



everything new york

THE CITY OF NEW YORK

AND

DEPARTMENT OF INFORMATION TECHNOLOGY AND
TELECOMMUNICATIONS (DOITT)

PRESENT A

REQUEST FOR PROPOSAL (RFP) FOR SPONSORSHIP OF SELECT NYC TV ORIGINAL TELEVISION PRODUCTIONS

NYC TV, on behalf of the New York City Department of Information Technology and Telecommunications (DoITT), invites proposals from qualified corporations to provide sponsorship support for NYC TV original programming and productions.

NYC TV is the official television network of the City of New York. NYC TV is available on basic cable systems in approximately 1.8 million households, and reaches a potential audience of more than 4 million people in all five boroughs of New York City. The Network is administered by the New York City Department of Information Technology and Telecommunications (DoITT). NYC TV works closely with the New York City Marketing Development Corporation (NYC Marketing), the City's marketing and sponsorship group.

NYC TV was launched in the summer of 2003, replacing what had been New York City's government access network, known as 'Crosswalks', which existed from 1992 to 2003. A recent Nielsen¹ study showed that, since replacing Crosswalks, the public's awareness of NYC TV grew 35% while viewership levels jumped 46% in just one year of operations.

The retooled, restructured and re-programmed NYC TV provides New Yorkers with an important window into municipal government, establishing itself as a provider of quality programming related to New York City history, lifestyles and culture. The fast-paced editing, slick graphics, and bold programming centered around a variety of industries in New York City, is perhaps best summed up by the New York Times, which has called the network a "civic-minded MTV²". NYC TV was nominated for 10 New York Emmy's, winning two in 2003.

¹ See Annex 1 for detailed Nielsen results.

² The New York Times, "Civics Splashed with Celebrities, Fashion, and a Techno Beat", October 13, 2003, page B1,B2. http://www.nyc.gov/html/nyctv/downloads/pdf/nyctv_nytimes_10-13-03.pdf



NYC TV is seeking sponsors to underwrite³ the Winter 2004 season of select original productions that will air across the City’s television assets⁴.

NYC TV ORIGINAL PROGRAMMING AVAILABLE FOR SPONSORSHIP



Blueprint | New York City

Think of it as ‘The History Channel meets MTV Cribs’. Intrigued? The wraps are finally coming off some of the City’s most impressive landmarks.

[Read More](#)



What’s Cooking at Gracie

Gracie Mansion is the people’s house. Visit the kitchen to checkout what dishes are being prepared for upcoming cultural events at Gracie Mansion. Hosted by executive chef Feliberto Estevez.

[Read More](#)



\$9.99

This show is going to show both natives and tourists alike where to find the inexpensive and the free... and we’ll never spend more than \$9.99 a day. Guaranteed!

[Read More](#)



City Classics

City Classics brings New York City’s past to the present. Watch films and documentaries, press conferences and special events, television shows, commercials, and similar nostalgia from as far back as the 1950’s.

[Read More](#)



City Drive Live

A first-hand look at the City’s roadways by following a route-system designed for each borough. City Drive Live will soon be moving to its own channel, providing 24/7 traffic for New Yorkers.

[Read More](#)



Fashion in Focus

Part art, part business, fashion has become a signature New York industry. This program examines the economic underpinnings and the businesses both large and small that make New York the world’s fashion capital.

[Read More](#)

³ In this document, the terms ‘sponsor’ and ‘underwriter’, as well as ‘sponsorship’ and ‘underwriting’ will be used interchangeably, as synonyms.

⁴ NYC TV is comprised of a suite of television and media assets, and The City of New York reserves the right to move sponsored assets across all City run media platforms. If such a move were to occur during the course of a sponsorship agreement, the City would guarantee that the reach of these new platforms would be equal or greater to that of NYC TV cable channel 74. For more information, visit www.nyc.gov/tv



NY Noise

New York's music scene goes in phases and now is one of the most exciting times to be a music fan. Watch music videos from the New York's cutting-edge performers, directors and labels.

[Read More](#)



Paradetown, USA

New York City hosts some of the best parades in the world. From the Brazil Day on Sixth Avenue to The West Indian Day Parade in Brooklyn, there's always a parade in New York City.

[Read More](#)

NYC TV is seeking sponsors for series listed above. The ideal potential sponsors are corporate entities looking to build their brand and corporate image by associating their businesses with New York City.

