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NYC TV ANNOUNCES RFP FOR POTENTIAL SPONSORS FOR ORIGINAL PROGRAMMING

New Nielsen Data Shows NYC TV Viewership Grew 46% Over The Last Year

Department of Information Technology and Telecommunications (DoITT) Commissioner Gino Menchini and NYC TV General Manager Arick Wierson today announced the release of an RFP to allow sponsorship of original NYC TV programs. The RFP breaks down sponsorship opportunities into three tiers based on length of the sponsorship and the amount of money committed. Potential sponsors have an opportunity to sponsor any of eight different original NYC TV shows: *Blueprint | New York City*; *What's Cooking at Gracie*; *\$9.99*; *City Classics*; *City Drive Live*; *Fashion in Focus*; *New York Noise*; and *Paradetown, USA*. The money raised from these sponsorships will help fund NYC TV production costs and contribute to the City's General Fund. In addition, NYC TV unveiled new Nielsen data showing that NYC TV viewership grew by more than 46% over the past year since its launch, and the number of New Yorkers aware of NYC TV grew by more than 34% in the same period.

“NYC TV is creating some fantastic programming that really captures the essence of New York City, and the numbers show that people are watching,” said Commissioner Gino Menchini. “The increased viewership for NYC TV means that more people are watching shows that promote local New York City businesses and in town tourism, and more New Yorkers are watching their local government in action.”

“This is an opportunity for corporate sponsors to associate themselves with programs that are fun, entertaining, educational, and 100% New York City,” said Arick Wierson, the General Manager of NYC TV. “And there is a wide selection of shows, with elements that will appeal to a variety of businesses of all sizes across many sectors.”

The RFP breakdowns sponsorship opportunities into three tiers as described below:

Tier I: Program Series Sponsorship (Single Season)

- Program sponsor is acknowledged at the open and close of each airing of each episode of a series over the course of a single season.
- NYC TV will air two 30-second corporate messages during each half-hour of each episode of the series.
- Program sponsor is included during the on-air promotional spots associated with episodes from the season's series.
- Proposals for Tier I sponsorship begin at \$50,000 per series.
- Each series may have no more than one Tier I sponsor, awarded by the financial merits of the proposal, technical qualifications notwithstanding. No proposals may make



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exclusivity a condition of sponsorship; however Tier I sponsorship will be capped once the highest financial proposal is qualified.

Tier II: Program Sponsorship (Single Season)

- Program sponsor is acknowledged at the open and close of each airing of each episode of a series over the course of a single season.
- NYC TV will air two 15-second corporate messages during each half-hour interval of each episode of the series. Alternatively, the Sponsor may request one 30-second corporate message per each half-hour interval of each episode of the series.
- Proposals for Tier II sponsorship begin at \$15,000 per series.
- No proposals may make exclusivity a condition of sponsorship.
- Respondents may not make both Tier I and Tier II proposals for the same series nor for multiple seasons at the same time.
- Each series may have no more than one Tier II sponsor, awarded by the financial merits of the proposal, technical qualifications notwithstanding. Tier II sponsorship will be capped once highest financial proposal is qualified.

Tier III: General Network Sponsorship Spots (Winter 2004 Season)

- Sponsor is entitled to general (i.e. not-series or time specific) underwriting scatter spots.
- The period in which the all the purchased scatter spots will play is no less than one week and no more than three months, and left to the discretion of NYC TV management.
- Sponsor may request any combination of 15-second 30-second spots.
- Tier III spots are available in two day-parts: Primetime and non-primetime, where Primetime is defined as a four-hour period Monday through Saturday, from 8PM to midnight (EST) and non-Primetime is defined as all other time periods.
- Tier III sponsorship is available for all series, EXCEPT, City Drive Live, which is only available to Tier I and Tier II sponsors.
- The unitary cost of Tier III corporate messages are as follows:
 - 15-second Primetime day-part: \$1000
 - 30-second Primetime day-part: \$1500
 - 15-second non-Primetime day-part: \$300
 - 30-second non-Primetime day-part: \$500
- Bids must reflect a minimum total commitment of \$5000.00

To obtain a copy of the RFP, people can dial 311 and ask for the NYC TV Sponsorship RFP or visit www.nyc.gov/tv/sponsorship.

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