



THE SPONSOR'S HANDBOOK

THE SPONSOR'S HANDBOOK - SPONSORSHIP BILLBOARD

A definition pursuant to art. 17.1 of the Radio and Television Act dated 29 December 1992 (hereinafter "RTA"):

A sponsorship designation may include only the sponsor's name, business name, trademark, or another mark pointing to the entrepreneur or its business, a reference to its goods, services or their trademarks.

I. GENERAL RULES

1. The purpose of the sponsorship designation, hereinafter referred to as the "sponsorship billboard", is to promote, reinforce or enhance the reputation attached to a name, business name, goods or services, trademark or another distinctive mark of the sponsor or the activities thereof (art. 4.18 of the RTA).
2. The sponsorship billboard must not be advertising in nature, must not be intended to promote sales or paid use of the goods or services (art. 4.17 of the RTA).
3. In view of the fact that neither of the elements incorporated in the sponsorship billboard can be an advertisement, it shall not be allowed to use:
 - a) phrases addressed directly to the audience, e.g. "your...", "...for you",
 - b) descriptive phrases, e.g. "developed for...", "a drug used specifically for treating...",
 - c) rhetorical questions, e.g. "Do you have a headache?", "Are you tired?",
 - d) adjectives and adverbs in a comparative or superlative degree e.g. "with a high/double dosage", "the best protection system",
 - e) phrases accentuating values: "extra strong", "super fast", "effective",
 - f) phrases or animations suggesting the selection or the achievement of an outcome suggesting the selection e.g. "your choice of.", "thousands of Poles choose... ",
 - g) comparable elements (e.g.: graphics).

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4. The sponsorship billboard must not contain visual or audial components of an advertising message which the sponsor remains associated with and that could prevent distinguishing the sponsorship billboard from the advertising message. Specifically the above shall refer to fragments of a plot, set design, takes and voice-over messages used in the sponsor's advertising spots (§2a.1 of the Regulation of the National Broadcasting Council dated 6 July 2000 governing the manner of sponsoring programs or other broadcasts).
5. A TV program sponsorship agreement shall include an appropriate declaration by the sponsor that no visual or audial components of its advertising message referred to in section 4 above shall be used in the course of the production of the billboard.
6. The sponsorship billboard must be free from any commercial or sales information or advertising references such as "Best in class", "Magazine available in kiosks tomorrow", "CD now on sale", "(in theaters) from 15 February", "available at..." etc.
7. The program is supported by a sponsor, i.e. a specific entity (company), not its products or services, and therefore the message: "The program is supported by..." should include the sponsor's name (business name).

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8. If the sponsor wishes to be identified exclusively through the name of a product (and not by the sponsor's business name), then the message contained in the sponsorship billboard should be as follows: "The program is supported by the producer/distributor of the X goods (service)." In such case it shall be permissible to specify features of the product (service) in question, provided that these are not promotional in nature. **EXAMPLE:** "The program is supported by X, manufacturer of PVC windows", "The program is brought to you by X, producer of a body balm", "The program is made possible by X, producer of cream for sensitive skin", "The program is supported by X, Y orange juice distributor".

9. The sponsorship billboard may only refer to the sponsor itself and the goods or services thereof. It must not in any way whatsoever promote names, brands, trademarks, products or services provided by third parties that are not directly related to the sponsor's activities. The abovementioned limitation shall not apply to distribution networks or trade representatives of third parties. **EXAMPLE:** "The program is brought to you by the owner of X stores, distributor of Y brand products".

10. The sponsorship billboard may include the visual presentation of any number of products or services offered by the sponsor. The visual presentation of the products or services must not be advertising in its nature.

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11. The sponsor's trademark may be placed in the sponsorship billboard with a note that it is not advertising (is not aimed at promoting the sale or other forms of the usage of the sponsor's products or services), section 3 shall apply accordingly.

12. The sponsor shall present an appropriate document confirming its right to use a given trademark.

13. The sponsorship billboard may include a mark pointing to the entrepreneur or its business such as:

- a) the sponsor's Website address,
- b) information on prestigious awards.

14. Each sponsorship billboard must contain the sponsorship information which includes the word "sponsor" in a correct grammatical case and number as well as a clear indication of the sponsored program. If the voice-over does not contain information pertaining to sponsoring, this information must be conveyed by means of a clearly legible, horizontal caption, easily distinguishable from the background and taking up no less than one-fourth of screen space.

EXEMPLARY caption: "The program is/was brought to you by X, Y manufacturer".

In cases where the voiced-over message is framed in the following manner: "...invites you to watch the program", "By courtesy of..." or in any other manner which omits the word "sponsor" in the correct grammatical case and number, the placement of the caption referred to above shall be obligatory. Any and all fonts used in the sponsorship billboard presented in a graphical format must be the same size.

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15. In the case of one sponsor, the sponsorship billboard is up to 8 seconds long, for two sponsors - up to 16 seconds long, in case of three or more sponsors - up to 24 seconds long, however, the sponsorship billboard for one of the sponsors must not exceed 8 seconds in length.
16. To distinguish the sponsorship billboard from other messages it is recommended that the sponsorship note in a visual form be presented throughout the entire duration of the sponsorship billboard.
17. The sponsorship billboard may not give rise to any doubts as to which program (preceding or succeeding it) it refers to. The above means that if the billboard's text or graphic does not feature a specific name of the program, the billboard must be broadcast in two versions: before and after the program **"the program is/was brought to you by..."**.
18. In particular the following may be required in regard of the sponsorship billboard:
 - a) a copyrights note,
 - b) a document showing the right to use a specific trademark of the sponsor,
 - c) the Sponsor's representation on the compliance of the sponsorship billboard with Nutrition Criteria (in the case of sponsoring programs aimed at children).

