

Becoming a



Sponsor

2015

Studio Mobile

0408 516 946

sales@coralcoastradio.net.au

www.coralcoastradio.net.au



Welcome

Now is a great time to become involved in Bundaberg's greatest Community Radio Station. We have been part of the community for almost 20 years and with the help of our sponsors, will be able to grow and thrive for long into the future.

As a community radio station, our income must be derived from donations, membership fees and sponsorships from local businesses. We are delighted with the response we have received from the local business community so far.

Our wide range of programming allows us to support your business through the access to all community groups. Effectively, we are a one-stop media shop accessing the Bundaberg region.

By sponsoring us, you will help us stay up to date and comply with broadcasting technology, have access to current news and information and provide specialty programs that mainstream commercial radio cannot provide.

We cannot do it without you!

We thank you for considering sponsoring Coral Coast Radio and hope you enjoy the better music variety we offer on 94.7FM. We are very proud of our programming and proud to be part of the Bundaberg community.

For further information or to arrange a meeting with a Studio Representative, contact:

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About 94.7 FM

We are a local not-for-profit Community Radio Station, run entirely by volunteers. This includes all On-Air Presenters, Administration, Promotion, Board Members and Technical Support. Many of our volunteers hold multiple roles in order for our station to continue to run at the high standards we aim to achieve.

We began in 1999 by local enthusiasts and musicians, who with their own time and money, not only located a place to broadcast from, but learnt the technical side of how to distribute their voices and music across the region. From this small, dedicated group of people, we have become a well-respected community radio station that now runs from a studio located at 45a Walker Street, South Bundaberg.

Coral Coast Radio is very fortunate to have announcers that range in age, interest and ethnicity and can boast a wide range of programs including wholly multi-cultural dialogue and music (such as Afrikaans, Hungarian and Spanish amongst others), dedicated Breakfast and Drivetime programs, a Saturday Night listener request show, Religious Programs and varied music shows including Country, Blues, Jazz, Rockabilly, Modern and Easy Listening.



Our Audience

Coral Coast Radio listeners are community minded people. If your message is heard on our airwaves, your business becomes community minded too.

Our listeners understand how important it is to support their local businesses. In 2012, the fifth Community Radio National Listener Survey conducted by McNair Ingenuity Research illustrated a consistent, strong and dedicated community radio audience in the face of a rapidly changing media environment and increased listening options.

The results showed:

- ✓ 58, 502 people (15+) in our broadcast area.
- ✓ Audience reach of average 12, 870 in a typical week **(22% of 15+ population)**
- ✓ Audience reach of average 31, 591 in average month **(54% of 15+ population)**
- ✓ On average, community radio listeners tune in for 9.3 hours in a typical week

Survey report available at www.cbonline.org.au



Benefits of Sponsorship

- ✓ Our prices are competitive with commercial radio and tap into similar as well as specialist audiences
- ✓ We participate in outdoor broadcasts and support many local events in our community throughout the year allowing our sponsors the widest exposure.
- ✓ We promote local community events and notices.
- ✓ We provide local information including local news and weather updates.
- ✓ Specialist programs including multi-cultural, jazz, blues, religious, country, alternate, rock 'n' roll, heavy metal and easy listening which broadens our audience coverage.
- ✓ Your money is going back into your community helping us to further support local business.
- ✓ Professional quality sponsor radio spots produced by local talent in the Coral Coast Studio.

Community radio requires sponsorship to survive and grow.

Coral Coast Radio 94.7fm has future plans to expand on its success and seeks partnerships with organisations and businesses that wish to embrace community radio and support volunteers in the Bundaberg Community.

For further information on the 'Benefits of Sponsorship' contact a Studio Representative:

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HOW SPONSORING COMMUNITY RADIO IS GREAT FOR BUSINESS

Coral Coast Community Radio listeners are community minded people. If your message is heard on our airwaves, your business becomes community minded too 😊



MONDAY TO SUNDAY

<p>168 Spots Per Month \$199 <i>per month inc GST</i></p>	<p>84 Spots Per Month \$149 <i>per month inc GST</i></p>	<p>28 Spots Per Month \$99 <i>per month inc GST</i></p>	<ul style="list-style-type: none"> ➤ All advertisements are produced locally at our studios at NO COST to you. ➤ Outside Broadcasts available from your business. Ask for details. ➤ Weather & News Spots available ➤ Can be voiced by you or our production team. ➤ Please check all terms and conditions.
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Sponsorship Packages

For your investment, your business will receive 30 second sponsorships (*on-air advertisements*) across our Premium, Peak, Off-Peak and Over Night sessions.

Coral Coast Radio has a number of cost-effective sponsorship options and is always willing to provide advice on the best way to reach your target audience.

News and Weather spots are part of our Packages as they include hourly spots, 7 days per week to a total of 450 spots per month.

Please speak to our Studio Representative about becoming a Sponsor.

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Sponsorship Bonuses

Website Link

Not only will your sponsorship spot be played on the airwaves, but your logo will be shown on our website. Listeners and customers alike can click on your logo on our website which will take them directly to your company website!

Community Exposure

As a sponsor, your logo will be displayed at our outside broadcasts, newsletters and our annual report. In order to do this, we ask that you supply us with a colour jpeg or png file of your logo that we can utilise as part of our Sponsor Bonus Promotions.

Supporting Our Station

In return, we ask that you display our sponsorship certificate in a prominent place at your business. Many of our sponsors supply merchandise to us that is used as “give-aways” and “prizes” during shows and outside broadcasts. We hope you will contribute to this also. Please feel free to allow your customers to know that you support community radio by using our logo on your advertising and promotion.

Please contact us if you require our hi-resolution logo.

Examples of logo required (current sponsors):



Terms and Conditions

- All sponsorships must be suitable broadcast quality and meet community standards for the timeslots they are aired within. All sponsorship announcements include a “station sponsor” segment.
- Sponsorship is not used as a factor determining access to broadcasting time. It cannot be used to influence the content and style of individual programs or the overall programming of the station.
- Sponsors are responsible to ensure their announcements meet any legal obligations that apply to their products and services.
- Sponsorships cannot include any costs or prices.
- The parties agree to comply with the provision of the Broadcasting Services Act 1992.
- The Sponsor agrees to pay any and all invoices for sponsorship in advance of the campaign being broadcast or published, depending on the packages chosen under this agreement. Failure to pay will result in termination of sponsorship agreement, promotional announcements taken off air. Outstanding amounts must be paid in full before any further Sponsorship agreement can resume.
- 30 days prior to the end of the specified campaign, a Coral Coast Community Radio representative will contact the sponsor to discuss the campaign and any changes, updates or renewal desired.
- At the conclusion of an agreed sponsorship campaign, any and all promotion will be removed from broadcast/print unless the business has agreed and signed a renewal sponsorship agreement.
- The station agrees to use all reasonable care in the production of material being supplied by the sponsor, but shall not be responsible for inadvertent errors or mis-statements.

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Coral Coast Radio is a not-for-profit organisation with a variety of programming running 24 hrs per day, 7 days per week.