

# **ESPN** SPONSORSHIP DELIVERY GUIDELINES

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## **CONTACTS**

### **Billboards/Features/Sponsorships Sports Updates/BottomLine**

Julia Padilla, Assoc. Manager (860) 766-2612

### **Commercial Clearance/Media Inventory**

Craig Doucette, Assoc. Dir. (860) 766-7188

We will continue to update and revise all information as needed. Thank you for your continued cooperation.

## **SPONSORSHIP ELEMENTS GUIDELINES**

All communication regarding sponsorship elements (billboards/features/bottomlines/electronic signage) including graphic materials, copy scripts, flight dates, and traffic should be directed via e-mail to the sponsorship traffic department at

[espnsponsorship@espn.com](mailto:espnsponsorship@espn.com). **All materials and/or traffic must be submitted with Ad-ID and be received at least one week prior to the first airdate.**

### **BILLBOARD AUDIO**

Billboard audio copy must be no more than: 05 seconds in length. ESPN uses the terminology "brought to you by..." for domestic networks and "patrocinado por" for ESPN Deportes as a lead-in to sponsor's copy so the tagline must flow with the lead-in. This lead-in is non-inclusive of the: 05 seconds. Audio copy in excess of: 05 seconds will not air. Please include pronunciation of product names, proper names, date/year mentions and price points. **Billboard audio must be submitted with Ad-ID and received at ESPN at least one week before first airdate.**

### **BILLBOARD ARTWORK**

- Sponsor billboards do not air full screen. All are reduced to anywhere between 1/8 – 2/3 total screen size (depending on the program), and are overlaid over non-static, live video backgrounds. Billboards are produced differently for each program. Avoid artwork that prominently includes the color black, has scenic background, contains fine or thin lines, or is extremely intricate – white and/or light-colored text or other large elements work best and promote readability.

### **Technical Guidelines:**

- A fully keyable image without background is strongly encouraged. If needed a logo may be placed over a background to promote readability.
- Sponsor artwork should be sent electronically in one of the following file formats, in order of preference, to produce the best quality visual product: .EPS or .AI Illustrator vector-art; .PSD Photoshop; .JPG JPEG format (broadcast-quality resolution required).
- Text elements within Illustrator files should be rendered as full vector art outlines, and not as typed text.
- If necessary to reduce file size for e-mail, artwork can be sent using PC-format .ZIP compression, or if necessary, ftp.
- High-definition TV 16:9 aspect ratio (1920 x 1080 pixels) with a graphic resolution minimum of 72 dpi.
- We cannot provide mock-ups for billboards.

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## Content / Editorial Guidelines:

- All sponsorship materials must also adhere to ESPN advertising content regulations and are subject to ESPN's editorial judgment with respect to show compatibility and integration. ESPN reserves the right to decline to air any materials, which we feel compromise the overall look of our on-air product and/or do not meet our technical standards or editorial judgment.
- Sponsor taglines, website addresses and price points are permissible, either visually and/or aurally. 800 numbers are not permitted unless they are part of the product name.
- Calls-to-action for contests or other promotions are permitted. However, for contests with any type of prize award, appropriate legal disclaimers are required to be included as part of the billboard visual. The physical inclusion of the text in the logo graphic is the responsibility of the advertiser. No sports-related call-to-action is permitted.
- Motion Pictures, DVD's & Video Games: The rating must be included in either the logo or audio tagline. If the rating is included on the logo it must be large enough to view on-screen. Mobile gaming may be excluded.
- Alcoholic Beverages: There must be a social responsibility message included in either the logo or audio tagline. If the message is included on the logo it must be large enough to view on-screen.
  - Malt Beverages: If the product shares the name of a distilled spirit either the logo or tagline must reference the product as a "malt beverage". If the reference is included on the logo it must be large enough to view on-screen.
- Pharmaceuticals: Prescription drug advertisements must comply with FDA Guidelines.
- Gambling Websites: Gambling may be considered on a case-by-case basis.
- Competitive Network Content & Streaming: The audio tagline needs to list the show name first followed by the network. Day, Date & Time specific promotion is not permitted. The words "TV", "Television", "Channel" & "Network" cannot be used. The rating must be included in either the logo OR audio tagline (except when the show advertised runs exclusively over streaming services and therefore does not itself require a rating for distribution).
- PSA & cause-related marketing content is not permitted in billboards or features.
- Material submitted on behalf of non-profit institutions or government agencies must contain a "paid for by" disclaimer.
- ESPN reserves the right to require all sponsorship creative to adhere to advertising guidelines of ESPN league partners.

