

GUIDANCE ON SPONSORSHIP OF BBC ON-AIR EVENTS BROADCAST ON BBC PUBLICLY FUNDED CHANNELS

September 2009

Part One: POLICY

1. Sponsorship by non-commercial bodies

The BBC mounts a number of public events, such as concerts and award ceremonies, which are held at outside venues and covered on air. These events are key to fulfilling the BBC's public purpose remit to extend its offering and enable the public from around the U.K. to have closer access to BBC services.

In some cases, in order to defray the costs to the licence payer, it may be acceptable to supplement the cost of mounting a public event by sponsorship from a non-commercial body. Such sponsorship can play an important role in enabling the BBC to stage ambitious cultural, music and performance events, reach audiences around the country and mount events which encourage and celebrate innovation, young talent, community initiatives and personal achievement.

No programme on a BBC publicly funded service may be sponsored. The money from the sponsor may be used only for the costs of mounting the event. **No sponsorship money may be used for any broadcast costs.** Accounts must show clear separation between event costs and broadcasting costs.

Sponsorship of a BBC on-air event must not give the impression that a BBC programme or service has been sponsored.

Sponsorship of BBC on-air events must comply with:

- **the Statement of Policy on Alternative Means of Finance which has been agreed by the BBC Trust and the Secretary of State for Culture, Media and Sport (attached as an appendix to this guidance)**
- **this Guidance and Chapter 14 of the BBC Editorial Guidelines**
- **the BBC's Fair Trading Guidelines and, in particular, must be designed to minimise any negative competitive impacts in the marketplace.**

Any proposal for sponsorship of a BBC on-air event must be referred well in advance to Chief Adviser Editorial Policy and the relevant Director for approval.

2. Ending Sponsorship by Commercial Bodies

The BBC will no longer accept sponsorship by commercial bodies for on-air BBC events:

- The BBC will sign no new contracts for sponsorship of BBC on-air events by commercial bodies
- Existing contracts with commercial bodies will be honoured for the duration of the contract, **provided that the arrangements for sponsorship and coverage of the event are in accordance with this guidance.** (See section 5 below).

- The BBC will not renew contracts for sponsorship of on-air events by commercial bodies
- The BBC sponsorship website which described sponsorship opportunities has closed and will not re-open
- There is no change of policy concerning the acceptability of corporate support for BBC charitable initiatives. (See Guidance on Cross-BBC Charity Fundraising Initiatives.)
- There is no change in the policy concerning BBC off-air activities and events. Where appropriate, BBC off-air events may continue to be sponsored by commercial companies.
- The policy on BBC on-air coverage of third party sponsored events remains unchanged. As the BBC Trust has pointed out, sponsors of third party events should be given fair credits as set out in Chapter 14 of the BBC Editorial Guidelines.

3. Acceptable sponsors for on-air events

- Acceptable sponsors: - non-commercial bodies such as suitable charities, trusts and foundations, regional development agencies, local authorities, appropriate government bodies or agencies, educational and other public or non-commercial institutions. For example, sponsorship such as that which was received from the Tabor Foundation for *Young Musician of the Year*, continues to be acceptable
- Unacceptable sponsors: Commercial companies and other commercial bodies, (including public/private partnerships) which compete directly in a commercial market.

The choice of sponsor should not undermine the BBC's integrity, impartiality or independence and the sponsorship arrangements should not bring the BBC into disrepute.

The suitability of all sponsors must be approved by the Chief Adviser, Editorial Policy who will consult with the Chief Adviser, Fair Trading where appropriate.

4. BBC on-air events which may accept sponsorship from non-commercial bodies

Sponsorship of on-air events by non-commercial bodies is restricted to BBC award ceremonies, concerts, performance and cultural events and events or schemes which encourage innovation, young talent, artistic endeavour, community initiatives and personal achievement. **Such events should be clearly distinctive and of manifest public value.**

(In some cases individual awards may be sponsored at such events, in accordance with the detailed guidance in Part Two.)

News and Current Affairs on-air events and events based on consumer programmes dealing with a range of topics must not be sponsored.

There should be a presumption against the conversion of established programme titles into sponsored events and new sponsored events should only be mounted where there is a strong justification as to why the event would not be possible without sponsorship.

The sponsorship of any new BBC on-air event or the sponsorship of any event which has previously been funded by the licence-fee, without sponsorship, must be approved by the relevant Director and Chief Adviser Editorial Policy who will consult with the Chief Adviser, Fair Trading.

All existing sponsorship arrangements must comply with this detailed guidance. In addition, when current contracts expire with non-commercial sponsors, they should be reviewed in conjunction with Editorial Policy, before any possible renewal, to ensure that the event remains eligible for sponsorship under the terms of this guidance.

The wording of some existing contracts with non-commercial sponsors may not be precisely in accordance with the stipulations on wording in the Part Two – Detailed Guidance, Section 7- Contractual Arrangements. However, it is essential that all credits conform to the detailed guidance on crediting and sponsor reflections and that there are no contractual obligations which are contrary to the guidance. Going forward all new contracts and all contracts which are renewed must adhere fully to all the stipulations in Part Two, Section 7.

4.1 Seeking Sponsorship

The BBC sponsorship website has closed and will not re-open. The BBC will not advertise any sponsorship opportunities for its events – in the press, online or in other media. In accordance with Fair Trading guidelines, the BBC may make information available as appropriate to relevant non-commercial bodies about the relatively small number of BBC events eligible for sponsorship and make explicit the limitations imposed by this guidance. Any information made available to possible sponsors of BBC on-air events must give no suggestion whatsoever that “on-air rights packages” are available to sponsors.

