

## BENEFITS OF PARTICIPATION

Program Sponsors & Underwriters at every level will enjoy the following annual benefits as an added incentive to one-time participation:

- Acknowledgement in UPSTREAM, the Access SF/Cable Channel 29 Newsletter & e-Newsletter.
- A link off of the Access SF web site - [www.accessf.org](http://www.accessf.org) - from a page that profiles sponsors & underwriters.
- Inclusion in Access SF's Annual Report & in the Station's forthcoming lobby board for donors & supporters.
- Credit, as appropriate, in specific programs that are presented on Channel 29 as well as credit in all related on-air promos, marketing, public relations and media collateral.
- Credit on the Channel 29 Community Bulletin board listings associated with the specified program.
- All sponsorship categories are annual arrangements except in the case of sponsorships above \$10,000, which are considered major gifts that will be acknowledged for the life of the organization. At the \$5,000 level, Access SF will respect exclusivity with respect to the sponsorship of a specified program whereby no other sponsor from a related themed industry can attach to the same program or series.



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**accessf**  
SAN FRANCISCO COMMUNITY MEDIA

## PROGRAM SPONSORSHIP & UNDERWRITING

\* Access SF / Cable Channel 29 \*

- RATE CARD -

**PROGRAM SPONSORSHIP** is support that is generally tied to a particular program that is being produced by Access SF for presentation on Cable Channel 29. Our growing slate community collaborations include a dynamic award-winning programs connect local nonprofits and their clients to the tools of media and production while also serving the information and education needs of San Francisco's diverse local viewing audience. At Access SF, the station's collaborations model crosses production, programming and training endeavors.

**UNDERWRITING** is support that is generally tied to Access SF's commitment to providing field production & neighborhood-based coverage of San Francisco city events. The local community regularly approaches the station with special requests for fast breaking coverage of local events, candidate/community forums, neighborhood meetings, lectures, performances, street fairs, and parades. Access SF has the goal of providing neighborhood coverage of no less than (12) events annually with the help of major donors who can step up to the plate as Underwriters.