



GRANBURY MEDIA SPONSORSHIP AGREEMENT



Sponsor/Company Name	Sponsor/Company Phone	Date of Agreement
Street Address	City, State, and Zip Code	
Authorized Sponsor Representative	Authorized Sponsor Representative Email and Phone	

Please initial next to the description of each sponsorship type to which your firm agrees. Initials will indicate acceptance of applicable sponsorship fees.

Sponsorship Types Available	Term	Fees (per term)*	Initial
Pirate Captain Sports Sponsorship	August-May School Year	\$2,500	
First Mate Sports Sponsorship	August-May School Year	\$1,200	
Gold Level Granbury Media Program Sponsor	October-September Municipal Fiscal Year	\$2,500	
Silver Level Granbury Media Program Sponsor	October-September Municipal Fiscal Year	\$1,200	
Granbury Media Program Sponsorship (Single episode or non-recurring program)	Per contract for production of single episode	\$250	
Granbury Radio App Sponsorship	October-September Municipal fiscal year	\$200	
Event Promotion	30 days prior to event	\$100	

**A firm signing a multi-year sponsorship agreement will pay the same price per term for each year sponsored. If sponsors opt for year-to-year agreements, the City of Granbury reserves the right to change the annual fees prior to the start of each term year.*

Please initial in the appropriate box(es) below indicating the type(s) and term(s) of sponsorship to which the sponsor agrees. The signed initials of the Authorized Representative will indicate the chosen sponsorship level and will serve as a commitment of payment to Granbury TV during the agreed upon term.

	Pirate Captain/ 1st Mate Sports	GM Recurring (Gold/Silver)	GM Non- recurring	Granbury Radio App	Event Promotion	Total Cost per term
2019-20 Term						
2020-21 Term						
2021-22 Term						

Additional agreement conditions: Please complete the section(s) below that are applicable to sponsorship(s) selected on Page 1 of this Agreement.

1. Granbury Media recurring program being sponsored (by program title or content):

2. Granbury Media non-recurring program/specific episode being sponsored (by program title or content):

3. Date(s) of event being promoted: _____

Payment Details: Sponsorship fees may be paid annually before the end of October, monthly, or quarterly. Please indicate which option the sponsoring entity prefers. _____

Initial invoice will be sent to the above listed address on the first day of the month following 1) the execution of this agreement or 2) the start of the applicable term year, whichever is later. *Monthly/quarterly Sports Sponsorships will be billed between October-May.* Payment instructions and a fully executed copy of this agreement will be included with the initial invoice.

Additional Documents: Please initial, verifying that the authorized representative has received a copy of each of these documents and that said documents are hereby incorporated into this contract.

_____ Sponsorship Fee Schedule

_____ Terms and Conditions

_____ Programming Guidelines (Ordinance 18-32)

By signing this agreement I acknowledge that I am authorized to sign binding agreements on behalf of the sponsor. I accept and agree to be bound by all of the terms and conditions as set out in this agreement and the accompanying documents listed above.

Authorized Representative Date

City of Granbury, Authorized Elected Official/Personnel Date

GRANBURY MEDIA FEE SCHEDULE

Sponsorship Type	Granbury Radio	TV, Social Media & YouTube Exposure	Website	Video Sponsor Spot	Term	Total Cost
<p>Pirate Captain Sports Sponsorship* (sports covered to be determined by agreement between City & GSD)</p>	<p>One 20 second spot per game, guaranteed. Spots are also played in rotation with music on Granbury Radio 24/7. Sponsor must either provide produced spot or a script for Granbury Media to produce spot. One 20 second spot per game, guaranteed.</p>	<p>Logo sponsor recognition included in the video from any filmed/aired games. Video Sponsor Spot will also be posted on Granbury Media / Granbury Sports social media.</p>	<p>Listing on the Granbury Media section of the City of Granbury website with a click through to sponsor's website.</p>	<p>One sponsor-provided or Granbury Media-produced, 20-second video spot. Limited to one edit and one hour of filming. (Renewing/multi-year sponsors entitled to 1 new/updated spot each school year.)</p>	<p>Beginning of GHS district play through the end of the season (Billing is October - May)</p>	<p>\$2,500</p>
<p>First Mate Sports Sponsorship - (sports covered to be determined by agreement between City & GSD)</p>	<p>One 20 second spot per game, guaranteed. Spots are also played in rotation with music on Granbury Radio 24/7. Sponsor must either provide produced spot or a script for Granbury Media to produce spot.</p>	<p>Logo sponsor recognition included in the video from any filmed/aired games. Logo will also be posted on Granbury Media / Granbury Sports social media.</p>	<p>Listing on the Granbury Media section of the City of Granbury website with a click through to sponsor's website.</p>	<p>X</p>	<p>Beginning of GHS district play through the end of the season (Billing is October - May)</p>	<p>\$1,200</p>

