for your company.**

COMPANY NAME: _____

ADDRESS: _____

(Give mailing address also if different) _____

CONTACT NAME: (Print) _____

(Signature) _____ (Date) _____

PHONE: _____ EMAIL: _____

WEBSITE: _____

Donated \$ _____ as underwriter for **CCTV54** and will receive publicity benefits as indicated below.

STARTING DATE(s):* _____ LENGTH OF AGREEMENT: _____ months

CCTV54 Underwriter Representative: (Print) _____

(Signature) _____ (Date) _____

PHONE: _____ EMAIL: _____

Payment Received: \$ _____ Date: _____ Check # _____

CCTV54 Underwriter Coordinator: (Print) _____

(Signature) _____ (Date) _____

UNDERWRITER BENEFITS:

Choose one Benefit is given for each increment of \$200 donated, per Quarter:

- Community Bulletin Board:** Your company screen, (customized with your logo), plays between shows for approx. 10 seconds in repeated queue typically at least 10 times a day, being over 300 times a month.
- Underwriter Credit for Show:** Your customized Credits slide will play with each showing of your chosen assigned program, (typically "East County LIVE!" which plays approx 40 times a month). SHOW= *E.C.Live?* _____
- Be On TV:** Your company representative is invited onto **CCTV54** show for educational & non-commercial interview, (with ample credit & contact info given to your company on TV). Includes DVD of your show. SHOW= *E.C.Live?* _____
- Underwriter Video Spot:** Play your 30 second "Underwriter Video Spot" once per day, which you have produced independent of **CCTV54**. The 3 month play starts on Video Spot DVD submission DATE= _____

* **INCREASED WEBSITE EXPOSURE:** All Underwriters automatically benefit from your Logo & Link on our frequently visited website www.CCTV54.org, (thus increasing hits on your company's website).

* "STARTING DATE" for Benefit begins when it's implemented.

Citizens Community TV

NOTES:

1. Please make checks payable ONLY to: “**Citizens Community TV**” (or “**CCTV54**”).
If check is not hand-delivered to CCTV54 representative, you may use our mailing address:
CCTV54 Treasurer
1075 E. South Boulder Rd., Suite 215,
Louisville, CO 80027

1. Please email (or equiv.) to info@CCTV54.org & to your CCTV54 representative, your company logo (or graphic) and suggested concise verbage of typically 10 to 20 words, in order to create your “Community Bulletin Board” and/or Show Underwriter Credits screen. If you can also email us your designed PowerPoint file, it would be ideal and enable you more control in customizing your screen. CCTV54 reserves the right to shorten or revise statements to fit into the screen or to minimize commercial appearances.

2. Because CCTV54 operates under FCC legislation governing Public Access channels, we cannot present “commercials,” nor mention prices and sales. Nevertheless, CCTV54 strives to give as much positive recognition to the Underwriter as is allowed. CCTV54 reserves the right to pay a limited commission to for salesperson support, in the case of insufficient volunteer hours, to arrange Underwriter contracts, when there is financial necessity. Underwritership details are subject to change.

3. Non-Commercial Requirement for “Underwriter Video Spots” & other material on CCTV54:
 - Cannot present “commercials,” nor mention prices and sales.
 - Cannot use superlatives, nor express “call to action” nor inducements.
 - Any person speaking on the video must be a 3rd party “unbiased” individual, which excludes the business owner & its employees. In short, it is similar to Public TV requirements for underwriters. NOTE that CCTV54 representative & our website can suggest video professionals whom might be able to produce you an attractive Underwriter Video Spot. [Refer to The “Underwriter Video Spot” write-up.]

4. Your suggestions on providing additional positive exposure for your company through community television, CCTV54, are most welcome. Our purpose includes supporting local business with very economical publicity, as well as encouraging our towns’ people to buy locally.

5. Please feel free to visit live & taped show productions at our studios. Contact CCTV54 for times. You might even enjoy participating... and again Thank-you!

OPTIONAL NOTES & TERMS:

(Specify any additional benefits or changes. Both company & CCTV54 representatives initial each term, where changed.)

Citizens Community TV

*serving Louisville, Lafayette, Superior & Erie. www.CCTV54.org info@CCTV54.org
1075 E. South Boulder Rd., Suite 215, Louisville, CO 80027 303-666-6558*