## **FEATURES**

Feature opportunities, which include Presenting Sponsorships and Entitlements are program segments that give prominence to a story, person or event within the sporting world. The advertiser's billboard logo (with any taglines/small text removed) will be used, unless separate brand materials are sent specifically for this type of execution. Please refer to the Billboard Artwork guidelines above for specific technical guidelines. **Every Feature is a pre-produced separate element, thus all artwork and brand information including style guide must be received one month in advance of the airdate.**

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## **ANIMATED BILLBOARDS**

- Animated billboards are permitted to air for any billboard execution. Content/editorial guidelines still apply.
- All materials must arrive one week prior to the airdate.
- :05 second Animated Billboard with matte must be over superblack and should not include voice over copy. Sound effect audio must be in Stereo. Video and matte must include timecode (Both LTC & VITC TC should match). An ISCI Code is required.
- The finished product must live in safe title area. The image must be fully keyable provided with a keyable matte. The Animated Billboard must be complete by :05 seconds and stay resolved with :05 seconds of pad after completion of the billboard.
- Delivery Methods: Digital files can be sent through an approved digital ad vendor (see below). Video sent via email or through FTP needs to adhere to the following specs:

<u>Format</u>	<u>Quicktime Codec</u>	<u>FPS</u>	<u>Depth</u>	<u>Quality</u>	<u>Resolution</u>	<u>Color Space</u>
720p	Animation	59.94	Millions of Colors(+)	Best	1280 x 720	RGB

- :05 second billboard audio copy with ISCI Code must be e-mailed to [espnsponsorship@espn.com](mailto:espnsponsorship@espn.com). Audio copy in excess of :05 seconds will not be accepted.
- Materials received in incorrect format and/or not according to specifications will not air and the flight will be delayed until revised materials are approved.
- Animated billboards are kept in our tape library for 90 days

## **\* Digital Ad Vendor Contact Info:**

- Extreme Reach: [support@extremereach.com](mailto:support@extremereach.com) or (877) 769-9382
- Javelin/Hula: [support@javelindelivers.com](mailto:support@javelindelivers.com) or 877-851-1786
- AdStream: [Traffic.latam@adstream.com](mailto:Traffic.latam@adstream.com) or (786) 472 2615
- DMDS/Yangaroo: [support@dmds.com](mailto:support@dmds.com) or (866) 992-9902
- Comcast AdDelivery: [addelivery\\_support@cable.comcast.com](mailto:addelivery_support@cable.comcast.com) or 855-858-1942, option 1
- On The Spot Media/EZSpot: [stationservices@onthespotmedia.com](mailto:stationservices@onthespotmedia.com)
- SpotGenie: [support@spotgenie.com](mailto:support@spotgenie.com), or (888) 808-1631

## **BOTTOM LINES**

- An advertiser's current brand or feature logo/title treatment will be used (no taglines/small text). Dark backgrounds work better on-screen. Any additional materials should be sent to [espnsponsorship@espn.com](mailto:espnsponsorship@espn.com) one week prior to the first airdate.
- For call-to-action messaging the character limit is 90 including spaces. The messaging must adhere to ESPN advertising content regulations and are subject to ESPN's editorial judgment with respect to show compatibility and integration.
- Bottomlines sponsoring programming on other television networks is not permitted.
- Text cannot include spoof on news or injury report.

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## **SINGLE/DUAL MONITOR VIDEO BILLBOARDS**

ESPN Video Billboards are proposed to clients, advertisers, or agencies for use around special releases, promotions, or campaigns. A copy of the Video Billboard will be sent as an **FYI** once completed. Please deliver the following sponsorship elements two weeks prior to air date. Send all materials to [Melissa.A.Manchuck@disney.com](mailto:Melissa.A.Manchuck@disney.com), [ESPNsponsorship@espn.com](mailto:ESPNsponsorship@espn.com), and [Brooke.N.Healey@disney.com](mailto:Brooke.N.Healey@disney.com). Please review materials before sending. Revisions are limited and only allowed on a case-by-case basis.

### **1. BILLBOARD AUDIO COPY:**

- Audio copy must be :10-:15 seconds in length.
- The Video Billboard is voiced by an ESPN voice-over talent
- Audio copy and length should be included in the assets delivered
- **\*\*NOTE:** The standard billboard lead-in, "SportsCenter is brought to you by...", must be included as part of the length. An alternate lead-in may be provided by Sports Management.

### **2. VIDEO FOOTAGE:** (Single or Dual Monitor Video Billboard)

- :10 -:15 seconds in length dependent on deal point.
- No audio or sound effects on video.
- 720p resolution / 59.94 frame rate
- ISCI, title, and length must be included on the traffic form.
- **\*\*NOTE:** The video must be sent through an ESPN approved link or through and acknowledged ESPN Digital Ad Vendor, or sent as a High Definition DVC Pro tape. Please refer to the Media Guidelines for address / contact information.