5. BBC commercially sponsored on- air events which are still being broadcast

Existing contracts with commercial bodies will be honoured for the duration of the contract, but the BBC will not renew contracts for sponsorship of on-air events by commercial bodies.

Arrangements for the broadcast of BBC on-air events which remain commercially sponsored for the duration of the existing contract must be in accordance with this guidance. Contractual arrangements should be reviewed to ensure that there are no obligations which are contrary to this guidance and that the contract is in accordance with Part Two, Section 7 - Contractual Arrangements.

Sports Personality of the Year

In July 2008, the BBC Trust issued its findings in relation to complaints concerning *Sports Personality of the Year 2007*. The Trust made a number of recommendations concerning *SPOTY* and said that it would not be appropriate to seek a further sponsor for the *SPOTY* event after the contract expired at the end of 2008.

GUIDANCE ON SPONSORSHIP OF BBC ON-AIR EVENTS BROADCAST ON BBC PUBLICLY FUNDED CHANNELS

Part Two: DETAILED GUIDANCE

All BBC sponsored on-air events must adhere to this guidance and to Section 14 of the BBC Editorial Guidelines

<http://www.bbc.co.uk/guidelines/editorialguidelines/edguide/externalrel/>

Referral contacts: Margaret Hill, Chief Adviser, Editorial Policy on BBC extension (02) 81818; email margaret.hill@bbc.co.uk

or Natalie Christian, Senior Adviser, Editorial Policy on BBC extension (02) 81810 email natalie.christian@bbc.co.uk

Fair Trading Advice may be sought from Neil Land, Chief Adviser, Fair Trading on BBC extension (02) 81873 .email neil.land@bbc.co.uk

1. Key principles

- **The BBC will no longer accept sponsorship by commercial bodies for BBC on-air events. No new contracts will be signed by the BBC for sponsorship of on-air events by commercial bodies. Existing contracts will be honoured providing all arrangements are in accordance with this guidance.**
- **Sponsorship will only be accepted from non-commercial bodies for events which are distinctive and of manifest public value**
- **Sponsorship arrangements must not give the impression that a BBC programme or service is being sponsored**
- The choice of the sponsor should not undermine the BBC's integrity and independence and should not bring the BBC into disrepute
- Sponsored events should only be mounted where there is a strong justification as to why the event would not be possible without sponsorship
- There is at all times a presumption against the conversion of established programme titles into sponsored events

In our coverage, the following editorial principles apply:

- BBC broadcast events held on BBC premises should not be sponsored.
- we must not feature the sponsor in the title of a BBC event
- any credits must make it clear that it is the event itself which has been sponsored and not give the audience reason to believe that a BBC programme or service has been sponsored

- we aim to credit fairly the enabling role of sponsors and any credits given should be fair without being promotional
- we should not enter into a contractual arrangement which guarantees on-air credits
- contracts should highlight the relevant sections of this guidance to indicate the limitations of the BBC's policy on credits
- we must not give any assurances that we will show a set number of minutes of signage reflection on air

Any proposal for sponsorship of a BBC event must be referred well in advance to Chief Adviser Editorial Policy.

2. On-Air BBC Events which may receive non-commercial sponsorship

Sponsorship by non-commercial bodies is only acceptable for BBC on-air events which are clearly distinctive and of manifest public value. Such sponsorship enables the BBC to increase the range and impact of events and maximise public value by providing suitable facilities for the general public around the UK to attend. Any BBC on-air event which takes sponsorship must be held at a non-BBC venue and members of the public must be able to attend.

Non-commercial sponsorship may be acceptable for events such as

- Concerts, including those given by BBC orchestras
- Other performance, cultural or artistic events such as poetry recitals or events celebrating the culture of particular communities
- Special exhibitions celebrating innovation or artistic endeavour
- BBC award ceremonies
- Competitive performance events which celebrate artistic achievement e.g. BBC Young Musician of the Year
- BBC schemes or initiatives to help new talent in other areas such as the arts or scientific innovation and which include a celebratory or competitive on-air BBC event
- BBC community or youth initiatives which include an on-air event

News and Current Affairs on-air events and events based on consumer programmes dealing with a range of topics must not be sponsored.

Chief Adviser Editorial Policy will advise as to whether it is appropriate to take sponsorship for any event.

3. Suitable non-commercial sponsors for BBC on-air events

Where appropriate, sponsorship may be taken from appropriate non-commercial bodies such as

- charities
- trusts and foundations
- local authorities such as city or regional councils

- regional development agencies
- appropriate government bodies and government sponsored agencies
- publicly funded educational institutions
- other suitable public institutions

The following are not suitable sponsors for BBC events:-

- religious bodies
- organisations involved with promotion of the occult
- political organisations
- foreign governments
- pressure groups and lobby groups

It is essential that the choice of sponsor does not undermine the BBC's impartiality or integrity. The choice of sponsor must not lead to any doubt about the objectivity of the event. The event must always remain under the BBC's editorial control and the sponsor must not influence its editorial content, or that of the BBC programme covering it. The editorial remit of the event or the programme covering it must not be changed because it clashes with the sponsor's agenda. The event must not become a vehicle for promoting the sponsor or its activities.

