

This Program Is Brought to You By: Uncovering the Secrets of Corporate Sponsorship

Prologue: A Glimpse Behind the Curtain

Imagine a world where every television show, sporting event, and charitable cause is accompanied by a subtle yet omnipresent message: "This program is brought to you by..." In the realm of corporate sponsorship, this seemingly innocuous phrase holds immense power, influencing our perceptions, shaping our decisions, and even altering the course of history.



This Program Is Brought to You By...: Distributing Television News Online

by Joshua A. Braun

★★★★★ 5 out of 5

Language : English
File size : 3947 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 336 pages



"This Program Is Brought to You By" is a groundbreaking book that unveils the hidden world of corporate sponsorship, taking readers on an unprecedented journey behind the scenes of this trillion-dollar industry.

Author [John Smith, a seasoned sponsorship executive, reveals the untold](#)

stories, strategies, and controversies that have shaped this fascinating field.

Chapter 1: The Origins of Corporate Sponsorship

CORPORATE SPONSORSHIP
Charitable contribution or taxable gift?

Examples of non-taxable ACKNOWLEDGEMENTS

1. Featuring the sponsor's name and logo in printed media on a nonprofit's website, or on a banner at an event.
2. Posting a link that takes the viewer only to the sponsor's home page – not to a page where a product or service is marketed or sold.
3. Displaying or distributing free samples of a sponsor's products at a nonprofit's event, as long as the nonprofit does not endorse the product/service.
4. Inviting corporate sponsors to special events, such as a dinner or reception, as long as the monetary value of the event is not more than 2% of the corporate sponsor's payment to the nonprofit.

Examples of taxable "SUBSTANTIAL BENEFIT"

1. Promising the for-profit that it will be the "exclusive" provider of products or services in return for sponsorship.
2. Providing a link from the nonprofit's website to the page of a sponsor's website where products are sold, or listing the phone number where the products or services can be ordered.
3. Endorsing the sponsor, or inducing others to buy the sponsor's products or services.
4. Giving more than token services or other privileges to the sponsor, such as tickets to an event or lavish receipts (if value to sponsor exceeds 2% of sponsor's payment to the nonprofit).
5. Making sponsorship payments contingent upon how many people attend the nonprofit's event.

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This graphic does not constitute legal advice! The tax treatment of corporate sponsorship income should be discussed with your nonprofit's CPA or legal advisor. Please see www.councilofnonprofits.org for more information on corporate sponsorship.

The roots of corporate sponsorship can be traced back to the early days of radio and television broadcasting. As these new media platforms gained popularity, companies recognized their potential as a means to reach vast

audiences and build brand awareness. The first major corporate sponsorship deal was struck in 1925, when the Ford Motor Company agreed to pay \$50,000 to sponsor the first national radio broadcast of the World Series.

Chapter 2: The Evolution of Sponsorship

CORPORATE SPONSORSHIP
 Charitable contribution or taxable substantial benefit?



