



SPONSORSHIP POLICY

91.5FM Cooloola Christian Radio Association Inc.

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91.5FM Cooloola Christian Radio Ass Inc.

SPONSORSHIP POLICY

1. A **SPONSOR** is considered to be a business, small or a large enterprise, whereby the business exchanges money or goods for (a) 30sec announcement/s to promote their business activities and/or support of Cooloola Christian Radio Ass Inc.
2. Sponsorship announcements will only be accepted from persons or groups whose policies and/or practices are reasonable and consistent with our licensing conditions and our Constitution, Vision and Goals.
3. All sponsor announcements are to be a maximum of 30 sec in length.
4. Sponsor Announcements can be aired Monday – Sunday.
5. All sponsorship announcements must conclude with the wording “Station Sponsor of 91.5fm” or “Proud Station Sponsor of 91.5fm”.
6. Must be in accordance to the Community Radio Broadcasting Code of Practice and the requirements of the Broadcasting Services Act 1992 and any other standards or codes.
7. Sponsorship announcements must be factual statements about the sponsor and must not relate to any other Business or Company.
8. Scheduling and frequency of announcements must be made with regard to programing as per Station Manager.
9. At no time is any verbal agreement entered into, if such agreement is made it shall be put in writing and both parties’ sign-off, within the timeframe.
10. ‘Contra’ deals in the form of goods or services accepted in return for Sponsorship ‘airtime’ will only be permitted with the permission of the Station Manager and or Board Of Management and set up only by the Station Manager and or Board Of Management.
11. Any sponsorship proposal, which involves special programming initiatives, must be approved by the Station Manager and or Board of Management of 91.5fm.
12. The station reserves the right to refuse any paid announcement.
13. **Broadcast Agreements/Contracts** must be organised and signed off by the business owner or official agent before any Sponsor Announcement goes to air.
14. Broadcast Agreements /Announcements:
 - Each sponsorship announcement will cost \$5.50 (inc. GST), this price is not negotiable. The Management Committee of Cooloola Christian Radio reserves the right to initiate price increases upon the suggestion of the station manager or at any point in time.
 - There is no set maximum number of aired Sponsor announcements
 - The Sponsor will be given the opportunity to suggest the times their sponsor announcement is played, also Cooloola Christian Radio can advise allocated times for the announcement to be played, keeping in mind that the station is limited to 5 minutes per hour of sponsorship time as per Broadcasting Code of Practice, Code 6, 2008.
 - **At the discretion of Management or Board of Management**, Bonus (free) announcements can be offered to the sponsor (particularly if the sponsor has many announcements going to air e.g. 15 announcements/week). The maximum number to be offered is 10 announcements per month. These announcements can in no way be interchanged or are to replace paid announcements, even if the sponsor is willing to pay for them. The bonus 10 announcements are to be played weekdays only at a time Management organises (It is up to the discretion of Management when these announcements are aired and is not required, when organising Bonus Announcements, to consult

with Sponsor regarding these allocated times). These announcements, unless cancelled, will remain in place for the life of the sponsor's broadcast Agreement/contract.

- Bonus Announcements will be treated in the same manner as paid sponsor announcements, as they are in like manner to sponsorship.
- The full Broadcast Agreement/Contract (paid announcements and any bonus announcements) is agreed upon and signed by both parties (Sponsor Business and Authorised Station Representative).
- Sponsor to receive a copy of contract.
- The Sponsor is required to provide 2 weeks' written notice of any change to account details either in writing or via email.

15. **Promotional Sponsorship** is defined as:

- Short term e.g. 11 days.
- A Sponsorship Announcement targeting a particular event, or special activities etc.
- Meets Cooloola Christian Radio's Sponsorship Policy and our governing Codes of Conduct.
- Upon initial sign-off on Broadcast Agreement it is noted that the contract is Promotional Sponsorship in nature.
- This is also subject to review by the Station Manager and the Board of Management.

16. **Cancellation of Broadcast Agreement** shall be where upon the said Sponsor is in breach of their Broadcast Agreement with 91.5fm Cooloola Christian Radio.

17. A breach may include:

- Inability to pay outstanding accounts.
- Where it is found that the Sponsor's announcement is not factual, misleading and brings 91.5fm Cooloola Christian Radio into disrepute.

18. The cancellation of the Broadcast Agreement shall take effect immediately upon notification. The Sponsor will be billed to the end of that 2 week programming period.

19. Cooloola Christian Radio 91.5fm Management and Board of Management reserves the right to recover any additional fees and charges that are incurred during this time.

HISTORY:

Constitution, Adopted (20th November 2001)

This document is available upon request.

Mission statement January 2016.