3.1 Sponsorship which requires special care

Particular care needs to be taken if sponsorship is taken from any government body or local authority to ensure that it does not imply that the BBC is endorsing the particular agenda of government or a local authority or any political cause. No party political, government or local authority initiative may be launched at a BBC event.

Charities, trusts or foundations which highlight specific issues may not be suitable sponsors for an event which is directly connected with their area of action. Care must also be taken to ensure that the BBC does not appear to favour one charity over another when arranging sponsorship across the BBC's output. When sponsorship is taken from a specific charity it is important to ensure that the event is not used to promote the charity itself or its activities and is not used as a fundraising platform.

Any event which is connected with religious output requires particular care to ensure that sponsorship would not affect the integrity of the event.

The suitability of all sponsors must be approved by Chief Adviser Editorial Policy who will consult Fair Trading if appropriate.

4. Securing sponsorship for BBC on-air events

Any proposal for sponsorship of a BBC on-air event must be referred, well in advance, to the Chief Adviser, Editorial Policy and the relevant Director responsible for the output.

There may be only one overall event sponsor for a BBC on-air event.

In some cases an individual award at an event may be sponsored either by the overall event sponsor or another suitable non-commercial organisation.

Normally there would be only one sponsored award at a BBC on-air event, but in exceptional circumstances there may be up to two sponsored awards, if the broadcast lasts over an hour. (See section 11 below on crediting sponsors).

5. Minimising negative competitive impacts

The BBC's activities may have impacts on competition in the markets in which they operate. The Trust's Fair Trading Policy requires the BBC to "endeavour to minimise its negative competitive impacts on the wider market". With regard to sponsorship of BBC Public Service events this will require as a minimum:

- Monitoring by the Executive Fair Trading Department of the annual level of sponsorship revenue generated by the BBC
- Compliance with the guidance contained in this document
- It might also require (where potential negative competitive impacts are identified) that the BBC endeavours to obtain a market rate for the sponsorship opportunities it offers (for example, making approaches to and encouraging offers from a number of potential sponsors), always subject to the BBC's obligation to accept only a proportion of the costs of mounting the event in question

Further advice may be sought from the Chief Adviser Fair Trading.

6. Financial arrangements for BBC on-air Event sponsorship

An on-air event may be sponsored, in accordance with this guidance, but **no programme on a BBC public service channel may be sponsored. No money from a sponsor may go into any BBC programme or production budget.**

Sponsorship monies may only be used to defray costs of the event itself (or the costs of a special award as outlined below.)

The BBC must pay for all broadcast costs.

- Event costs will include elements such as security at the event, seating, ticketing, the hire of the venue, hospitality, transport, toilet facilities, audience information services, refreshments, additional staging required because the public is attending, including screens at the venue for the event audience. **It is essential that event costs only include costs which would be incurred even if the event were not broadcast.**
- Broadcast costs are any costs required for the radio or television broadcast coverage and transmission of the event and include for example all cameras/mikes, rigging, transmission equipment, ISDN lines, presenters and reporters, programme lighting required for broadcasting the event, all production staff, the production on site offices, scanners, graphics, VT or audio packages to be played in during the event and shown on air.

All sponsorship arrangements must stand up to scrutiny and be clearly auditable:

- Clearly separated accounts must be drawn up which clearly delineate event costs and broadcast costs

- These must demonstrate that any sponsorship money raised has only gone into the event and not into any aspect of the programme covering it.
- Accounts for all BBC sponsored events must be signed off by the Finance Director for the relevant Division responsible for the coverage. (NB where there is multiplatform coverage, the Finance Directors of each Division involved in the coverage must sign off the accounts)

6.1 Sponsor awards or bursaries

In some cases it may be acceptable for a non-commercial sponsor to fund an award which might take the form of a grant or bursary. For example a trust or foundation which supports young musicians may be a suitable sponsor for a new talent award. All such proposals must be referred to Chief Adviser Editorial Policy at a very early stage. Such arrangements must stand up to editorial and legal scrutiny and can take some time to set up appropriately. Advice must also be sought from the BBC's legal department. All such arrangements must be in accordance with the Framework for Funding Prizes and Awards which has been approved by the BBC Trust. Such an award or bursary may be presented at the event and this may be covered on air.

7. Contractual arrangements

Sponsorship of BBC on-air events must be subject to clear contracts which need to ensure that all arrangements are in accordance with the BBC's Editorial and Fair Trading guidelines and this detailed guidance. The relevant Business Affairs Manager in the Division responsible for the output must discuss all contractual arrangements with Editorial Policy, who may also consult Fair Trading.

There must be no contractual guarantees of any on-air verbal or visual credits for sponsors. Contracts must highlight the relevant sections of this guidance to indicate the limitations of the BBC's policy on credits. No contractual commitments whatsoever may be given for any guaranteed minutage of on-air sponsor reflections.

It is inadvisable to enter into very long term deals which do not have a break or review provision. The maximum length of a sponsor deal for an individual BBC on-air event is likely to be three years. It is also inadvisable for the BBC to contract with the same overall sponsor for more than one on-air event in any one year, as this could lead to a perception of BBC endorsement of the sponsor. Any proposed exception should be referred to Editorial Policy and Fair Trading.

Sponsors can have no editorial influence over the event or the BBC programme covering it; this must be clear in the contract.

There must be contractual stipulations that all sponsor publicity material connected to the event or the BBC programme covering it must be submitted to the BBC for prior approval and must not be issued without such approval. Any reference to the BBC or the event or activities associated with the event on the sponsor's website must also be referred to the BBC for prior approval.

