

STARS Broadband Sponsor Program

Promoting and Supporting Broadband Sustainability

“Be A Broadband Hero”



Community development stakeholders and organizations at all levels face the common and persistent challenge of funding initiatives and programs through insufficient member dues, grants, contributions, or fund-raising activities. The member dues are usually earmarked for member-specific marketing, grants are usually 100% match, contributions and fund-raising are declining due to tax law challenge and shrinking budgets.

Whether the organization has 10 or 100 members they are expected to promote, propose, or provide solutions that benefit the general membership but they are also expected to address individual and specific member needs for essential services. Promoting, proposing, and/or provisioning essential services require a budget for the requisite research and development for a sustainable solution.

The STARS Broadband Sponsor program allows any community development organization (or individual) to passively earn discretionary recurring income for their organization without changing their model or mission. By sponsoring the STARS Broadband Champions Program the sponsoring organization or stakeholder will receive the lesser of one percent (1%) of profit or \$1000 per month calculated on 25% of revenues. (See the MOU template on the following page for details.)

Best Candidates

- Economic and/or Community Development Corporations (EDC/CDC)
- Development Alliances and Associations
- Chambers of Commerce and Business Alliances
- Electric Membership Corporation (EMCs)
- Provider Organization

Unique Value Propositions

- Sustainable solutions and strategies for essential services
- Passive income streams with non-intrusive, non-integrating resources and revenue sharing
- Community-wide benefits to all stakeholders and community members
- Community development with local employment and entrepreneurial opportunities
- Improve public relations and community goodwill

Next Steps

- Schedule a call or contact us for more or specific information about the program:
 - o For Assessments, Questions, or More Information contact:
 - Ed Hudson, Solution Development
 - edhudson@atg4u.com, 205-601-4576

THERE ARE NO FEES OR OBLIGATIONS FOR THE CALL.



STARS Broadband Sponsor Program Memorandum of Understanding Template

TO THE [TITLE] OF [ORGANIZATION]

Reference: Shared Technology and Resources Solutions (STARS) Broadband Sponsor Program

This Memorandum of Understanding outlines the commitments and expectations of the STARS Broadband Sponsor Program and [Sponsor Name] (Sponsor) as they relate to the sponsorship and teaming for the successfully promoting, proposing, and/or provisioning the STARS Broadband Champions Program.

The STARS program has reviewed and/or assessed the prospective projects, champions, and host communities for the above-named organization or stakeholder and find there are mutual benefits including substantive revenues that warrant documentation of acknowledgement and acceptance of the following:

1. Advanced Technology Group LLC is the sole owner of the Intellectual Property used for the program and is in no way transferring, conveying or licensing the sponsor in regard to such Intellectual Property.
2. No partnership, joint venture, or other legally binding relationship exists between ATG/STARS and the sponsor.
3. The sponsor is not contractually obligated to perform or provide any good or services and may end support activities related to the program at will at any time without notice, advisement or penalty.
4. Should the sponsor decide to end support any earned revenue-sharing income will continue to the organization or individual in perpetuity.
5. Revenue-sharing may not be assigned to any organization or individual other than named sponsor in this MOU.
6. Business or program interference, unauthorized use of Intellectual property, or dealing in bad faith by either party will make this MOU null and void.
7. Both parties acknowledge and affirm that this is the only MOU or other agreement that exists between the parties.
8. Each party understands that they are not authorized to act on behalf of the other in any manner.

Acknowledgements:

Program:	
Authorized Signature:	
Role or Title:	
Date:	

Sponsor:	
Authorized Signature:	
Role or Title:	
Date:	