



Programme Sponsorship Terms & Conditions:

Why sponsor a programme?

Whether you are a member of the Community or not, programme sponsorship enables you to get involved in the making of one of our programmes and co-own the result. This is an excellent way to talk to your market. Traditional advertising tends to talk – even shout – at potential customers – and we all know how annoying ads can be, on- or offline! Research shows that whilst consumers leap on the opportunity that technology now gives them to fast-forward through television ads, they are much happier to receive marketing messages as part of a podcast. As a sponsor, you can deliver a marketing message, to a targeted audience – and much more. You can also deliver something of real value over and above your usual offering. Being part of a programme providing information helps to build a link between your brand and expertise.

The Sponsorship Package:

Recording/editing:

If the programme relates to something in which you are directly involved, you may want to contribute an interview - which further raises your profile.

In addition, if we are dealing with a subject within your field, we welcome your editorial input. We undertake final studio editing, but your contribution at the pre- and post-recording planning stages is likely to be invaluable. We reserve the right ultimately to make all production decisions, as the sponsored programme must fit into our formats and schedules, but we will endeavour to ensure that you are as involved in the programme-making process as you want to be.

Agreement:

This document forms the basis for every sponsorship agreement we enter into. When you agree to sponsor a programme, you will receive a copy together with a written summary of specific terms including (but not limited to):

- The estimate of total production costs and a statement of your estimated liability (+VAT)
- Any agreement we may reach with regard to your involvement in the recording/editing process

- Any agreement we may reach with regard to recording arrangements
- Any specific issues you make us aware of before the process begins which may be relevant to it and to the final outcome.

The Process:

As a sponsor, you will be kept abreast of the development of the project through all the key stages:

- Drafting the programme outline
- Choosing contributors
- Scripting (where appropriate)
- Recording
- Editing

Production facilities:

Our programmes are produced by USP Content, in London W1. In most cases, USP undertake all recording and studio production in respect of a programme. However, it may be possible to do some recording outside the studio if this proves necessary – for example if you, or another key contributor, cannot reasonably be expected to travel to London for an interview. In these circumstances, we will be as flexible as possible and will look at all the options, including:

- Other studios or
- Recording on location (using our own professional equipment).

It is important that all editing is carried out by USP, in order to maintain consistency across our content.

The Final Programme:

You share copyright in the final programme with us. This means that we can each use it on our own websites and elsewhere, for any purpose. The only limitation, which applies equally to both parties, is that at no time is the programme used by either, either intentionally or without taking all proper care, to the detriment of the other.

On completion of the final edit, you will have the opportunity to listen to the result. At this point the project will have been completed to our satisfaction, but if there is anything within this final version with which you are unhappy, we will make every effort to resolve the issue for you.

Payment & Delivery:

As a programme sponsor, you are liable for 50% of the production costs +VAT. These will be estimated as accurately as possible beforehand and will include:

Studio Time:

- For recording and editing.

Pre-production planning:

- Drafting outlines
- research
- selecting and preparing contributors
- scripting
- liaising with studios
- any other work which may be necessary before recording can take place

Recording:

- Interviews
- Presentation - scripted introduction, conclusion and links
- Any other recording which may be necessary

Editing:

- Drafting the editing decision list for the producer
- Working with the producer throughout the studio edit and
- Any other work related to editing which may be necessary

50% of your share of these costs, as estimated, will be payable before we begin to make the programme, with the remainder being payable upon completion of the programme – after you have listened to the final edit and confirmed that you are happy to attach your name to the result. At each payment stage, the total amount invoiced will include VAT.

An mp3 of the final programme will be delivered to you upon settlement of the final invoice.

Law:

The written terms you receive before commencement of the programme-making process represents the basis for a legally binding contract. The contract becomes binding upon both parties as soon as you indicate your acceptance, either in hard copy or by email. We will not proceed with the programme until we receive that confirmation from you. In the event of any dispute arising between us under the contract, it will first be subject to our internal complaints procedure – full details of which are available on request. Should we be unable to resolve the matter internally, it will be subject to the exclusive jurisdiction of the English courts. The contract between us will be governed by and construed in accordance with the law of England

and Wales. If any part of that contract is found by a court of competent jurisdiction to be illegal or unenforceable, the offending part will be severed and the remainder will continue in full force and effect as though the offending part had never been enacted provided the context permits.

If you would like to discuss sponsoring a programme, we would be very happy to hear from you.

We can also help you to produce your own multimedia content. For more information, please contact us.