

June 24, 2023 – Updated (February 16, 2025)

Creator-Sponsor Partnership Policy

The Shire Broadcasting Company (TSBC) and the 3rd-party company

I. Introduction

This policy has been created to ensure ethical, secure, and healthy partnership or sponsorship with the 3rd-party company. When signing with TSBC in this form of collaboration via submission of an electronic mail (e-mail), you agree to our rules and guidelines we have implemented. We reserve the right to grant or deny your requests as a sole partner for this collaboration.

TSBC also reserves the right to profile, and do a background check of the 3rd-party company, in order to verify its legitimacy, standing, and reception. The privacy of those involved is protected and is not associated with our verification process.

II. Definitions

For purposes, sponsorships, in a form of advertising, or channel partnership, is a way to promote a product, services, and places to boost sales, in order to establish grounds for operation, including expansion, creation of a new product line, and ambassadorship for the said product or service.

Content partnership generally consists of product or service placement in, before, during, or after the video. This may have a duration of under 1 minute, or the video is entirely produced as an advertising segment, depending on the agreement.

To acquire this service from TSBC, the 3rd-party company must submit the following electronic mail to us with the details of their offers, and shall comply with the rules and regulations of the national government, its agencies, and regulating bodies.

III. Formatting

By submitting an electronic mail (e-mail) to TSBC at newbshire@gmail.com, kindly wait for a response once the verification process has been conducted, otherwise, an issuance of no reply from TSBC may serve as a denial of accepting the offer, and is sometimes considered.

In an event where the 3rd-party is under an ongoing legal issue, lawsuit, court orders, negative public reception, before, during or after the content partnership agreement has been signed, TSBC reserves the right to terminate such agreement at any time with or without prior notice to the 3rd-party company, depending if they are reachable through open channels.

For future reference, once the partnership agreement has concluded, we store or save documents pertaining to the agreement to be considered as a record within TSBC.

IV. File Types

As per this policy, it's only allowed to send these file types should the message provide attachments:

png, jpg, bmp, xlsx, docx, pptx, pdf

V. Blacklisted Partnership Types

TSBC aims to partner with proper and quality 3rd-party companies, regardless of financial offer, we decline certain types of partners that we consider unfit for public consumption while ensuring that the integrity of our company is secured. This includes:

Digital Currencies (Cryptocurrency) and materials connected to said currency

Online Mental Health Services (example, Betterhelp)

Political Parties, Candidates and Politicians

National Defense, Weapons and Arms Manufacturers

Unlicensed Supplements

Financial Technologies except Banking Systems with Electronic Wallets (e-Wallet), and Send/Receive services

Subscription-Based Services, except Media Streaming

Interactive Gaming Services (Gambling, Betting)

Tourism, except for Places, Cultural and/or Culinary

Ground Mining and Drilling Companies

Oil and Petroleum Manufacturing

Activism and Progressive Groups

Pornographic, sexual and Adult-oriented content creators (for obvious reasons)

Unvetted Religious Organizations (example, Church of Scientology, LDS Mormons)

Entities and Organizations that currently supports or is affiliated with the State of Israel

For Food and Beverage manufacturers that contain amounts of preservatives, sugar, caffeine, protein and/or alcohol: *ensure that necessary permits to manufacture, produce, and to operate*

are secured and submitted to TSBC, and the necessary product has an FDA approval (local or international).

VI. 3rd-party Influence in Production

In order to retain the production quality of a TSBC content, they are not allowed to alter or suggest changes in details of the content, unless the reason is justified, valid and violates the parties' or TSBC's values. The 3rd-party cannot hold a video under review in order to upload said work, unless the specification is a full-length video advertisement.

VII. Legal Issues

Should the 3rd-party breach any agreement signed between TSBC and the consignee, we reserve the right under jurisdiction to legally charge the company. The party is free to settle this charge at any time. Therefore, voiding the agreement, and perpetually blacklisted from partnering with.

VIII. Termination of Agreement

TSBC reserves the right to terminate agreements, including sponsorship and partnerships at any given time with or without prior notice. We will exclude all materials in our production specified by 3rd-parties and remove our involvement from the 3rd-party unless a court order has been issued.

This policy is effective immediately.

Nick Douglass-Shire – Founder & CEO