



Hearst Networks: General Sponsorship Guidance

All sponsorship credits must comply with the rules set out in Section Nine (Commercial References) of the Ofcom Code: <https://www.ofcom.org.uk/tv-radio-and-on-demand/broadcast-codes/broadcast-code/section-nine-commercial-references-tv>

And

All sponsorship credits must also comply with BCAP rules:

<https://www.asa.org.uk/static/40293b82-443a-4416-9555ff5259585538/00f8d067-f5ea-4da5-bb06ed7b3d06f619/The-BCAP-Code.pdf>

Hearst Networks must retain editorial control of its content including sponsored content.

A sponsored piece of content (which includes advertiser supplied/funded content) is one which has had some or all of its costs met by a 'sponsor' with a view to promoting itself or its products or services, or those of another. A sponsor may be any public or private undertaking, including charities (but please note 'Prohibited Categories' P42-45 of the BCAP Code).

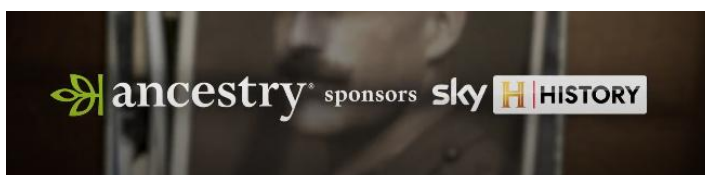
Sponsorship deals are a legitimate way for commercial broadcasters to increase revenue for their content making and publishing activities. However, to ensure that content remains editorially independent, the following checklist should be considered alongside the relevant regulatory Codes:

THE RELATIONSHIP BETWEEN THE SPONSOR AND THE SPONSORED CONTENT MUST BE MADE TRANSPARENT

This is normally done using phrases such 'sponsored by', 'brought to you by' and 'in association with' but more creative ways can be considered with Hearst Compliance approval. We encourage the relationship between the sponsor and sponsored content to be messaged visually and verbally where possible.

Ideally, the sponsor and the sponsored content should appear proportionately on screen (i.e. The brand should not take up most of the ident with a small reference to the Channel and vice versa)

Good example below:





NO PROMOTIONAL REFERENCES

Sponsorship credits must not contain **advertising messages*, claims about the product or service, price messages or **calls to action*. In particular, credits must not encourage the purchase or rental of the products or services of the sponsor or a third party.

**Advertising Message*: Cannot include a claim that can be evidenced using objective data using promotional language (i.e. "Europe's best selling toothpaste") Also cannot use efficacy claims (i.e. "Wrinkles reduced in under 4 weeks")

**Calls to action*: Cannot include phrases that encourage viewers to purchase the product or service. However, it is permissible to include a website address and/or a phone number but not phrases such as 'go to [URL]' or 'call 0800 xxxxx now'

FOCUS OF CREDIT MUST BE THE SPONSORSHIP ARRANGEMENT ITSELF

Ad messages and calls to action are not allowed but creative approaches which thematically link the sponsor to the programme are allowed, subject to Hearst Compliance approval.

IF THE CREATION OF THE IDENT HAS BEEN TAKEN FROM AN ADVERT, PLEASE ENSURE THE AD HAS BEEN APPROVED BY CLEARCAST

AVOID DETAILED DESCRIPTIONS OF PRODUCTS AND SERVICES

However, explicit references to sponsor's products can be included to help identify the sponsorship arrangement (i.e. "iPhone 10 sponsors...")

AVOID LONGER CREDITS THAT CONTAIN MORE INFORMATION ABOUT THE PRODUCT/SERVICE

BRAND STRAPLINES CAN ONLY BE INCLUDED SUBJECT TO HEARST COMPLIANCE APPROVAL

Cannot include an advertising claim

FOR GAMBLING SPONSORSHIP:

BE CAREFUL NOT TO PORTRAY, CONDONE OR ENCOURAGE GAMBLING BEHAVIOUR THAT IS SOCIALLY IRRESPONSIBLE.

ADDITIONALLY, IF USING ACTORS/ACTRESSES, PLEASE ENSURE THEY LOOK 25 YEARS AND OVER. AVOID ANY GRAPHICS WHICH RESONATE WITH A YOUNG AUDIENCE (I.E. EMOJI'S/CARTOON ANIMATIONS/CUDDLY TOYS OR CHARACTERS ETC)



- FOR GAMBLING IDENTS, THESE SPONSORSHIPS CAN ONLY RUN POST 2100 AND MUST CARRY THE GAMBLEAWARE.ORG TEXT
- FOR ALCOHOL SPONSORSHIP;
- CAN BE SHOWN PRE WATERSHED BUT NAK (NOT AROUND KIDS)