Television Sponsorships

The first television sponsorship was in 1946 in the USA, during a baseball game between the Philadelphia Phillies and the Brooklyn Dodgers. Bulova paid \$9 for a 10 second ad which showed a Bulova clock with a map of the united states. The announcer read out "America runs on Bulova time" as the advert showed.

In todays modern age sponsorships are a lot more commonly seen on TV as there are many more channels and many more programs which have the opportunity to take out sponsorship deals, in comparison to when the first sponsorship was shown in 1946. The increased amount of channels and TV programs means that sponsorships are easily accessible and are getting cheaper as more content is available to choose from.

Today a 30 second television sponsorship for example can cost up to

\$180,000.

Television And Sponsorship

United States. Office of Domestic Commerce, Philip A. Bennett

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Television and Sponsorship Bianca Ford, James Ford, 1993 Offers a comprehensive and challenging picture of the past present and future role of sponsorship on television This book is intended for TV and marketing professionals wishing to devise successful sponsorship strategies for the future **Fundamentals of Advertising** John Wilmshurst, Adrian Mackay, 2010-02-17 The Fundamentals of Advertising is widely recognized as the most comprehensive and informative introduction to the area for both professionals and students The new edition has been fully revised and updated and provides a comprehensive coverage of the whole business of advertising and its associated promotional areas including public relations sales promotion and sponsorship The authors use a wide range of examples to illustrate their themes and an informative series of guidelines and checklists of value not only to students but to those applying the various techniques Topics the authors examine include The role of the advertising agencies Planning advertising campaigns Setting budgets The scope of below the line promotion How advertising materials are created and produced The issue of control in advertising International advertising **The Other Face of Public Television** Roger Phillips Smith, 2002 Government and corporate interference have robbed the public of access to point of view programming Through subterfuge suppression of dissent and thought control Washington with eager assistance from Madison Avenue has locked out the creatives and the educators

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Anticompetitive Effects of Sale of Network TV Advertising: December 12-14, 1966 United States. Congress. Senate.

Committee on the Judiciary. Subcommittee on Antitrust and Monopoly,1967 Independent Television in Britain P.

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