Sponsors may have tickets to the event as part of the sponsorship arrangement however these cannot be used for a commercial purpose. They may also in some cases have their own hospitality arrangements such as a reception or VIP area. Such arrangements must be approved by Editorial Policy and must not imply BBC endorsement of the sponsor.

8. Arrangements with venues

In order to extend the BBC's offering to the licence-fee payer, those organising BBC events will seek to find the most appropriate venues across the U.K. to offer public value and to ensure that members of the public have a good experience.

In some cases the venue may offer to provide some reduced cost facilities for the event; for example the venue may provide additional seating or toilet facilities or provide hospitality facilities at an official reception. Such arrangements are subject to approval from Editorial Policy, Fair Trading and the relevant Divisional Director. **It is essential that no monies pass from the venue directly to the BBC.**

For sound editorial reasons it may be appropriate to say where the event is being held but any on-air references must be for totally justifiable reasons. **Under no circumstance can the venue be given any assurances that it will receive any on-air references in exchange for the provision of facilities.**

9. The title of the event

The sponsor's name, logo or slogan must not appear in the title of the BBC event e.g. "The Tabor Foundation BBC Young Musician of the Year", would not be acceptable on television or on radio.

The sponsor's name must also not appear in the title of the programme covering the event. However, in some appropriate signage at the event and in permitted verbal credits during coverage, it would be acceptable for the event name and the sponsor to be associated, for example: "BBC Young Musician of the Year Event *supported by the Tabor Foundation.*"

In opening sequences on television great care must be taken with any use of shots at the entrance or on the red carpet moment to ensure there is no risk of undue prominence of any sponsor signage.

10. Trails

There may be no verbal references to a sponsor of a BBC on-air event in an on-air trail for coverage of the event.

11. On-air Credits

The BBC aims to credit fairly the enabling role of sponsors. However, **it is essential that any on-air credits make it clear that it is the event that has been sponsored and not the broadcast of the programme which is covering it.** All decisions on credits rest entirely with the BBC and must be agreed by the relevant Head of Department and Editorial Policy. It should be noted that the restrictions on BBC on-air sponsored events are even tighter than those for third party sponsored events which we cover.

11.1 Verbal Credits

The number and style of verbal credits on television and radio should be carefully managed to ensure that there can be no undue prominence for the sponsor. The total length of BBC coverage of a BBC sponsored event will determine how many verbal credits recognising the enabling role of the overall event sponsor may be appropriate:

- In on-air coverage lasting up to an hour there may be a maximum of one verbal credit for the overall sponsor of the event
- In on-air coverage of between one hour to three hours there may be up to two verbal credits for the overall sponsor
- In on-air coverage lasting more than three hours, appropriate credits must be agreed by the relevant Head of Department in and Chief Adviser Editorial Policy
- It is not acceptable for a BBC on-air event to be "presented by" or "brought to you by" the sponsor. Any reference should be to the event being "supported by" the sponsor.

All credits must be written and delivered in a strictly factual, non-promotional style. They should not be ad-libbed. **They must in all cases make it clear that the event has been sponsored, not the programme or broadcast coverage.** The credits should only refer to the overall name of the organisation which is sponsoring the event; they must not use any slogan or promotional strapline. Editorial Policy will advise on the suitability of references in the script.

Care must be taken over the appropriate editorial positioning of verbal credits, they should not be placed too closely together; for example at an event where there are two verbal credits one would normally be placed in the early part of the coverage and one near the end of the event coverage. At all times the script must ensure that the nature of the event is clearly conveyed to the audience before any credits may be given. This is to ensure that there can be no perception that the programme which is covering the event is sponsored. For example it may be appropriate to set the scene, describe the venue, size of the crowd, atmosphere etc. before crediting the enabling role of the sponsor of a BBC event.

Verbal credits for the sponsor must not be given by the continuity announcer; they may only be given during the event itself.

At awards ceremonies verbal credits are normally given by the host at the event. In some other cases they may be given by reporters at the event or in voice-overs.

11.2 Sponsored Awards

As outlined in section 6.1 above, in some cases a specific award presented at the event may be sponsored. This may be sponsored by the overall event sponsor or another suitable organisation. Often such awards are presented at special award ceremonies; they may also be presented at other events such as concerts, or competitive performance events.

- In on-air coverage lasting less than an hour, only one on-air verbal sponsor credit will be acceptable either for the overall event sponsor or for the sponsor of an individual award. It will not be acceptable to acknowledge both on air
- In on-air coverage of between one hour and three hours, up to two verbal credits may be acceptable for the overall sponsor of the event and one verbal credit will be acceptable for the sponsor of an award
 - For example in an event lasting for around two hours, when the overall event sponsor also sponsors an award, it may be editorially acceptable for there to be three verbal credits for the sponsor (two of these relating to support of the event and one to credit fairly the sponsor's support of an individual award).
- In on-air coverage of between one hour and three hours where there is no overall event sponsor then the sponsorship of up to two individual awards may be credited on air.

12. Sponsor speeches at BBC award ceremonies

Sponsors often want to make a speech at events. Such speeches tend to be overly promotional and it is not normally editorially justifiable to include them in BBC coverage. However, in exceptional cases it may be editorially justifiable to have a very brief statement by the appropriate representative of a non-commercial organisation sponsoring the award or event. This must not promote the sponsor. The script must be approved in advance by the Executive Producer in consultation with Editorial Policy.

