

RTÉ Media Sales



Copy Clearance - Sponsorship Information

Why Sponsorship Clearance is required

All sponsorship stings must receive clearance prior to broadcast from RTÉ's Sponsorship Committee for the following reasons;

To ensure all copy complies with the Broadcasting Authority of Ireland Sponsorship codes.

To ensure that the copy is suitable for broadcast on our stations and appropriate to the sponsored programme.

How to submit Sponsorship copy for clearance

To submit, you must complete a Clearance Submission Form. You can download a copy of the form [here](#)

Email your completed form along with your copy to adclearance@rte.ie

We accept scripts, storyboards and low rez mpegs however we would advise submitting copy at script/storyboard stage so changes are easily rectified before recording. Please ensure that the copy includes a clear sponsorship message for example; (sponsors name) proud sponsors of (the full programme title).

The Sponsorship Committee review copy daily however we would advise that you allow plenty of time for clearance as the Committee may not always be readily available.

A copy of the BAI General Commercial Communications Code is available at www.bai.ie please refer to Section 6 Rules to Pertaining Sponsorship of the General Commercial Communications Code.

If you have any queries in regards to Sponsorship copy clearance please do not hesitate to contact us at adclearance@rte.ie