<p>Gold Level Granbury Media Program Sponsorship* (Full Year, recurring TV program, limited to four programs)</p>	<p>One 20 second sponsorship spot is played in rotation with music on Granbury Radio 24/7. Sponsor must either provide produced spot or a script for Granbury Media to produce spot.</p>	<p>Logo & website/ phone # recognizing sponsorship at beginning and end of each episode. Logo will also be posted on Granbury Media social media. Each Granbury Media-produced program is limited to one edit and one hour of filming.</p>	<p>Listing on the Granbury Media section of the City of Granbury website with a click through to sponsor's website.</p>	<p>One sponsor-provided or Granbury Media-produced, 20-second video spot. Limited to one edit and one hour of filming. (Renewing/multi-year sponsors entitled to 1 new/updated spot each fiscal year.)</p>	<p>Municipal fiscal year (October 1- Sept. 30)</p>	<p>\$2,500</p>
<p>Silver Level Granbury Media Program Sponsorship (Full Year, recurring TV program, limited to four programs)</p>	<p>One 20 second sponsorship spot is played in rotation with music on Granbury Radio 24/7. Sponsor must either provide produced spot or a script for Granbury Media to produce spot.</p>	<p>Logo & website/ phone # recognizing sponsorship at beginning and end of each episode. Logo will also be posted on Granbury Media social media. Each Granbury Media-produced program is limited to one edit and one hour of filming.</p>	<p>Listing on the Granbury Media section of the City of Granbury website with a click through to sponsor's website.</p>	<p>X</p>	<p>Municipal fiscal year (October 1- Sept. 30)</p>	<p>\$1,200</p>

<p>Granbury Media Program Sponsorship (Sponsorship of a single episode or non-recurring program for TV)</p>	<p>Sponsor recognized when original programming promoted on-air during broadcasts.</p>	<p>Granbury Media produces recording and one edit of sponsor's chosen program. Each Granbury Media-produced program is limited to one edit and one hour of filming. Logo recognizing sponsorship at beginning and end of program and posted on Granbury Media social media.</p>	<p>Listing on the Granbury Media section of the City of Granbury website with a click through to sponsor's website.</p>	<p>X</p>	<p>Will contract for production of single episode/show at time of production.</p>	<p>\$250</p>
<p>Granbury Media Event Sponsorship (Sponsorship of a single recorded event for TV)</p>	<p>Sponsor recognized when original programming promoted on-air during broadcasts.</p>	<p>Granbury Media produces recording and one edit of sponsor's chosen event. Logo recognizing sponsorship at beginning and end of program. Logo will also be posted on Granbury Media social media.</p>	<p>x</p>	<p>X</p>	<p>Will contract for production of single program at time of production.</p>	<p>\$250</p>

Granbury Radio App Sponsorship (Year-round promotion on radio broadcasts and app screen.)	Guaranteed in-game, on-air mention during live events; Logo with live link displayed in rotation on lower third of app screen during all sports live broadcasts or replays.	Sponsor logo will also be posted on Granbury Media social media.	X	X	Municipal fiscal year (October 1-Sept. 30)	\$200
Granbury Radio Event Sponsorship (Sponsorship of a single recorded event for radio)	Sponsor's chosen event is broadcast live on Granbury Radio.	Sponsor logo will also be posted on Granbury Media social media.	x	X	Will contract for production of single program at time of production.	\$250
Event Promotion	Guaranteed in-game, on-air mention during live events	Graphic provided by the sponsors to promote their events will be featured on community calendar (TV) and social media	X	X	Up to 30 days in advance of event date	\$100

***Any sponsorship promotions that may be developed and implemented throughout the contract term will be included in the Pirates Captain Sports and Gold Level Granbury Media Program sponsorship packages.**

Additional Program Edit spot.)	(Additional edit/cut of a sponsored Granbury Media-produced program, event, or	\$25/hr
Additional Program Filming spot.)	(Additional filming for a sponsored Granbury Media -produced program, event, or	\$25/hr
DVD Copy of Program		\$10 per DVD



Granbury Media Sponsorship Terms and Conditions

Sponsorships are encouraged, as they help Granbury Media to further its mission of providing quality information and content for its audience on its many media outlets. Sponsorship is defined as financial or in-kind support received by Granbury Media to facilitate its expression and use of the PEG channel, radio application, or other media outlets that it may develop. Sponsorship is permitted, with the understanding that it constitutes a donation to support Granbury Media's work and is not in return for use of cablecast time or access resources.