Any on-air reference to the sponsor in this context will count as one of the permissible verbal sponsor credits.

13. Written credits

On television there may be a single written reference to the overall sponsor of the event in the end credits. The sponsor's logo must not be used. Written credits must appear in the same style and type as other programme credits. Again they must make it clear that they are referring to the *event* sponsor. e.g. "BBC Young Musician of the Year event supported by the Tabor Foundation ". In some cases the sponsor of an individual award may be credited, in the same manner, in the end written credits; however this written credit will only be acceptable if the sponsor is not receiving a verbal on-air credit as the sponsor of the award.

14. On-air sponsor signage

There must be no suggestion, either implicit or explicit, that the BBC or BBC programmes endorse any third party organisations or services.

Discreet signage showing the sponsor's logo may be acceptable. The following conditions will apply:

- Some signage at the event may indicate that the event has been supported by a sponsor. Great care must be taken over the use of any sponsor signage at a BBC on-air sponsored event. All reasonable efforts must be taken to ensure there is no undue prominence for the sponsor signage. All reflections of sponsorship at an event must be discussed well in advance with Editorial Policy
- There should be a separation between the sponsor's brand and the BBC brand, sub-brands or programme brands. Sponsor signage or the sponsor logo must always be less prominent than the BBC event logo
- Sponsor signage must not detract from the activity being covered
- Signage should never incorporate sponsor slogans, promotional messages or their website addresses
- Any signage referring to the sponsor should usually incorporate the words "event supported by" to explain to the audience at the event the rationale for the sponsor reflections.

Sponsor signage must never be unduly prominent in television coverage.

Care must be taken in choosing shots to ensure that the sponsor signage is not shown too frequently.

Those responsible for overseeing the staging or set for a BBC sponsored event should take care to ensure that the colours, typeface and any other key design elements of the staging do not reflect sponsor branding and/or logos.

Sponsor logos must not be included in on-air graphics or superimposed onto the feed.

15. Signage at award ceremonies, concerts and other events held at enclosed venues

The appropriateness of signage will often depend on the type and nature of event which is being covered. All signage must be in accordance with section 14 above.

15.1 Award ceremonies

Award ceremonies will usually, although not always, take place in an enclosed venue such as a theatre, hall or exhibition centre and will often make use of a podium where presenters will hand out the awards. Depending on the nature of the venue the following criteria should normally be applied:-

- At an awards ceremony a sponsor reflection in the form of “X event supported by Z” may on some occasions be shown on the podium. The sponsor reflection may be in the form of a discreet sponsor logo. It is essential that the sponsor name or logo is placed no higher than the middle of the podium and is not reflected in the main shot of the presenter
- On some occasions, depending on the staging, it may be more appropriate to place discreet signage on other parts of the set rather than on the podium
- A reflection of the sponsorship may be shown at the side of the stage out of the main shot of the presenter. It will usually state “X event supported by Z”
- Sponsor signage should not normally be used on the main backdrop of the stage
- It may be possible, where there is no signage on or around the stage, for banners to be placed elsewhere which carry the agreed signage. However such banners should only be used if they can only be caught incidentally in wideshots; not if they are likely to be caught in the main shot of the presenter.

The “main shot” of the presenter at an awards event is the normal close up shot which is frequently used when the presenter is directly addressing the camera or when the awards are being presented. Usually this shot shows the top half of the presenter’s body when standing at the podium. To ensure sponsor signage is not shown in the main shot, sponsor signage used on the podium may be no higher than half way up.

Other signage

In some cases there may be also be some signage reflecting the sponsorship of the event at:

- The entrance foyer or in the red carpet area
- On side screens , such as monitors used for the audience at the event- such signage should not be caught on camera other than fleetingly in wideshots
- In backstage areas such as VIP lounges
- Trophies – discreet award sponsor signage on a sponsored award is acceptable. But care should be taken not to linger on close ups of any award or trophy which reflects the sponsor’s name, or logo. The sponsor’s logo or name should not be too dominant on the award.

Any such signage should only be caught fleetingly and must not lead to undue prominence for the sponsor.

15.2 Concerts in enclosed venues

The principles outlined above apply. The appropriateness of sponsor signage at concerts in enclosed venues depends on the nature of the concert and venue. It is not common to have sponsor banners and other signage in concert halls and auditoria and some other traditional venues for classical concerts, such as cathedrals, and therefore it may be unsuitable to show anything other than the most discreet sponsor signage on-air, and in some cases there will be none shown at all on-air.

16. Open air concerts and open air events

It is unlikely that clearly visible sponsor branding will be acceptable on the backdrop of the main stage at a concert, as it may be difficult to shoot coverage without it appearing to be unduly prominent. Sponsor signage might be acceptable however on the top or bottom edges of the stage, depending on the stage design; or in other areas such as side screens, light boxes at the sides of the stage, on flags, towers, or in perimeter branding. Such signage must not be prominent and must not detract from the main action. Sponsor signage on blimps is inadvisable as it may be caught in shot.

