



## EXKLUSIV-PRESENTING

The inclusion of an Exclusive-Presenting takes place in form of a sponsor credit/break bumper shortly before and shortly after a program, together with another partnered sponsor.

- Visual and acoustic binding in form of an Exclusive-Sponsoring in the break bumper (opener and closer)
- In order to extend the sponsoring: Inclusion before or after each commercial break
- Duration of integration: 7 seconds per partner
- Example of narration: „The 24h of Nürburgring presented by Falken High Performance Tyres“

## Legal Requirements

- The Presenting must have a clear reference to the sponsored program and may not have commercial statements for the sponsor, product or brand, apart from an image defining slogan.
- External finance must be clearly identifiable for the audience; this is possible with the addition of the line: „The program is presented by ...“
- Image-defining slogan: Subline, which is connected inseparably with the product (Examples: „BMW – Aus Freude am Fahren“, „Bitte ein Bit – Bitburger“)
- No purchase appeal or other call-to-action hint
- On top of/In place of the mention/overlay of the sponsor, it is also possible to mention/overlay the company logo, Product name or a brand.
- „In connection with the sponsor reference, motion pictures may also be shown. However, the boundary is exceeded as soon as the sponsoring takes form of an advertisement and defining elements of advertisements are taken over. (Reference: „Leitfaden für die werbetreibende Industrie“)

### Impressum

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St-Nr. 143 /102/51071

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### Lead time

- 4-5 days before the first broadcast
- PLEASE NOTE: In connection with a program trailer the break bumpers have to be delivered 10 days before the start of the event/program in complete form

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