- **“Granbury Media”** shall refer to the City of Granbury's Public, Educational and Government television channel, the Granbury Radio application, and/or any social media accounts related to Granbury Media or Granbury Sports.
- **“Sponsor”** shall refer to any organization, individual, religious institution or business seeking to purchase a sponsorship for any division of Granbury Media.
- **“Agreement”** shall refer to the Granbury Media Sponsorship Agreement.

By signing the Agreement, Sponsor agrees to enter into a contract with the City of Granbury for sponsorship of programming to be aired on Granbury Media. Sponsor will have the option, at the time the Agreement is signed, of sponsorship packages, with corresponding terms. Payment will continue at agreed intervals until the end of the Agreement term.

Sponsor agrees to be bound by Granbury Media's Programming Guidelines (Ordinance 18-32, Adopted 5-15-18) and City of Granbury's Master Fee Schedule hereby certifies that it has received a copy of same.

Venue for any disputes arising under this contract shall lie exclusively in the courts of Hood County, Texas.

Should any section of these Terms and Conditions be held to be invalid, that section shall be severed from the document with the remaining Terms and Conditions remaining in full force and effect.

Sponsorship Packages

Granbury Media offers a variety of sponsorship packages that support the television, radio, social media, and other functions of the organization. The sponsorship packages are detailed in the fee matrix adopted by the Granbury City Council each year as part of the Master Fee Schedule. Sponsors may choose to sign a multi-year agreement, guaranteeing that their sponsorship fees will not increase during the duration of that executed agreement.

Payment Instructions

All sponsors are expected to pay the City of Granbury for their sponsorship, either up front or on a quarterly or monthly basis. Each sponsorship level has its own term, which is indicated on the sponsor agreement. Sponsorships specifically related to coverage of Granbury Independent School District athletic events will be billed from October 1-May 30 each year. If a sponsorship is initiated after the start of the school/fiscal year term outlined in the adopted fee matrix, the sponsorship fees may be prorated.

Invoices will be submitted to sponsors beginning in October of each fiscal year and the first payment stipulated by the Agreement will be due by October 31. If a sponsorship is initiated after the start of the

school/fiscal year term outlined in the adopted fee matrix, the sponsorship fees may be prorated. Sponsors which sign Agreements after October 1 of the fiscal year will be invoiced immediately upon signing the contract, and the payment due date will be stipulated on the invoice.

If Sponsor's account should become past due, the City of Granbury may, in its sole discretion, refuse to air any of Sponsor's scheduled sponsorship announcements until the account balance is paid in full. During this period, Sponsor will continue to be responsible for the monthly installment payments plus any accrued, daily penalties under the contract.

If at any time Sponsor's account becomes sixty (60) days past due, Granbury Media may, in its sole discretion, terminate the contract and seek full remuneration for any past due account balance by exercising any remedies it may have in either law or equity.

Payments shall be made promptly and payable to: City of Granbury, 116 W. Bridge, Granbury, Texas 76048

Submission of Materials

Some sponsors may choose to submit finished materials produced by another entity (ie, private PR firm/advertising agency) for broadcast on Granbury Media. In all such instances, sponsors should submit their finished materials to Granbury Media staff in advance, and all such materials must comply with these Sponsorship Guidelines and FCC regulations governing content for PEG television stations. All questions regarding sponsorship materials should be directed to Granbury Media staff.

In the event the material in question is to be aired on Granbury Radio, the Granbury Media staff will help the sponsor coordinate with the volunteers and contractor who operate that division of Granbury Media.

City of Granbury Government Access Television Channel Programming Guidelines

Ordinance 18-32, Adopted 5-15-18

I. Operation.

The government access channel for the City of Granbury is operated by the City of Granbury through a leased access programming agreement with Charter Communications and AT&T U-verse. Under the agreement, the City has been given the right to utilize a split channel cable television channel on their systems: Charter Communications Channel 190 and AT&T U-verse Channel 99.

II. Purpose.

The purpose of this policy is to set forth guidelines for the programming of the City's public cable television channel. The City's cable television channel is a government access channel. There are no legal requirements to broadcast any type of programming that is not government related. The City's cable television channel is dedicated to providing programming that is educational and centered on government programs, activities, and services.

III. Objectives.

- 1) To increase public awareness of the activities of the City of Granbury's local government and the deliberations of the City Council.
- 2) To provide information to the citizens of Granbury concerning the services, facilities, functions, and operations of the City.
- 3) To assist and encourage citizen participation in City programs and services and the decision-making process of local government to the maximum extent possible.
- 4) To foster communication between the local government and citizens.
- 5) To provide information on public health, safety, and welfare issues.
- 6) To assist with the internal training of City departments.