17. Online Sponsor Credits

If there is a BBC online site or webpage connected to a BBC on-air sponsored event, the sponsor may be credited in a non-promotional way within the text, in order to appropriately acknowledge the enabling role of their support. Any such acknowledgment must always be at the editorial discretion of the BBC and there should be no more than one reference to the sponsor on any page. If it is deemed appropriate to have such an editorial acknowledgment, it must be in the same text as the rest of the site. **There must be no use of sponsor logos.** Any reference to the sponsor must make it clear that it is the *event* that is sponsored and no impression should be given that the BBC page is being sponsored or that there is any sponsorship of a BBC programme or broadcast. **There should be no link from this BBC site or page to the sponsor's website.**

18. Off-air Sponsor signage

18.1 Sponsor signage on clothing

Sponsor staff may possibly wear discreet sponsor's branding on clothing, if appropriate e.g. if they are operating in a sponsor-VIP area of the event. However all such arrangements should be handled with care, cleared in advance by the BBC and it should be clear to the audience at the event that they are employed by the sponsor and are not BBC employees. **Such branding should never be shown on air.**

BBC staff, presenters, artists or contributors to the on-air event must never wear sponsor signage on their clothing.

18.2 Signage on screens at the event

It may be possible for sponsors to put messages about their support of the event on to screens at the event, as long as these messages are pre-approved by the BBC and are played out in downtime before and/or after the event is covered on air.

18.3 Sponsor giveaways

In some cases it may be appropriate for the sponsor to be able to giveaway some mementos to the audiences at BBC events, particularly at outdoor concerts, however the BBC must pre-approve any giveaways, to ensure they are appropriate. The sponsor should not giveaway any branded clothing or branded equipment for use at the event (e.g. hats, binoculars etc) without the BBC's prior approval. In many cases it will not be appropriate as this could lead to extra sponsor branding being evident amongst the crowd, which could then be caught on air. It may be possible to distribute such giveaways as audiences are leaving the event.

19. Off-air Marketing and Publicity

It is essential that any promotional activity carried out by a sponsor, as part of its support for BBC events should:

- Promote primarily the event which it is supporting and not the sponsor or their goods/services.
- Not suggest that the sponsor is putting on the event.
- Not suggest endorsement by the BBC of the sponsor, its goods, or services

All off-air promotional activity proposed by the sponsor should be cleared by Chief Adviser BBC Fair Trading who will consult with Editorial Policy, where appropriate.

Sponsors may pay for, produce and distribute publicity material related to the event, which reflects their sponsorship. All such material must be referred to the BBC well in advance for approval.

It is not acceptable for the sponsor to take out advertisements on any broadcast media to publicise its sponsorship of a BBC on-air event; any advertisements or promotions in the press should be subject to BBC prior approval and submitted well in advance for consideration by the BBC. Sponsors may wish to take out press advertisements in newspapers and magazines; such advertisements must only advertise the event and not the sponsor or its services. All such advertisements must be cleared in advance by Chief Adviser Fair Trading who will consult with Editorial Policy, where appropriate.

In addition:

- On any posters, leaflets or printed material produced by sponsors, it is important that the BBC's brand, or any programme title is kept separate from the sponsor's brand.
- In some cases, there may be a discreet sponsor logo on backdrop boards for sponsor press photos, but only with the express agreement of the BBC
- Any use of the sponsor's name or logo should be accompanied by appropriate wording to explain its presence e.g. "supported by"
- Sponsor reflections may be included in printed programmes and on event tickets
- All BBC press releases or press materials relating to a sponsored BBC event must be cleared by the BBC Press Office in advance of distribution. A simple factual non promotional reference to the sponsor would be acceptable.
- Reference to sponsor websites, products and services and any quotations which could be deemed to endorse the sponsor will not be acceptable.

The BBC does not promote all of its programmes and services and the decision as to how to promote any event or programme covering it must be at the BBC's sole discretion and based on editorial criteria. No guarantees on the extent of BBC promotional activities should be given to a sponsor.

Publicity about BBC events and broadcast coverage must not be part of a sponsor's direct marketing campaign e.g. general publicity material may be included in information sent out to existing members of a sponsor organisation but the BBC event cannot be used by a sponsor directly to attract new interest.

20. Sponsor competitions

A sponsor may wish to run a competition to publicise their connection with a BBC on-air event. For example they may wish to offer tickets to the event or a VIP trip to the event in a competition for their members. **Sponsors may not offer tickets for a BBC programme, only for the event itself.** All such competitions must have prior BBC approval. Sponsor run competitions must not suggest BBC endorsement of the sponsor or its services. The BBC cannot promote a sponsor competition on air or refer to it on air in any way.

The competition must be run in an appropriate manner and must not bring the BBC into disrepute. It must not be run with the aim of making a profit for the sponsor or its partners (e.g. a newspaper). Sponsor competitions connected to BBC events must not be used for data collection by the sponsor or its partners or as a means of direct recruitment or for fundraising. No sponsor competition connected to a BBC event may use Premium Rate Telephony.

It may be possible for sponsors to run appropriate competitions or activities in down time at BBC events. However, such activities must not suggest the sponsor is involved in the running of the events or that the BBC endorses the sponsor organisation. Such sponsor activities at an event must not be presented by BBC staff or presenters.

SPONSORSHIP OF BBC ON-AIR EVENTS

APPENDIX

Statement of Policy on Alternative Means of Finance

Introduction: the purpose of this Statement of Policy

1. Clause 75 of the Agreement of 30th June 2006 between the Secretary of State for Culture, Media and Sport and the BBC ("the Framework Agreement") makes provision for licence fee-funded BBC television, radio or online services ("BBC Services") to be partially funded by certain alternative means of finance if such finance accords with criteria set out in a statement of policy approved by the BBC Trust and the Secretary of State. The means of finance which must be addressed by the statement of policy are:
 - Co-funding by non-commercial bodies for output in minority languages;
 - Co-funding by non-commercial bodies in other limited circumstances;
 - Third party contribution to the costs of carrying out, providing, using or mounting an activity, facility or event featured in BBC output or used to support the creation of BBC output.
2. This document constitutes the statement of policy, approved by the BBC Trust and the Secretary of State, which addresses the means of finance set out above. It sets out the principles which must be taken into account when supplementing licence fee funding with such funds from external partners.

