

Virgin Media Television Sponsorship Guidelines



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Bringing your brand into the sponsorship space is hugely beneficial for a number of reasons, but when considering associating your brand with a specific show, there are few guidelines and rules that need to be followed.

Below are some quick pointers on what to keep in mind when creating your sponsorship stings. For a full breakdown on the BAI rules and regulations around sponsorship, please see *The General Commercial Communications Code* here:

<http://www.bai.ie/en/bai-launches-revised-general-commercial-communications-code/>

Overview of the regulations

Using your stings to tell a story or simply using them to get across your range of products or services, the durations of stings are normally as follows:

- 10" Opener (before opening titles of the show)
- 5" End of part (going into the ad break)
- 5" Beginning of part (coming out of the ad break)
- 10" Closer (played directly after the end credits of the show)

When it comes to messaging, there are a few things to keep in mind:

- Be it included in the voice over or text on screen, you must state that you are sponsoring the show, i.e. (Product) proudly sponsors (show title)
- There can be no special promotional references to a product or service, e.g. sales and discounts
- Sponsorship cannot include advertising copy, prices, endorsements or calls to purchase

We approve Sponsorship Stings in house, so we encourage you to send us your storyboards and scripts early on in the production process. We can begin the clearance process at this early stage, or identify any potential issues which can be rectified before the main production begins.

Sponsorship sting details needed for broadcast:

- Provide a list of the stings with their titles, clock numbers and durations a minimum of one week before the first air date
- Provide your rotation – be it a specific rotation, or just an instruction to use them evenly across the show
- Provide information on how the stings will be delivered, and when the team can expect them to arrive
- For details on how to deliver stings, please contact traffic@virginmediasolutions.ie

Virgin Media Television Production

Need sponsorship stings created but don't know where to start?

Our creative team have worked with some of the biggest names in the business like Virgin Media, P&G, Unilever and Oxendales, bringing their brands to life on screen from initial concept right through to completed on air copy.

Please feel free to get in touch about production and request a creative brief as a starting point for your project from the Virgin Media Solutions team.