### **3. STATIC BILLBOARD:** (Single or Dual Monitor Video Billboard)

- An .EPS logo must be emailed as an attachment.
- ISCI to be included on the traffic form.
- **\*\*NOTE:** The logo must be free of any small text, i.e. movie credits. Production has right to decline an image if it will not be legible to the viewer and request a new logo from the client.

**\*\*\*Please note:** All materials are subject to final approval by ESPN. ESPN Media Delivery Guidelines apply. For movies / DVD's / video games, a rating must be present in either the audio copy, static logo, or on the video image. For alcoholic beverages, a message of social responsibility must also be present in one of the sponsorship elements.

## ELECTRONIC SIGNAGE ARTWORK REQUIREMENTS AND DEADLINES

Written instructions must be included with artwork specifying it is for electronic video signage in an MLB game. Please send a copy of the logo, Ad-ID, and flight dates, as well as specifying the game in which the materials will be used. We **cannot** use billboard artwork that is currently in house at ESPN. Once the logo and other appropriate information is sent, it does not need to be sent again, unless it needs to be updated or changed.

**Digital:** PC preferred over Macintosh, but we will accept either. If MAC, do not compress.

**Media Preference:** E-mail will be the only form accepted. Sent to [espnsponsorship@espn.com](mailto:espnsponsorship@espn.com). When e-mailing artwork, each piece of artwork should be attached in a separate e-mail. Do not include artwork in the body of the e-mail. Send files compressed using WinZip. ESPN cannot pull artwork from a website.

### **Requirements/Specifications:**

- Dark backgrounds, such as black or dark blue, must be used.
- Logos with light backgrounds, such as white, will not be accepted.
- Bright colors in the background or within the logo itself will not be accepted.
- Logos sent for billboards cannot be used for Virtual Signage.
- Due to the color scheme of the logo, the agency may need to create new materials in order to adhere with required color specifications.
- Please contact Julia Padilla at 860-766-2612 with any questions.

### **Acceptable formats in descending order of preference:**

- .eps color (illustrator) – vector preferred over raster images
- .eps black and white (illustrator)
- .psd (Photoshop) – keep information in layers if possible

**Deadlines:** All electronic signage materials must be in-house three (3) weeks prior to air date.

(Ex: 4/2 ESPN Sunday Night game must be in-house no later than 3/13)

Note: All tests in .eps file from Macintosh systems should be converted to outlines before being converted to PC format or sent to ESPN.

**Resolution:** The higher the better. If the file size of the image is greater than 2 MB compressed, please contact Julia Padilla at 860-766-2612, before sending.

**ALL INSTRUCTIONS MUST BE SENT TO ESPN VIA E-MAIL:**

ESPN  
Attn: Julia Padilla  
545 Middle St.  
Bristol, CT 06010  
Phone: 860-766-2612  
[espnsponsorship@espn.com](mailto:espnsponsorship@espn.com)

## **ADVERTISING CONTENT REGULATIONS**

ESPN will telecast only commercial material which is lawful and of the highest possible standards of excellence. ESPN may refuse to distribute any commercial or any element thereof that, in ESPN's sole judgment:

1. Does not conform to these regulations or to ESPN's general practices and formats regarding commercials, as they may be modified from time to time;
  2. Is not of a suitable artistic and technical quality;
  3. May violate any rights of any person, firm or corporation;
  4. Contains any false, unsubstantiated or unwarranted claims for any product or service, or makes any unauthenticated testimonials;
  5. Advertises any habit-forming drug, tobacco product, handgun or handgun ammunition, distilled liquor or any non-alcoholic product containing the name of a hard liquor product. Malt beverage advertising is acceptable, subject to appropriate scheduling restrictions and only if commercial clearly and conspicuously communicates in audio and/or video that the product is an alcoholic malt beverage;
  6. Contains any material constituting or relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product that tends to encourage, abet, assist, facilitate or promote illegal or legal gambling;
  7. Makes any appeal for funds or consists of, in whole or in part, political advocacy or issue-oriented advertising. All Institutionals (PSA's), paid or unpaid and regardless of source, must be approved in advance by ESPN;
  8. Contains any material that is defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment or that describes or depicts repellently any internal bodily functions or symptomatic results of internal conditions, or refers to matters that are not considered socially acceptable topics;
  9. Contains any false or ambiguous statements or representations that may be misleading to the audience;
  10. Includes any element of intellectual property without the owner's consent to such use, including but not limited to music master, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition;
  11. Unfairly disparages or libels any competitor or competitive products; or
  12. Is or might be injurious or prejudicial to the interests of the public, ESPN or honest advertising and reputable business in general.
- **ESPN reserves the right to accept or reject at any time advertising for any product or service submitted for telecast over its program facilities.**
  - **ESPN reserves the right at any time to revoke its acceptance of and to require the elimination or revision of any advertising matter that is inconsistent with ESPN standards and policies.**

**Please see ESPN Ad Standards and Guidelines document for complete advertising policy information.**