



CHANNEL50+ SPONSORSHIP APPLICATION

I. Applicant Contact Information

Please provide the information for the contact person who will be representing the Sponsoring Company television program.

SPONSOR NAME (If different than Applicant Name)

ORGANIZATION NAME

ADDRESS

ADDRESS (BUILDING, SUITE, ROOM NUMBER)

CITY, STATE, COUNTRY, ZIP CODE + 4

TELEPHONE (AREA CODE, DIRECT LINE AND/OR EXTENSION) FAX

EMAIL WEBSITE

II. Promotional Programming Options

- **Pre-produced, existing TV spot**
Where advertisers have existing broadcast-quality TV spots, they will be rolled into the programs on an as-purchased basis.
- **On-site produced spots**
Up to: 60 to-camera presentation/pitch/invitation to visit booth produced by AARP and edited in to program.
- **Booth visit mini-feature**
(2:30 minutes running time) Produced and hosted by AARP Broadcasting. Question and answer session with designated booth spokesperson highlighting offers, attraction, new products or services, etc.



CHANNEL50+ SPONSORSHIP APPLICATION

III. Rate Card

Quantity	Pre-produced, existing TV spot	Price	Total
	:30 second spot / 1 spot per program / 4 days	\$2,500	
	Additional :30 second spots by same advertiser / 1 spot per program / 4 days	\$2,000	
	:60 second spot/ 1 spot per program / 4 days	\$3,500	
	Additional :60 second spots by same advertiser / 1 spot per program / 4 days	\$2,500	
On Site Produced Spots			
	1 spot per day / 4 days (includes production)	\$3,500	
Booth visit & mini-feature program			
	1 segment per day / 4 days (includes production)	\$5,000	
TOTAL			

V. Delivery Instructions and Deadlines:

Fax the Channel50+ Sponsorship application by **October 9, 2009** to 202 434 7681.

VI. Submitting the Application and Authorization

Please sign and return this application to:

Kevin Bullock

AARP Services, Inc. Sponsorship & Exhibits

601 E. Street, NW | Suite A-200

Washington, DC 20004

Phone: 202-434-2767 | Fax: 202-434-7681

Signature of authorized Exhibitor Representative	Date:
Name of Title: (Please Print)	