



City of Riverside Administrative Manual

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Policy Owner(s): Office of Communications

Approved:

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Department

City Manager

SUBJECT:

RiversideTV Sponsorship Policy

PURPOSE:

To provide a policy on sponsorship rates for the City of Riverside's Government Access Television Channel (RiversideTV) and to establish appropriate standards of those endorsements.

POLICY:

According to the Digital Infrastructure and Video Competition Act (DIVCA), passed in California in 2006, a Public Access, Education and Government (PEG) channel can only be used for noncommercial purposes. "However," it continues, "advertising, underwriting or sponsorship recognition may be carried on the channels for the purpose of funding PEG-related activities." This funding offsets the expenses in staffing, contracted services, and supply costs that otherwise are absorbed by the City.

Sponsorship on RiversideTV is limited to Riverside businesses, non-profit organizations or business associations (e.g. the Riverside Downtown Partnership), on a first-come, first-served basis. Patterned after the Public Broadcast System model sponsorships enable Riverside businesses, non-profit organizations and business associations to have a local media outlet for products and services. This advertising would be in the form of a 15- or 30-second video or a business logo graphic with narration highlighting the civic nature of the sponsor. (Example: "The Riverside Auto Center, a part of Riverside for more than 40 years, is proud to bring viewers the following program.")

SPONSOR ELIGIBILITY:

All Riverside businesses, non-profit organizations or business associations interested in RiversideTV sponsorship must adhere to the guidelines set forth herein. Proposed sponsorships will be reviewed on a case-by-case basis for compatibility with the program or event being sponsored, and will be subject to the review and approval of the City Manager or designee.

1. RiversideTV shall only consider sponsorships from businesses, non-profit organizations or business associations that are not in violation of any federal, state, or local laws.
2. RiversideTV shall not consider advertisements from businesses, non-profit organizations, or business associates as set forth in the City of Riverside Administrative Manual 01.019.00 RiversideTV Programming Policy Guidelines.

SPONSORSHIP OPTIONS:

Options available for sponsorship are outlined below:

Special Live Events (State of the City, Festival of Lights, Parades, Concerts, etc.)

The cost for sponsorship is \$1,000 to underwrite the program, which can last for as little as one hour and up to three hours. During the program, there will be an up-to-30-second vendor-provided video at the beginning and end of the program or, in lieu of video, a graphic with the logo superimposed on background and narration. Only the sponsoring party's video or logo will be shown. No substitutions will be allowed.

Convention Center Visitors

Those booking the Riverside Convention Center, also have the option of requesting video services for their own event through the sponsorship program. Through the Riverside Convention and Visitors Bureau, the visiting group can request live coverage of their event for live streaming to a website or recording for DVD. Ordinarily, it would not be broadcast on RiversideTV, nor on the City TV website, unless it complies with the RiversideTV Programming Policy and Guidelines. The cost is \$1,000 daily.

Sporting Events

The cost for sponsorship of a RiversideTV planned live or tape-delayed sports event is \$500. During the event, there will be an up-to-30-second vendor-provided video at the beginning and end of the program or, in lieu of video, a graphic with the logo superimposed on background and narration. The sponsor logo will be featured in the scoreboard graphic along with an audio mention of said sponsor at the opening of each quarter. Multiple sponsors will be accepted for the same sporting event. Sponsorship benefits will be shared equally among all participating sponsors. A maximum of 4 sponsors will be accepted per event in an effort to allow maximum exposure of participating sponsor logos and audio mentions.

Organizations utilizing the City's sports venues can sponsor RiversideTV video services for their own events. The organization booking the facilities can contract to show live coverage of the event via live streaming to a website, or have it recorded for DVD. Ordinarily, it would not be broadcast on RiversideTV, nor on the City TV website, unless it complies with the RiversideTV Programming Policy and Guidelines. The cost is \$2,500 daily.

Other Programming

Other specialized-topic programs (live or tape-delayed that encourage an active lifestyle and benefit the public), such as "Gardening with Lucy," "Historic Destinations" and "Active Riverside," are available for \$1,000 sponsorships. During the program, an up-to-30-second vendor-provided video will show at the beginning and end of the program or, in lieu of video, a graphic with the logo superimposed on background and narration at the beginning, middle, and end of the program. These programs are broadcast on a rotational basis for up to one year depending on the topic.

All video archives on the City website (www.watchriverside.com) will contain the ads as part of the program. The event programs will be archived on the RiversideTV Channel website for on-demand viewing or downloading.

All submissions must be reviewed by the City Manager or designee at least two weeks before the broadcast event. Sponsors must provide all videos, graphics, narration, etc. in the format required by RiversideTV staff.