

# "COLORADO ELECTION 2010™" SPONSORSHIP BENEFITS SCHEDULE

## 40-Program Package Broadcast Rate (Minimum of 200 Broadcast Equivalents Guaranteed)

Level I	Website Ads for all of 2010
Level II	Show-ending Rolling Credits or Slate
Level III	"Thank You" Video Reel inclusion
Level IV	5-second Video Spot with audio

Sponsors are guaranteed a combination of inclusion on at least 5 half-hour broadcast equivalents for each program from (a) COMCAST Entertainment Television & Video on Demand (up to 4 broadcast equivalents), (b) KPXC-TV ION Media Networks (up to 2), (c) Denver Open Media (up to 4), (d) TV Aspen (1), (e) the [www.HarberTV.com](http://www.HarberTV.com) or CE 2010 Website (1), and/or (f) other broadcasters and/or Websites (up to 3). **In the event there are more than 5 broadcast equivalents, the Sponsor shall have the benefit of those extra broadcast equivalents at no additional cost (there will be no rate adjustment). Sponsorship benefits remain permanently with all programs and for all full uses of every sponsored show.** (Please note: USA-TN is not providing the series to KBDI-TV Channel 12 and it will **not** be broadcast on KBDI.)

**Sponsorships are tax-deductible for businesses as marketing, advertising, promotional, or public relations expenses.** Underwriting is supported independently by the Democracy & Media Education Foundation, a Section 501(c)(3) organization. Payments made to the DMEF are tax-deductible as charitable contributions. Underwriting through the DMEF must be done directly with the DMEF ([www.DMEFD.org](http://www.DMEFD.org)). In all cases, Sponsors recognize they have no editorial control of any programming. All programs produced by USA-TN are owned solely by USA-TN and Aaron Harber. (Effective: 01-01-10)

### 40-PROGRAM SPONSORSHIP BENEFITS DETAILS

Sponsorship Level...	I	II	III	IV
----------------------	---	----	-----	----

Sponsorship Level...	I	II	III	IV
1. Inclusion through November 2, 2010 on the "CE 2010 " Website <b>Sponsor Page</b> with the Sponsor's logo or graphic included.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. A <b>direct link</b> from the "CE 2010" Website to the Sponsor's Website.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3. <b>The right to establish a link to the program</b> from the Sponsor's Website and the right to distribute DVD copies of the programs at cost.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4. <b>A full color advertisement</b> on the "CE 2010" Website, with an extra link from the advertisement to the Sponsor's Website.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5. Inclusion in the <b>show-ending Rolling Credits</b> with the Sponsor's name, e-mail, Website, address, and/or phone <b>or</b> , at USA-TN's option, inclusion on a color "Thank You" video slate with other Sponsors, featuring the organization's name.		<input checked="" type="checkbox"/>		
6. Inclusion in the Program <b>Underwriters' Reel</b> at the beginning or end of the program with the Sponsor's logo or other graphic with an <b>audio tagline or slogan</b> and/or contact information (e.g., name, Website, phone number, and/or address).			<input checked="" type="checkbox"/>	
7. Inclusion of a <b>full-motion four-second video spot with audio</b> at the beginning, the middle or the end of each program with any contact information desired by the Sponsor included in the spot.				<input checked="" type="checkbox"/>