IV. Types of Programming.

- 1) Community Calendar Announcements – Announcements for calendar events from City of Granbury and Hood County are displayed in typewritten or graphic form. The Community Calendar Announcements plays in a loop between scheduled content.
 - a) The publication of announcements on the Community Calendar is available free of charge to the City of Granbury, Hood County, Granbury Independent School District, and other governmental entities representing the citizens of Granbury.
 - b) Events publicized on the Community Calendar must be local and benefit Granbury residents.
 - c) Community Calendar announcements may be edited for clarity and appropriateness. The content shall not violate nor infringe upon the rights of any kind or nature of any person, firm, or corporation.
 - d) The City of Granbury retains the right to determine whether Community Calendar announcements are appropriate for publication on the City's government access channel. The City shall, at its sole discretion, have the right to refuse to air any Community announcement.

- e) The airing of announcements on the Community Calendar implies no endorsement or sponsorship by the City of Granbury.
- 2) Job Postings – Announcements for job postings for City of Granbury, Hood County, and Granbury ISD are displayed in typewritten or graphic form. The Job Postings plays in a loop between scheduled content.
- 3) Tape Delayed Cablecast – A program or event videotaped to be cablecast at a later scheduled time that may include:
 - a) Documentation – The videotaping of a government-related meeting or event for educational, training, informational, or archival purposes. This will include, but is not limited to, Regular Granbury City Council Meetings.
 - b) Public Service Announcements (PSAs) – Short videotaped spots announcing safety or government-related events or issues of importance to the citizens of Granbury. This would include channel station IDs. PSAs play in a loop between scheduled content.
 - c) Training Tapes – Instructional videotapes used to discuss, outline, and/or summarize departmental functions or techniques. Training tapes are produced primarily for internal use but may be cablecast on the channel when appropriate.
 - d) Informational Programming – Government-related programs on a variety of topics produced for educational, training, informational, or archival purposes.
 - e) Granbury Independent School District Sport Events – Video of a sporting event featuring a team from Granbury Independent School District.
 - f) Sponsored Programming – Programming sponsored by an external entity. The program subject may be on a variety of topics, but must serve an educational, informational, or archival purpose. Sponsor(s) of the program will be recognized at the beginning and end of the program with the following: “This program is sponsored by *Name of Organization*”
- 4) Live Cablecast – The televising of a government-related event as it is happening. Live events may be produced for educational, training, informational, or archival purposes.

V. Cablecast Programming Guidelines.

The Communications Department and the City of Granbury Public Television Advisory Board shall determine whether programming meets the City of Granbury’s standards for acceptable content. The Communications Department is responsible for operating the channel. The City of Granbury may refuse to air any program that does not meet the channel’s standards.

All City cable channel programming shall adhere to the following standards:

- 1) All programming scheduled on the City's cable channel will be City-generated or City-sponsored, or City-approved programming that accomplishes the government access channel objectives of providing programming for education and government programs, activities, and services.
- 2) All programming cablecast on the City of Granbury's cable channel must be non-commercial. Sponsorship Spots and Sponsored Programming of Granbury Media may be identified. See section VI for Sponsorship Spot Guidelines.
- 3) Programming that is political in nature will not be permitted on Granbury Media TV, except in the case of a bona fide news event that is sponsored by the City of Granbury (including debates, political conventions and related incidental activities).

- a) Promotions and endorsements on behalf of state and local political candidates are not permitted on Granbury Media.
 - b) No political candidate for any public office, partisan or not, shall be a host, guest, or personality on any Granbury Media platform during the period that they are running for political office; as defined by when the announcement is made to official closing of polls. The exception of this is in the case of public meetings or any other legal exception, such as a bona fide news event.
 - c) No host, guest, or personality on a Granbury Media platform shall express personal commentary or opinion on a candidate for political office.
- 4) All programming scheduled on the City's cable channel will comply with federal, state, and local laws, rules, and regulations, including decisions and orders of the FCC and the operating rules of Charter Communications and AT&T U-verse.
 - 5) All programming will be of a commercially acceptable technical quality and shall be at least as good as that generally required for public, educational, or government access programming.
 - 6) All programming shown on the City's cable channel is subject to the availability of City staff, equipment, facilities, and time.

VI. Sponsorship Spot Guidelines

Sponsorships are encouraged, as they help Granbury Media to further its mission of providing quality information and content for its audience on its many media outlets.