This Request for Proposal (RFP) outlines three specific ways in which sponsors can actively support NYC TV's efforts. Specifically, Management has outlined three main tiers of sponsorship:

SECTION A: OVERVIEW OF SPONSORSHIP OPPORTUNITIES

All series available for sponsorship fall within the half-hour, one-hour, or 90-minute format. This means that there will be a minimum of 20 minutes of content, and a maximum of 27 minutes, for every 30 minute interval. A maximum 90 seconds of underwriting will be available for every half-hour interval of programming.

A series is defined as a collection of programs bearing the same name. Programs have varying numbers of episodes per series, and underwriters should consider a) the length of the series' episodes, b) the number of episodes in a series, c) the number of scheduled airings of a given series, and d) the thematic focus of the program when submitting underwriting proposals.

Sponsors may submit underwriting proposals for multiple series, but may only submit in Tier I or Tier II for a specific series. The proposal for each series will be evaluated separately.

The awarding of sponsorship rights, technical qualifications notwithstanding is based on NYC TV's and NYC Marketing's partnership selection and evaluation criteria, which relate to the ability of potential sponsors to meet the City's goals and bring added value to the City's Brand. Such criteria include the following:

- Financial responsibility



everything new york

- History of corporate responsibility
- Brand alignment
- Current or future role in the City
- Direct revenue
- Impact on economic development
- Compatibility with other partners, i.e., exclusivity requirements

Additionally, NYC TV will consider the financial merits of each proposal; however the highest monetary offer may not necessarily be the best potential partner for the City. In the event of a tie, the date and time of submission will be used as a tie-breaker.

SECTION B: SPONSORSHIP TIERS

Tier I: Program Series Sponsorship (Single Season)

- Program sponsor is acknowledged⁵ 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 (2) 00:30 (30-second) corporate messages⁶ during each half-hour of each episode of the series.
- Program sponsor is included during the on-air promotional spots⁷ 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 (1) Tier I sponsor, awarded by the financial merits of the proposal, technical qualifications notwithstanding. No proposals may make exclusivity a condition of sponsorship; however Tier I sponsorship will be awarded once the highest financial proposal is qualified⁸.

Tier II: Program Sponsorship (Single Season)

- Program sponsor is acknowledged⁹ 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 (2) 00:15 (15-second) corporate messages¹⁰ during each half-hour interval of each episode of the series. Alternatively, the Sponsor may request one (1) 00:30 (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.

⁵ The term 'acknowledged' indicates a given episode or series will carry the logo or name of the qualifying sponsor at each episode's open and again during the credits of the program.

⁶ See SECTION F below for guidelines on corporate messaging.

⁷ Inclusion in promotional spots guarantees that the Underwriter's name or logo will appear in the spot; however, there are no guaranties made regarding the number of airings, the placement of the spots, nor the time during which the sponsor's logo and/or name is visible.

⁸ See SECTION E below for additional information regarding the selection process.

⁹ The term 'acknowledged' indicates a given episode or series will carry the logo or name of the qualifying sponsor at each episode's open and again during the credits of the program.

¹⁰ See SECTION F below for guidelines on corporate messaging.



everything new york

- 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 (1) Tier II sponsor, awarded by the financial merits of the proposal, technical qualifications notwithstanding. Tier II sponsorship will be awarded once the highest financial proposal is qualified¹¹.

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

- Sponsor is entitled to general (i.e. not-series or time specific) underwriting scatter¹² 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 00:15 (15-second) or 00:30 (30-second) spots¹³.
- 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 Network spots 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

SECTION C: GENERAL SPONSORSHIP AGREEMENT GUIDELINES

C-1 The potential sponsor shall designate a manager for the sponsorship RFP process. This person will be NYC TV's primary contact for all issues related to the RFP and potential sponsorship agreement.

C-2 All information provided by NYC TV to the potential sponsor shall be used solely for the purpose of evaluating and formulating proposals for sponsorship and may not be shared with any outside agency, business, or person without the written consent of NYC TV.

C-3 Requests to sponsor multiple seasons of a series will not be permitted.

¹¹ See SECTION E below for additional information regarding the selection process.

¹² Scatter spots are defined as general network underwriting messages that will run in open or unsold inventory, and whose guarantees are limited to a specific day-part.

¹³ Proposals for scatter spots will be honored for qualified sponsors until \$150,000 is raised for non-primetime day-part and \$200,000 is raised for Prime-time day-part, after which, proposals will not be evaluated, provided inventory remains available after Tier I and Tier II sponsorships are fulfilled.



