

## **Explanatory notes: Sponsoring**

As the following observations merely constitute a brief summary, please ask if you have any open questions.

### **Sponsoring:**

- In short: any (material or financial) contribution towards the financing of a programme from a third party which is not involved in the production, for the purposes of promoting their product.
- It is not a case of sponsoring, and the sponsoring regulations do not apply, if only low-value items of a programme (e.g. clothing, make-up, studio furnishing) are provided by third parties. A sponsor reference is therefore not required, although this is permitted in the same way as with sponsoring.

### **Sponsor:**

- May not participate in the sponsored programme or the production of the programme.
- Must not be the subject of an advertising ban (e.g. newscasters, political, ideological or religious associations) and must not be primarily involved in the manufacture or selling of cigarettes or other tobacco products.
- Must not influence the contents or the presentation of the sponsored programme.

### **Sponsored programmes:**

- Must not encourage the purchase of the sponsor's products or services, i.e. the products may not be presented in the programme.

### **Sponsor reference**

- Must appear at least at the beginning or at the end of the programme. A reference may also be included before and after commercial breaks.
- In addition to or instead of the sponsor's name, the reference can also include the company logo, a product name or the brand (e.g. the SPATEN LIGHT bottle or the product MagentaEINS – excluding prescription medicine or treatments).
- Can also take the form of a moving picture.
- The sponsor reference must create a clear link with the sponsored programme (e.g. using "This programme was presented by...", "With the kind assistance of...", "This programme was brought to you by...").
- The reference may only last for as long as is necessary for viewers to become distinctly aware of the external sponsor financing (usually 7 seconds).
- Apart from a slogan to underline the image of the sponsor, the reference may not contain any other advertising details about the sponsor, products or brands.

### **The following types of sponsoring are prohibited:**

- Commercials, infomercials, teleshopping windows
- References to programmes or trailers (stating the name of the programme sponsor in related programme references is permissible, however)
- Advertising dividers
- News programmes or programmes on politics and current affairs