



UNDERWRITER AGREEMENT

Project: _____

Producer: _____ Underwriter: _____

Contact: _____ Phone: _____

Address: _____

The parties agree as follows:

The Underwriter agrees to make a donation as follows (check one):

___ CASH Amount: \$ _____

___ IN KIND Item: _____ Value: \$ _____

to support the project listed on this agreement. This donation shall be a donation to Access TV of Salina.
All checks shall be made out to: **Access TV of Salina**

- II The producer of the project is a volunteer and is not an employee, representative, or agent of Access TV of Salina.
- II This donation will support "out of pocket" expenses that the producer may incur in producing the project, such as videotape, props, set pieces, publicity, license fees, etc. Salaries or compensation to individuals or companies for production services is not an appropriate use of underwriting funds. Any unused funds at the conclusion of production shall become an unrestricted donation to Access TV of Salina. Funds are NOT transferable to any other project.
- II The Underwriter's donation may be acknowledged at the beginning and end of the supported program as follows:
 - Donations of up to \$149.00 will be acknowledged by a text-only listing of the underwriter.
 - Donations between \$150.00 and \$299.00 will be acknowledged by a display of a still picture or business logo with a voiceover.
 - Donations over \$300.00 will be acknowledged by a full motion video.
- II Underwriting acknowledgements MUST conform to the following conditions:
 - Must acknowledge the Underwriter's support of Access TV and the project.
 - Must be no longer than ten (10) seconds in length.
 - Must include a brief, generic, value-neutral description of the Underwriter's business.
 - Can include the Underwriter's address, phone number, and website.
 - The following content is NOT allowed:
 - Slogans
 - Call to action of any kind (i.e. "Stop By", "Call for More Info", "Try Our Product").
 - Qualitative or comparative language (i.e. "We are the Best").
 - Inducements (i.e. "6 months free service").
 - Opinions / Viewpoints
 - Prices of any kind
 - Support or opposition of a candidate for public office

This acknowledgement shall be produced by the producer of the project and may be subject to the approval of the Underwriter.

Underwriter

Date

Producer

Date

Signature of Access TV of Salina Staff

Date