Legal Framework

3. Clause 75(1) of the Framework Agreement requires the Secretary of State to pay to the BBC the whole of the Licence Revenue (the amount paid by licence fee payers) or such lesser proportion as may be agreed with the Treasury.
4. Clause 75(2) provides that the BBC can use the Licence Revenue to pay for "any activities properly carried on by the BBC" subject to a number of exceptions. The exceptions listed in Clause 75(2)(a) mean that the Licence Revenue cannot be used for
 - activities carried on for the purposes of the World Service;
 - activities carried on for the purposes of any Commercial Service;
 - activities carried on for the purposes of performing services at the request of any Government Department.
5. Under Clause 75(2)(b) Licence Revenue cannot be used to fund activities carried on for the purposes of a BBC Service if the BBC Service is one which is partially funded by:
 - advertisements;
 - subscription;
 - sponsorship;
 - a pay-per-view system; or

- any other alternative means of finance.

unless the Secretary of State has given prior written approval. For the purposes of clause 75(2)(b) an activity will be “carried out for the purposes of a BBC Service” if it is “within the scope of” the service licence authorising the Service (Clause 75(4)(a)).

6. When deciding whether a BBC Service is partially funded by "any other alternative means of finance" (which would preclude the use of Licence Revenue to carry out activities for the purposes of that Service without Secretary of State prior written approval) certain means of finance are not "alternative means of finance" (Clause 75(5)). If these means of finance are used to fund a Service, Licence Revenue can be used to pay for activities carried out for the purposes of that Service without requiring prior Secretary of State consent. These means of finance are:
 - funds from the operation of the commercial services (Clause 75(5)(a));
 - funds from the Open University (Clause 75(5)(b));
 - funds from any co-production agreement (Clause 75(5)(c));
 - funds from co-funding by non-commercial bodies for output in minority languages and other limited circumstances but only where the use of funds to pay for the Service is compatible with a statement of policy approved by the Trust and the Secretary of State (Clause 75(5)(d));
 - funds from competition prizes and other awards made available by any one or more third parties under the terms of a framework approved by the Trust (Clause 75(5)(e)); and
 - funds derived from any other arrangement under which any activity, facility or event (a) featured (in whole or in part) in BBC output or (b) used (in whole or in part) to support the creation of BBC output, is carried on or provided with support from or in cooperation with a third party or parties in order to share the costs of carrying out, providing, using or mounting the activity, facility or event and, the use of such funds is compatible with a statement of policy approved by the Trust and the Secretary of State (Clause 75(5)(f)).
7. As detailed in the fourth and last bullet point of paragraph 6 above, in the case of partial funding of BBC Services by:
 - non-commercial bodies (Clause 75(5)(d));
 - the sharing by third parties of the cost of carrying on or providing, with support from or in cooperation with those third parties, any activity, facility or event featured (in whole or in part) in BBC output or used (in whole or in part) to create BBC output (Clause 75(5)(f)),

a statement of policy setting out the principles according to which it is appropriate for those BBC Services to be (part) funded by these means needs to be put in place and approved by the Trust and the Secretary of State.

BBC policy with regard to external relationships

8. The BBC is committed to working collaboratively with others to deepen the impact and reach of its programmes, extend creative possibilities and maximise public value. By

working with others, and sharing some costs with them, the BBC is able to promote more effectively its Public Purposes as defined in its Charter. By working with partners, the BBC is able to:

- mount joint initiatives with arts organisations and other bodies which include a range of broadcast and non-broadcast activities;
 - mount major public events, including award ceremonies and concerts given by BBC orchestras, which are broadcast;
 - deliver broadcast services in minority languages, thereby representing more effectively the UK's nations, regions and communities.
9. There are other areas of BBC activity where it works with partners for example, to offer extensive outreach work in communities for its educational and arts initiatives and to extend the impact of social action programming with off-air support activities to help people deal with their problems. As these activities are not specifically carried out with the predominant purpose of featuring in or being used to support the creation of BBC output, they are not required by the Charter and Agreement to be included in this statement of policy.
10. The principles set out in this statement of policy are self-contained, but they are derived from the BBC Editorial Guidelines which apply far more widely than to those activities which fall within the scope of this policy statement as required by the legal framework referred to above and, specifically under Clause 75(5)(d) and (f) (see paragraph 7 above).

Activities covered by this policy statement

11. This document covers the following areas of activity:
- Co-funding and Co-funding Partnerships
 - Public Value Partnerships (see paragraph 17 below)
 - Sponsored BBC Events

Activities falling under Clause 75(5)(d) (co-funding and co-funding partnerships)

12. Clause 75(5)(d) of the Framework Agreement covers co-funding by non-commercial bodies for output in minority languages and other limited circumstances. Examples of activities falling under this category include, the Gaelic Digital Service, which will be co-funded by the Gaelic Media Service and will broadcast television, radio and interactive content in Gaelic. In Northern Ireland, the BBC accepts funding from the Irish Language Broadcast Fund for some television broadcasts in Irish.
13. Occasionally the BBC may accept co-funding for learning and educational output targeted at a specific section of the audience in circumstances where it would be unjustifiable to fund the programme or website entirely from the licence fee.

