PRODUCT PARTICIPATION REQUEST FORM

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| Programme: |  |
| Contract number: |  |
| Production company: |  |
| Episode title or # of episodes: |  |
| Date submitted: |  |

# In the event that the Producer has identified a Product Placement / Prop Placement opportunity in connection with the Programme, the Producer must electronically submit a **Product Participation Request Form** to the Discovery Executive Producer with a copy to the assigned Discovery Unit Manager and Programming Associate, then await written approval **before any commitment is made** to include a product, service, logo or credit in the Programme.

# Once full written approval has been obtained, a Product Placement / Prop Placement contract must be executed and a copy of the fully executed agreement and the approved Product Participation Request Form must be uploaded onto the Producer’s Portal and will form part of the Programme Deliverables.

# Producer must discuss with Discovery Production Manager how value will be applied to the Programme budget. The approved Product obligation and value information must be included in the Product Participation Log and delivered with cost report information.

# Producer must include all Product Participation disclaimers in the Programme and include the Programme’s full credit list for approval by Discovery, upload any agreements to the *Producer’s Portal* and complete the **Product Participation** **Log**, part of the *Production Elements List*.

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**PRODUCT PARTICIPATION INFORMATION:**

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| Is this Prop or Product Placement? |  | |
| Details of company providing Product and/or Services: |  | |
| Description of proposed Product and/or Services: |  | |
| Detailed description of the proposed use of Product / Service and benefit of Product / Service (e.g., organic inclusion of product in programme, use of service in connection with programme, story, segment, episode and/or on screen credit, verbal mention).  Please also describe the editorially justification for the inclusion of the Product and/or Service.  Has a credit be requested by the product or service provider?  Has any screen presence or other been requested by the provider? |  | |
| Actual or Estimated Value of Product and/or Service | Indicate [ACTUAL] or [ESTIMATED] | |
| Will Product be returned to the provider when the production has finished? |  | |
| Budgeted value of Product and/or Service and category in production budget |  | |
| Will the inclusion of the Product and/or Service be savings to Programme or added value to Programme?  \*Please note that an on-screen product placement notification symbol will need to be included in the Programme for product placement arrangements. |  | |
| Additional Information: |  | |
| **DISCOVERY REQUIRED APPROVALS** | | |
| Ad Sales |  |
| Network Executive Producer |  |
| Network General Manager  [For DNI commissions this will be Deena Edwards and for regional programming it will be the relevant regional ad-sales representative] |  |
| Unit Manager |  |
| Legal & Business Affairs |  |
| Compliance |  |