C-4 The sponsorship agreement shall provide that NYC TV reserves the right to cancel the sponsorship agreement at any time if the sponsor is not complying with the parameters set forth herein.

C-5 NYC TV and the potential sponsor will determine the term of the sponsorship agreement, pursuant to the length of each season's series.

C-6 The sponsorship agreement shall provide that NYC TV reserves the right to cancel the sponsorship agreement at any time upon thirty days prior written notice, devolving any monies paid up-front to the sponsor on a pro-rata basis.

C-7 The sponsorship agreements herein apply to programs that will air on NYC TV, cable channel 74. NYC TV reserves the right to distribute, syndicate, or barter the content to other platforms, independent of any underwriting ties¹⁴.

SECTION D: PROPOSAL FORMAT

Potential sponsors shall be responsible for preparing an effective, clear, and concise proposal. It is recommended that proposals contain the following information:

D-1 A cover letter introducing the company and the individual who will be the primary contact person for future negotiations.

D-2 Specific reasons why said company of enterprise has an interest in sponsoring NYC TV programming, including identification of advertising partners similar to NYC TV.

D-3 A discussion of any products and services that the Potential sponsor is interested in featuring in corporate messages.

D-4 A description of the potential sponsor's principal marketing staff and or agencies contracted with for development of corporate messages.

D-5 A delineation of the tiers and series, and proposals for each, in which the applicant is interested.

D-6 The signature of an authorized individual to bind the firm. The proposal must be valid for a period of no less than thirty (30) calendar days.

¹⁴ The sponsor's underwriting rights are neither applicable nor transferable for uses of the content on other media platforms or in other media outlets.



D-7 Proposals will be opened, and sponsorships will be awarded, in the week following the submission deadline.

SECTION E: SELECTION PROCESS

Proposals will be evaluated on the following criteria, which are neither weighted nor prioritized:

E-1 Demonstrated understanding of the service requested.

E-2 Prior experience related to program sponsorship or sponsoring public or non-profit organizations or their projects or activities.

E-3 Qualifications of the firm and assigned individuals.

E-4 Acceptability and scope of marketing plan for products and services. Sponsorship proposals that promote New York City's economic development, diverse cultures and ethnicities, education, tourism, or similar will be given preference.

E-5 Alignment with the City's Brand and compatibility with other City marketing partners/sponsors.

E-6 Financial responsibility of the potential sponsor and the firm's history of corporate responsibility.

E-7 The potential sponsor will provide three (3) references from business partners, advertising agencies, and or other advertising partners that attest to the potential sponsor's history and track record with respect providing broadcast quality corporate messages and honoring advertising agreements.

SECTION F: GUIDELINES FOR CORPORATE MESSAGES

Corporate messages are not the same as commercials on network or cable television; however, potential sponsors will find that in many cases they will be able to run existing spots on NYC TV with minor editing and or revision of voiceover content. NYC TV may be consulted, but will not produce spots for sponsors.

F-1 Acceptable corporate messages will adhere to the following guidelines and parameters:

- Have a run time (TRT) not exceeding the 00:15:00 or 00:30:00, pursuant to sponsorship Tier.
- Describe core business and corporate mission, but restraining from any direct 'call to action'.



- Identify and accurately depict product or services of underwriter
- Be permitted to use company slogan and logo.
- Be permitted to display its 1-800-number or Web site address.
- Be permitted to use music¹⁵ or corporate theme.
- Make an association between your company and the program/series sponsored.

F-2 The Potential sponsor shall agree to comply with the FCC guidelines related to non-commercial content, which stipulate that corporate messages may **NOT**:

- Use comparative or qualitative language.
- Offer price, discounting, or financing information.
- Use ‘calls to action’ or imperative direction.
- Include an inducement to buy.
- Include an endorsement.
- Use drama or “reenactments”.
- Use visuals that demonstrate product uses and qualities¹⁶.

SECTION G: SUPPLEMENTAL INFORMATION

G-1 The sponsorship tiers described above represent guidelines for sponsor participation. Each sponsorship relationship will be unique and based upon terms agreed upon by NYC TV and the potential sponsor.

G-2 In addition to the sponsorship tiers described above, NYC TV reserves the right to explore other types of sponsorship relationships or cross promotional opportunities, including cash equivalents, with corporations doing business in New York City.

G-3 NYC TV reserves the right to select potential sponsors based on advertising history, suitability of their corporate messages for all audiences, and creation of messages that are consistent with the public good.