I. GENERAL RULES

19. Any advertising references shall not be allowed.

FOR EXAMPLE: 100%, effective, the best, the most..., a leader, a market leader, an expert in..., recommended by..., maximal, double, the highest, new, I recommend, exceptional, extraordinary, unique, fashionable, bestseller, on top, hit, super, valued, popular, wanted, much in demand, liked, eminent, reputable, renowned, famous, respected, excellent, loved, go to/check it out on, see... for details, Facebook, Twitter, try, discover, see, see for yourself, offer, promotional sale, discounts, a discounted price, sale, price, special, developed, for you, your.

20. The sponsorship billboard must not include any statements referring to the product's or service's efficiency, the above shall also apply to animations (e.g.: a pill hitting the caption "headache" and the caption disappears).

EXAMPLE: "fights..." , "helps treat...".

21. The close-up of the product's trade packaging or the visual presentation of a service shall be allowed but not their individual components.

22. The components of the packaging must not be animated, must not "rise"/"pop out" of the packaging.

II.

ADDITIONAL RULES FOR BEER MANUFACTURERS

23. Beer manufacturer's or distributor's sponsorship billboard may only contain:
- the sponsor's name ,
 - visual presentation of the sponsor's trademark.
24. The sponsorship announcement may not be made by any natural person, nor can there be any image of a human involved.
25. The sponsorship billboard must not feature:
- a) product visualization in any form whatsoever (bottled beer, canned beer or beer in any other packaging - or beer being poured into a beer mug, glass or any other vessel),
 - b) a product label shown in its entirety (the only part which may be shown is the graphic representation of the sponsor's trademark),
 - c) visualizations of items such as bottle caps, beverage coasters or other accessories related to beer and the consumption of alcoholic beverages.
26. The sponsorship billboard aired before 8 pm must not include the word "beer" (instead of "the program is brought to you by beer producer", the phrase **"owner of the brand..."** may be used).

III.

ADDITIONAL RULES FOR DRUG MANUFACTURERS

27. The only pharmaceutical companies which are allowed to sponsor television programs are those whose primary business operations involve the manufacture or distribution of over-the-counter (OTC) medicines, and the sponsoring entity must include an appropriate declaration in that regard in the relevant television program sponsorship agreement.

28. The sponsorship billboard may only contain information on the sponsoring entity and the product it offers (if applicable).

EXAMPLE: "This program is sponsored by X, manufacturer of the Y medication".

29. Visualization may only pertain to an OTC medication, while the additional product information provided in the voice-over must be reduced to the necessary minimum and may only pertain to the application of the medication in question:

EXAMPLE: "eye drops", "a cough formula", "used for the relief of cold symptoms", "for headache", "for dandruff", "for sexual potency" etc.

The number of product references (possible use) must be reduced in such way that they are not advertising in nature, making it difficult to distinguish the sponsorship billboard from the advertising message.

30. The sponsorship billboard (contrary to an advertising spot) must not include information referred to in art. 6 of the Regulation of the Minister of Health on the advertising of medicinal products dated 28 November 2008.

IV. ADDITIONAL RULES FOR MANUFACTURERS (DISTRIBUTORS) OF DIETARY SUPPLEMENTS, MEDICAL GOODS AND FOODS FOR SPECIAL MEDICAL USE

31. Provisions of Chapter III shall apply to sponsorship billboards of the manufacturers (distributors) of dietary supplements, medical goods and foods for special medical use, respectively.

V. ADDITIONAL RULES FOR PRODUCERS (DISTRIBUTORS) OF CINEMA MOVIES

32. In case the sponsorship billboards of cinema movies' producers (distributors) include audial or visual fragments, they must comply with §2a.1 of the Regulation of the National Broadcasting Council dated 6 July 2000 governing the manner of sponsoring programs or other broadcasts.

33. The information contained in the billboard must be reduced to the necessary minimum so that they are not advertising, making it difficult to differentiate between the sponsorship billboard and an advertising message, and may refer to the selection of:

- a) a title and genre,
- b) the producer's or distributor's name,
- c) the director's name or names of selected principal cast actors,
- d) prestigious awards, honorary mentions or nominations won by the movie without specifying categories.

34. It is permissible to advise that a given movie is in theatrical distribution by adding an expression "in theaters", provided that such statement contains no promotional elements such as: "already in theaters" or "in theaters as of...", "a must-see" etc. The expression "in theaters" may appear only in a visual form, without a sound or other additional information e.g. "in 2D and 3D".

V. ADDITIONAL RULES FOR PRODUCERS (DISTRIBUTORS) OF CINEMA MOVIES

35. The sponsorship billboard must not include any summary or review, plot descriptions, information on locations where tickets are distributed and must not refer to titles of other movies, directors, producers not related to the sponsor.
36. No phrases that evaluate or directly or indirectly encourage to watch the movie shall be allowed.



THANK YOU FOR YOUR ATTENTION!