



# AccessTucson

## Event Sponsorship Application

Media Production Services for Community Organizations

Please submit application at least 3 months in advance of event.

<b>Organization Name</b>	
<b>Name of Event</b>	<b>Date(s) of Event</b>

### Terms & Conditions

If this application is approved, my organization agrees to do the following:

- **Acknowledge Access Tucson** in the following ways: verbal recognition during the event and inclusion of the name and logo in all print and web-based media.
- Provide space for the placement of Access Tucson promotional material (brochures, banners, signs, etc.) at the event.
- Provide food and beverage for the television production crew (most are volunteers!) during the day of the event.
- Gather talent releases (forms provided by Access Tucson) from the speaker(s)/talent of the event, if necessary.
- If the production truck is used; there will be additional costs such as a generator or electrical connection for power and the cost of a certified driver.

By agreeing to these terms and condition, your organization receives at least \$5,000.00+ in-kind television production services.

<b>Print Name &amp; Title</b>	<b>Authorized Signature</b>	<b>Date</b>
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**Contact Information**

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Location of Event: \_\_\_\_\_

Time & Length of Event: \_\_\_\_\_

Describe the Event: \_\_\_\_\_

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***Please attach any current or previous flyers, programs, schedules, names/titles of speakers/talent, maps, etc.***

Please describe your audience: \_\_\_\_\_

Number of people expected to attend: \_\_\_\_\_

Event Coordinator: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- Over -



AccessTucson

## Access Tucson Event Sponsorship and Other Services

### FAQ's

#### **What does Access Tucson look for in an application? How do you decide what to sponsor?**

An Access Tucson committee reviews all applications. We look for events that are community based, assist the underserved, promote diversity and/or have the potential of providing important, informative and/or culturally rich programming for the over 250,000 Comcast and Cox subscribers within Pima County. The most common reasons we deny applications are due to:

- Short notice—applications submitted less than 4 months in advance.
- A scheduling conflict with the date.
- Limited staff time and resources.
- We also take into consideration whether we have served an organization previously.

#### **What do you need from us to make this the best service possible?**

When approved, Access Tucson will contact you to schedule a production meeting. Our production staff will discuss the options and how to tailor production resources for your event. Needed elements may include:

- Organizational & Event Logos – JPEG or GIF file format, high-resolution graphics.
- Sponsor Logos or Names
- Credits – List of names of those that you would like to acknowledge.
- Pictures or Power Point presentations– JPEG or GIF files for pictures.
- Promotion!

We can thank your sponsors and acknowledge important people to you in the credits, etc., if you submit that information to us early and accurately. Keep in mind that the televising of your event has the potential of increasing your audience by hundreds and even thousands of cable viewers.

It's up to you to promote your event and television coverage. Websites, group emails, newsletters, flyers are all good tools to make sure that your program connects with the community. You can also link to the Access Tucson website to promote your program: [www.accesstucson.org](http://www.accesstucson.org).

### **Additional Sponsorship Production Services**

*Local Matters* and *Tucson Vision* are two programs that we offer year round to community organizations. *Local Matters* is a 30 minute taped studio talk show. As a guest on this show you can promote an event you are organizing and/or inform the viewers of your mission and projects. *Tucson Vision* is a television series designed especially for non-profits. In this case, the non-profit provides the host and invites guests to discuss any topic desired. Access Tucson production staff and volunteers shoot and direct each program while **you** focus on the content.

#### **Event Promos & PSA's**

Access Tucson may not be able to cover your organization's event, but we may be able to create a Public Service Announcement to promote it. If you can provide some graphics and information, we can get the word out on the channels.

These services are additional in-kind sponsorship. A *Local Matters* production is valued at \$3,500. A *Tucson Vision* series represents a \$7,500 contribution to your organization. PSA's and promos will run a minimum of 40 times on our channels. Combined with the production cost, this service has a minimum value of \$2,500.

**For additional Sponsorship Production Services, please contact:**

**Lisa Horner**

**624-9833 x109**

**[lisa@accesstucson.org](mailto:lisa@accesstucson.org)**