G-4 NYC TV reserves the right to reject any or all proposals. NYC TV will not be liable for nor pay any costs incurred by responding firms relating to the preparation of proposals or the making of presentations.

SECTION H-1: CRITICAL DATES

¹⁵ Rights to music must be secured by sponsor.

¹⁶ The way in which a product is displayed in an underwriting spot is a discussion the sponsor and NYC TV may have to hold in the pre-settlement phase, as there are a variety of exceptions to this general parameter.



All sponsorship opportunities are for programmatic series slated to air during the Winter 2004 Season. NYC TV's Winter 2004 season will commence on a date yet to be determined between Monday, November 9th and Friday, November 26th, 2004.

Specific durations, on-air schedules, and start dates of specific series will be made available to potential sponsors no later than Monday, October 3rd, 2004.

Questions concerning this Request for Proposals can be made at anytime and should be directed in writing to the Director of Business Development and Operations at NYC TV. Questions may be submitted electronically by sending them to Trevor Scotland at tscotland@doitt.nyc.gov. Questions concerning this Request for Proposal can be made at anytime through 5:00 PM. on Friday, October 15th, 2004.

Completed proposals must be delivered via registered mail or hand-delivered with a signed receipt no later than 5:00 PM on Monday, November 1st, 2004.

The proposing firm must submit three copies of its proposal in a sealed envelope to:

NYC TV:
Winter 2004 Season Requests for Proposal
C/o T. Scotland
The Municipal Building
One Centre Street, 28th Floor
New York, NY 10007

Responses will be made available to all parties that have demonstrated an interest in pursuing sponsorship opportunities with NYC TV within five working days of receipt.

SECTION H-2: SUMMARY OF CRITICAL DATES:

- ❖ **SEPTEMBER 24TH**, 2004: Request for Proposal is released
- ❖ **OCTOBER 3RD**, 2004: Specific durations, on-air schedules, and start dates of specific series will be made available upon request.



- ❖ **OCTOBER 15TH**, 2004 (5:00 PM EST): Deadline for submitting questions concerning this Request for Proposal.
- ❖ **NOVEMBER 1ST**, 2004 (5:00 PM EST): Deadline for Submission of Completed Proposals.
- ❖ **NOVEMBER 9TH**, 2004: Early bookend launch date for of Winter 2004 Season.
- ❖ **NOVEMBER 26TH**, 2004; Late bookend launch date for launch of Winter 2004 Season.

-END-



APPENDIX: NYC TV NIELSEN DATA RESULTS

SUMMARY

The following is a synopsis of a Nielsen survey conducted on March 15 through March 20, 2004, for the purpose of evaluating the effectiveness and performance of NYC TV. The survey results are presented in two forms: as percentages of the total number of cable subscribers in New York City and as real values. All real values are taken from a potential total of 3.1 million cable viewers in the NYC metro area during 2003 and 3.0 million in 2004, a reduction of approximately 9%. Nielsen confirms that the survey provided a broad enough sample to generate statistically significant results. Finally, all results have been compared to the benchmark, a similar survey, performed one year earlier, that evaluated Crosswalks NYC, the predecessor to NYC TV.

PART 1: GROWTH IN AWARENESS

The following table details how many respondents were aware of Crosswalks and NYC TV:

CHANNEL	PERCENTAGE	REAL VALUE
Crosswalks	36.1%	1,123,000
NYC TV	49.1%	1,510,000
TOTAL INCREASE	+36%	387,000 (+34.5%)

PART 2: GROWTH IN VIEWERSHIP

The following table details the percentage of respondents who had *ever* seen a program on during the ten-year period Crosswalks was on the air; similarly, over the course of the twelve months since the launch of NYC TV, Nielsen measured the percentage of respondents who had watched a program on NYC TV:

CHANNEL	YEARS ON AIR	PERCENTAGE	REAL VALUE
Crosswalks	10	43%	483,000
NYC TV	1	46.8%	707,000
Total Increase		+8.8%	476,500 (+46.4%)

CONCLUSION

In one year's time, NYC TV has enjoyed substantial growth in viewer awareness and viewership when compared to Crosswalks, despite having only 1/10th the amount of time against which it was measured and evaluated. The increase in viewership – when compared to the increase in awareness – is significant because it demonstrates that the rise in awareness is not due to the name change alone; rather, there is no indication that viewers are confusing NYC TV with other similarly named channels.

For more information, contact:

Matt Tatham
 Nielsen Media Research
 (646) 654-8362
matt.tatham@nielsenmedia.com