

# CORPORATE POSITIONING VIDEOS

## CMC Sponsor Recognition Guidelines

Acceptable Corporate Videos may include:

- Sponsor logos and slogans (**that do not contain comparative or qualitative descriptions**)
- Sponsor locations and telephone numbers .
- **Value-neutral descriptions** of a sponsor's product-line or services and sponsor brand or trade names, and product service listing.

Prohibited Messaging:

- Messages may NOT include a comparative or qualitative description of sponsor's goods or services.
- Messages may NOT include any price information about a sponsor's goods or services.
- Messages may NOT include indications of savings or value.
- Messages may NOT contain any call to action or inducement to sell a sponsor's goods or services.

The Community Media Center (CMC) has the right to reject any messaging deemed unacceptable.