



WBMA-TV
84 Broad Street
Bloomfield, NJ 07003
(973) 680-4122
www.wbmatv.com

SPONSORSHIP RESERVATION ORDER AND APPLICATION

Name of Business/ Sponsoring Organization

Name of Principal Contact:

Street

City State ZIP

Phone Fax E-mail

Sponsorship Commitment rate

\$ _____ Per year

Type of Sponsorship:

Payment:

Production Charge **N/A**

Deposit of _____ with order for first quarter, then bill _____ quarterly until cancelled by either Party with 90 days notice to the other (after the one year period)

Sponsor Applicant Date

WBMA-TV Representative

Submitted subject to approval of Bloomfield Twp. and Access Channel Authority

[] Deposit with order CK # _____

[] Deposit to be sent. Payment must be received within five (5) business days to bind this order

WBMA-TV TERMS OF SPONSORSHIP

Sponsor agrees to the following understandings and terms:

- This agreement covers only the sponsorship of the WBMA-TV community's cable channel "Message Wheel". The Message Wheel is a multi-media display of community news and announcements. The message wheel is made up of a series of TV screens that cycle to present each message. The sponsor will receive at least 1 (one) 15 second presentation of an acknowledgement of his sponsorship during each cycle of the Message Wheel, unless otherwise noted on the face of this agreement under "Type of Sponsorship".
- The Message Wheel may be pre-empted by other video programming on the channel and during the time it is, the Sponsor's acknowledgement will not be displayed on the channel. Based on the number of messages in the Message Wheel, the length of the cycle will vary. As a result of pre-emption and the varying cycle of the Message Wheel, the sponsor agrees that he is not guaranteed a particular number of on-air acknowledgements during any given day and that the number of acknowledgements may vary from day to day.
- The channel is "non-commercial" and the sponsor understands that the content of his acknowledgement is subject to limitations set forth in the WBMA-TV "PBS-like Guidelines" available on the Internet at www.WBMATV.com
- Fees indicated on the front of this document are "net fees" and not subject to commission by any third party sponsor agency.
- WBMA-TV and the Township of Bloomfield reserves the right to cancel this agreement, if the sponsor has not provided or approved material for the sponsorship acknowledgement or approved a finished sponsorship acknowledgement within thirty (30) days of the signing of this order.
- The term of length of this agreement begins on the first day that the sponsorship acknowledgement airs. The sponsorship will run an indefinite term, subject to a 90-day cancellation notice by either party to the other.
- Sponsor agrees to pay Sponsorship Fees by the due date indicated on the bill subject to late fees of \$25.00 and 1.5% (per month) of the outstanding balance. This agreement can be cancelled by WBMA-TV and/or the Township of Bloomfield if the sponsor fails to make timely payments.
- Sponsor hereby grants WBMA-TV and the Township of Bloomfield a license to use and modify content supplied by Customer as necessary or appropriate in performing the Services hereunder and/or in marketing and advertising materials describing the Services.
- This agreement will be governed by the laws of the State of New Jersey, without regard to New Jersey's conflict of laws principles. Any action brought by you or the Township of Bloomfield with respect to matters covered by this agreement will be brought in the state or federal courts located in the District of New Jersey, and both you and the Township of Bloomfield consent to the personal jurisdiction and venue of those courts.
- This agreement constitutes the entire agreement between you and WBMA-TV/Township of Bloomfield with respect to your participation in the Program and sponsorship of the Channel and supersedes all prior agreements with respect to same. The terms of this agreement may be amended only in a writing signed by both you and an authorized representative of WBMA-TV.