

Sponsorship recognition accompanying the programs will be in accordance with the following guidelines:

1. All sponsorship partners may receive appropriate on-air recognition with the exception of tobacco companies
2. On-air recognition may take place before and/or after a program; not during a program. On-air recognition may not take place during children's blocks.
3. Partners may be recognized in audio and video by their name, logo, product, including a 15 and 30 second brand commercial message and with text appropriate to help identify them. In acknowledgements adjacent to children's programming there will be no product placement. Thirty second messages will be packaged within the content of opening and closing billboards and will be appropriate to TVO and the intended audience.

Recognition may:

- Identify business locations
- Contain telephone numbers
- Contain website addresses
- Include products (except adjacent to children's block), brand names, service marks and logos
- Show a product or service in use (except adjacent to children's block)

Recognition may not include:

- Price
- Calls to action
- Inducement to buy
- Comparative Claims
- Endorsements

4. Sponsorship recognition will be presented in periods of up to 30 seconds each, with total limited to two minutes per hour.

For more information please contact:

Sandra Bellisario
Director, Philanthropy & Corporate Sponsorship
416.484.2766
sbellisario@tvo.org