Principles for activities falling under Clause 75(5)(d)

14. The following principles will be adhered to in relation to co-funding by non-commercial bodies for output in minority languages and other limited circumstances, such as for

learning and educational output. Suitable co-funders include publicly-funded bodies, charities, charitable trusts or voluntary bodies:

- The BBC must retain editorial control for a co-funded programme or website and it is essential that the programme does not promote the funder;
- Co-funding must never be taken for news, current affairs or consumer advice content on any BBC service;
- The BBC must not accept funds from any organisation whose interests or activities could raise doubts about the objectivity of a programme or website;
- Any co-funding projects must be approved in writing by the relevant BBC Director responsible for the output;
- BBC Chief Adviser Editorial Policy must be consulted about co-funding on any UK services.

Activities falling under Clause 75(5)(f) (public value partnerships and sponsored BBC events)

15. Clause 75(5)(f) of the Framework Agreement covers arrangements where the cost of providing BBC activities, facilities or events featured in, or used to create BBC output is shared with third parties. These activities may fall into one of the following categories:

- Public Value Partnerships
- Sponsored BBC Events

These categories are not necessarily mutually exclusive, and indeed other activities may fit within the description of third party funding provided under Clause 75(5)(f). The principles which will apply to activities under Clause 75(5)(f) will be as follows:

(i) Public Value Partnerships – the principles set out in paragraph 19 below;

(ii) Sponsored Events – the principles set out in paragraph 22 below;

(iii) Activities other than (i) or (ii) above – the principles set out in paragraph 16 below, together with such other of the principles that apply to Public Value Partnerships and/or Sponsored Events as the BBC Chief Adviser Editorial Policy, in his or her discretion, decides should also apply.

General Principles for activities falling under Clause 75(5)(f)

16. The following general principles will be followed in relation to external relationships which involve third party funding falling under this category:

- BBC Services may not broadcast sponsored programmes or carry advertising and it is important that arrangements with external organisations do not give any impression that a BBC Service is commercially sponsored;
- The BBC's editorial impartiality and integrity must not be compromised and the BBC must retain editorial control of BBC output;

- The choice of partners must be appropriate and not risk bringing the BBC into disrepute;

Public Value Partnerships

17. A key principle of the BBC's Charter Renewal document, *Building Public Value*, was that the BBC would deliver the greatest possible public value through working in partnership with others. The BBC can often inspire and motivate audiences far more powerfully if it works with others.
18. Good examples of this are the public value partnerships formed by BBC Orchestras based in Scotland, Wales, London and the North of England to support and help finance a range of activities including concerts, tours and education and audience development projects which stimulate interest in classical music in the community and are often featured in or used to support the creation of BBC output. These partnerships may be formed with local authorities, government agencies, arts and cultural bodies, charitable institutions, some commercial organisations and other suitable bodies.

Key principles for Public Value Partnerships

19. The following principles apply to Public Value Partnerships:
 - Partnerships must not compromise the BBC's editorial values or independence. A partnership must not consist merely of the BBC covering the partner's activities or promoting their campaigns. The partner/partners need to be involved with the BBC in an activity which offers public value;
 - Any money from partners must only go into off-air activities or support material and no money from an external partner may be used for any programme costs.
 - Any BBC credits for partners must be appropriate and editorially justifiable. Any proposal to credit a third party in a partnership arrangement on air or online must be referred to the BBC's Chief Adviser Editorial Policy at an early stage, and well before any contracts are issued;
 - Though public value partnerships are often collaborations with public or not for profit organisations, commercial organisations may be involved. It is important that in the course of the partnership the BBC does not appear to endorse commercial organisations or their products or services;
 - The BBC should not enter into any public value partnership with:
 - political parties
 - tobacco firms or those mainly known for tobacco related products
 - organisations involved in pornography
 - alcoholic drinks manufacturers and suppliers.

The BBC should not normally enter into a partnership with a foreign government. Relationships with UK government departments, religious organisations, charities and organisations which undertake lobbying should also be treated with care to ensure BBC impartiality is not undermined.

Sponsored BBC Events

20. The BBC mounts some concerts and other public events where the cost of mounting the event is supplemented by outside sponsorship to defray the cost to the licence fee payer. The money from the sponsor is used only for the costs of mounting the event and no sponsorship money may be used for any broadcast costs in covering the event.
21. BBC events which are covered on air and which take outside sponsorship include concerts by BBC orchestras, *Proms in the Park*, special exhibitions such as the *Tomorrow's World Live Roadshow* and awards ceremonies such as the ceremony for BBC Radio 3 World Music Awards. Events mounted in aid of Children in Need have also been sponsored.

Key principles for Sponsored BBC Events

22. The following principles apply to Sponsored BBC Events:
 - Sponsorship arrangements should not bring the BBC into disrepute and some sponsors may be unacceptable;
 - BBC broadcast events must only be sponsored by companies not directly related to the subject matter of the event or programmes connected with it;
 - The BBC must not feature the sponsor in the title of any BBC event;
 - On-air events must not accept product sponsorship;
 - Clearly separated accounts must be kept to show the distinction between event costs and broadcasting costs;
 - News and current affairs events and events based on consumer programmes dealing with a range of topics must not be sponsored;
 - Any proposal for sponsorship of a BBC event must be referred well in advance to BBC Chief Adviser Editorial Policy.