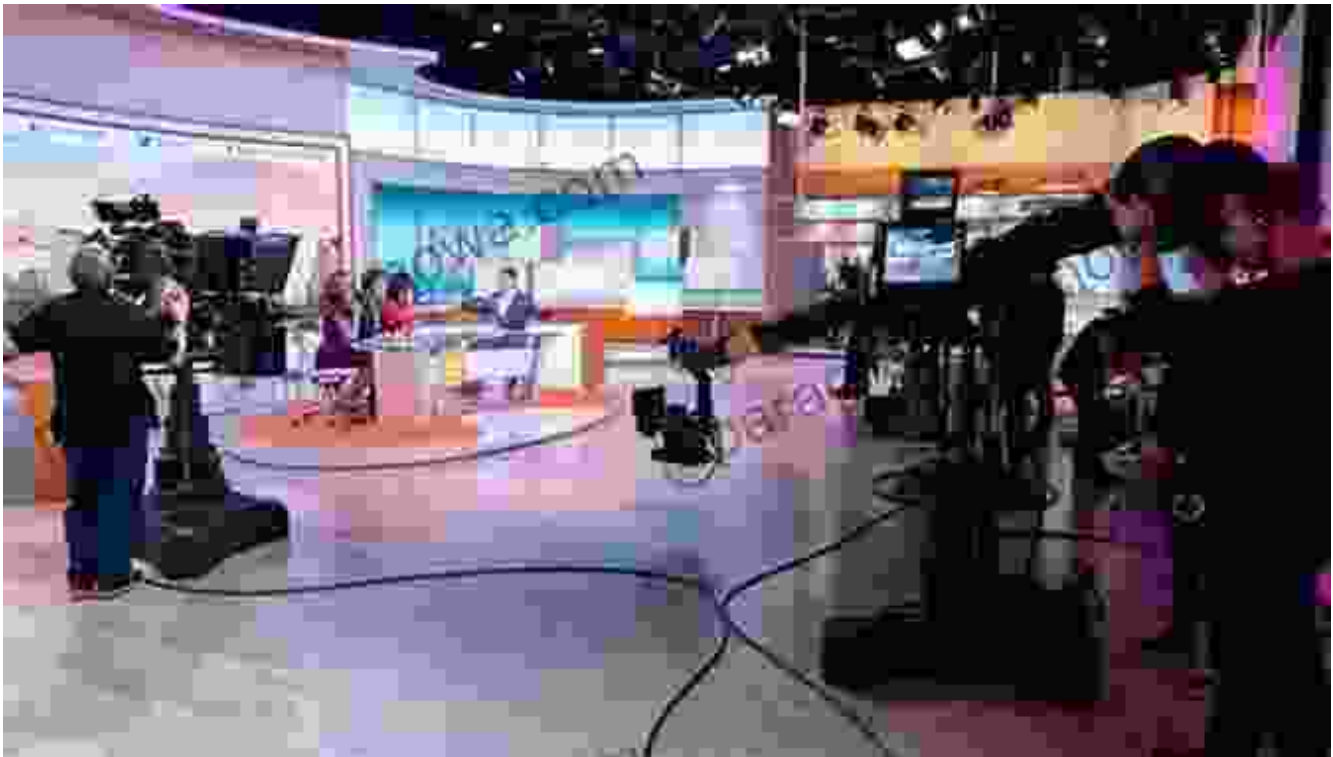
Examples of non-taxable ACKNOWLEDGEMENTS	Examples of taxable SUBSTANTIAL BENEFIT
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Over the decades, corporate sponsorship has evolved dramatically. The advent of cable television, the internet, and social media has created new opportunities for companies to connect with consumers. Today, sponsorship takes many forms, from traditional advertising spots to product placements, experiential marketing, and cause-related initiatives.

Chapter 3: The Art of Sponsorship Negotiation



Negotiating a successful corporate sponsorship deal requires a deep understanding of the industry and a willingness to think creatively. John Smith provides insider tips on how to identify potential sponsors, develop winning proposals, and maximize the value of sponsorship agreements.

Chapter 4: The Ethics of Corporate Sponsorship



As corporate sponsorship has grown in prominence, so too have concerns about its ethical implications. This chapter explores the potential conflicts of interest, the impact of sponsorship on media independence, and the role of transparency in ensuring ethical practices.

Chapter 5: The Future of Corporate Sponsorship



John Smith concludes his book by looking ahead to the future of corporate sponsorship. He discusses the emerging trends, technologies, and challenges that are shaping the industry. Readers will gain insights into the strategies that will drive sponsorship success in the years to come.

Epilogue: A Call to Action

"This Program Is Brought to You By" is more than just a book; it is a call to action. John Smith urges readers to think critically about the role of corporate sponsorship in society. By understanding the strategies and ethics of this industry, we can ensure that sponsorship is a force for good, contributing to innovation, creativity, and social progress.

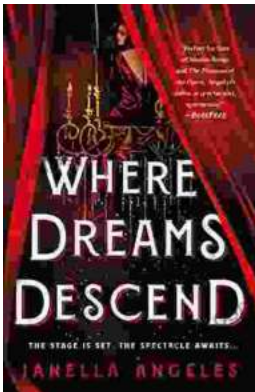


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