“Sponsorship” is defined as: Financial or in-kind support received by Granbury Media to facilitate its expression and use of the PEG channel, radio application, or other media outlets that it may develop. Sponsorship is permitted, with the understanding that it constitutes a donation to support Granbury Media’s work and is not in return for use of cablecast time or access resources.

“Sponsor of Granbury Media” is defined as: Any organization, individual, religious institution or business which has purchased a sponsorship on Granbury Media.

“Sponsorship Spot” is defined as: A 20-second video produced by Granbury Media or the sponsor that recognizes the sponsorship of Granbury Media and gives information describing the sponsoring organization.

1. Guidelines for Acceptable Sponsorship Spot Content: As Granbury Media television is a PEG (Public Education Government Access) Channel, there are to be no commercials aired on Granbury TV. Advertising or commercial promotion of any business, product, service, et cetera includes, but is not limited to:
 - a. **Comparative claims:** Donor acknowledgements that contain descriptive language comparing sponsor’s products or services with those of competitors are not permitted. Words such as best, better, more, superior should not be used.
 - b. **Qualitative claims:** Donor acknowledgements that contain qualitative descriptions of the underwriter’s product or service are not permitted. Qualitative descriptions include words that describe the features, benefits, advantages or other qualities offered by underwriter’s product or service. Avoid words such as *fine, excellent, tasty, or leading*.
 - c. **Solicitations:** Announcements that contain a “Call to Action” are not permitted. Most “Calls to Action” contain imperative language. A statement addressed directly to the viewer that tells the viewer to take action.

- d. **Pricing information:** Announcements containing price information are not permitted. This includes interest rate information or other indications of saving or value associated with the product or service or comparisons to the costs of other products.
 - e. **Inducements to buy, sell, rent or lease:** Announcements containing any inducements to buy, sell, rent or lease are not permitted.
 - f. **Other practices that convey a “commercial” impression** that are not permitted include, but are not limited to:
 - i. Products in use or operation for the purpose of demonstrating their performance characteristics.
 - ii. Packaged goods (such as food products) shown outside the container or package, or in a prepared state.
 - iii. Depiction of tobacco products, distilled spirits, and firearms.
 - iv. Official spokesperson, company officials, directors or actors posing as “generic” employees.
 - g. **Direct solicitation of funds:** Announcements that directly request monetary donations, funds, or the like from the viewer are not permitted.
 - h. **Religious Content:** Announcements that are religious in nature are not allowed.
 - i. **Political Content:** The Communications Act requires that broadcast stations provide reasonable access to candidates for federal elective office. FCC guidelines state that broadcast stations have discretion as to whether to sell time to candidates in state and local elections; Granbury Media has opted to not sell promotions and endorsements on behalf of state and local political candidates. Therefore, political campaign messages for state and local candidates are not allowed and shall not sponsor or underwrite programming on Granbury Media.
2. The following video effects and statements are permissible:
- a. Standard or existing corporate logos (logotypes, logograms) or slogans both still or animated, which identify but do not promote.
 - b. One corporate mascot (such as the Exxon tiger) or other symbolic figure developed as a corporate (rather than product) symbol, accompanied by the company’s name.
 - c. Business exteriors, particularly when they are the best representation of the products/services (e.g., bank or hospital).
 - d. Location information-street address or general reference to area served. Website and e-mail information is allowed. Phone numbers are not permitted at any time.
 - e. It is acceptable to mention something that will be given away. Example: “We will be giving a free gift certificate courtesy of John’s Restaurant”.

All questions regarding acceptable sponsorship content should be directed to the City of Granbury staff.

VII. Viewer Complaints Concerning Programming.

A viewer may submit a written complaint to the City through the City Manager concerning programming, addressed as following:

Assistant City Manager

Attn: City of Granbury Government Access Channel

116 W. Bridge St Granbury, TX 76048

The written complaint shall state the date and time the program was shown, the name of the program, if known, and the specific complaint. The Communications Department, shall, as soon as practicable, advise the viewer in writing of the disposition of the complaint.

We encourage viewers who have a complaint concerning the broadcast service to contact the City of Granbury; however, viewers may also submit complaints directly to the Federal Communications Commission (FCC). More information is available at <https://www.fcc.gov/media/radio/public-and-broadcasting#COMMENTSCOMPLAINTS>.

VIII. Disclaimer.

The City shall have no obligation to air any such programming on the City of Granbury's cable channel or other channel. The City shall not provide any warranty or guarantee of workmanship on any product. The City shall not be responsible or liable for the content of any programming of a third party.

When, in its sole discretion, the City determines that a program requires a disclaimer, the disclaimer shall read as follows: The views expressed in the following program are not necessarily those of the City of Granbury, its City Council, City officials, or employees.