



Community Radio VCA 88.5FM

All about us ...

88.5 FM is your community-based radio station, supporting the Swan Valley and surrounding districts. We've been part of the local landscape for over 16 years with the last 4 years experiencing significant growth in both audience numbers and variety of show content.

We provide the opportunity for local business to promote their products and services, whilst informing and entertaining our community.

Recent enhancement to our facilities has seen an increase in our coverage within the City of Swan boundaries and beyond though an upgrade to our transmitter coupled with the expansion of our Ellenbrook studio.

In terms of audience, we have around 23,000 listeners and ever-growing. There's old school tuning in and streaming. We stream our program via Internet-Radio.com.

The streaming link is on our webpage www.885fm.com.au - from here you can also see the current schedule and details of the shows.

Broadcasting is 24/7 and the presenters all have their own special following. There's a wide range of demographics, drawn to those different presenters and genres which includes a variety of talk shows focussed upon health and wellness, community, real estate, sport and cars plus music styles of Rock, Pop, Jazz, Blues, Country & Western, Reggae and more.

As a community station run by the passion and dedication of our volunteers, we rely on the support of sponsors to assist us to meet our goal to provide a service that is uniquely the *Voice of the Valley*.

Our sponsorship rates are set low to enable any business to promote their services at times that best meets their target audience.

We'd love to have you on board as a special sponsor of Community Radio VCA 88.5FM.

For as little as \$10 a week you can promote your business and show support to your community.

Following are the package details and application form to complete and scan back. Should you have any queries or seeking assistance to tailor-make a sponsorship package for you, please don't hesitate to get in contact.

Thank you for your support,

The Sponsorship Team at VCA88.5FM

Email : sales@vcafm.com.au

Phone : 0403 497 312 or 9297 1088

www.885fm.com.au

www.facebook.com/radiovca88.5fm



Community Radio VCA 88.5FM

Sponsorship Packages

Robbie Rock DJ **BRONZE** Package @ \$10 per week

15 x grouped business name acknowledgements per week

eg 'Your community radio 88.5FM is proudly sponsored by xxx business, xxx business and xxx business'

12 weeks @ \$120 total

26 weeks @ \$260 total

52 weeks @ \$520 total

Weekdays	2 x promo daily (1 between 6am-midday & 1 between midday-6pm)
Weekend	1 x promo weekly Sat between 6am-6pm & 1 x promo weekly Sun between 6am-6pm
Evenings	3 x promo weekly between 6pm-midnight

Johnny Cash **SILVER** Package @ \$15 per week

17 x 15second recorded promos per week

10 x 15second weekday daytime promo AND 3 x 15second weekend promo AND 4 x 15second night time promo

3 months @ \$180 total	13 weeks on air	(pay 12 weeks, get 1 week free)
6 months @ \$360 total	26 weeks on air	(pay 24 weeks, get 2 weeks free)
12 months @ \$720 total	52 weeks on air	(pay 48 weeks, get 4 weeks free)

Abba **GOLD** Package @ \$25 per week

15 x 30second recorded promos per week

7x 30second weekday daytime promo AND 4x 30second weekend promo AND 4x 30second night time promo

3 months @ \$300 total	13 weeks on air	(pay 12 weeks, get 1 week free)
6 months @ \$600 total	26 weeks on air	(pay 24 weeks, get 2 weeks free)
12 months @ \$1200 total	52 weeks on air	(pay 48 weeks, get 4 weeks free)

Beatles **PLATINUM** Package @ \$30 per week

18 x 30second recorded promos per week PLUS bonus

10x 30second weekday daytime promo AND 4x 30second weekend slots AND 4x 30 second night time slots

AND Platinum BONUS ...

Includes recording 2 versions of your 30 second promotion to alternate between for the duration of your agreement

3 months @ \$390 total	13 weeks on air	(pay 12 weeks, get 1 week free)
6 months @ \$750 total	26 weeks on air	(pay 24 weeks, get 2 weeks free)
12 months @ \$1500 total	52 weeks on air	(pay 48 weeks, get 4 weeks free)

Each package includes :

- Acknowledgement of your sponsorship on our webpage and Facebook page
- Adhoc live presenter acknowledgement of your sponsorship
- The opportunity to be a special guest on one of our shows

\$30 one-off production service fee applies per sign up & minimum 12 weeks agreement



Enhance your Exposure with VCA 88.5FM!

Choose targeted sponsorship
OR
Add any of these to a package

- **WEATHER SPONSOR** \$2 per segment per day OR \$10 per week for 5x weekday weather segments
'Today's weather brought to you by station sponsor XXX business.'
- **SHOW SPONSOR** per hour 3 mentions @ \$5 per hour per show per week
 1. This xxx show is brought to you by xxxxx, station sponsor
 2. During show – 1 x 30 second promo aired
 3. This xx show was brought to you by xxx, station sponsor

WHOLE SHOW SPONSORSHIP eg 3 hour show @ \$15 per week (Purchase each hour of a show as above)
*Please note this is **not** exclusive, other sponsors promotions of 15-30 seconds will also play within each hour*

- **EXCLUSIVE SHOW SPONSORSHIP** can be purchased – rate to be negotiated based on the show or presenter you choose. *No other sponsor promotions will play for the duration*
- **SPECIFIC EVENT PROMOTION** Adhoc live promotion @ \$10 per week (no minimum applies)
- **ALTERNATING PROMOS** additional \$30 per sign up
Recording 2 versions of your 15-30second promo to alternate for duration of agreement
**included in Platinum package*

OR Tailor-make your own package

Monday-Friday		Weekdays Daytime	\$2 per 30 second promotion OR \$1 per 15 second promotion
Breakfast	=	6am-9am	
Morning	=	9am – midday	
Noon	=	Midday – 3pm	
Afternoon	=	3pm-6pm (drivetime)	
Saturday & Sunday		Weekends Daytime	\$2 per 30 second promotion OR \$1 per 15 second promotion
Breakfast	=	6am-9am	
Morning	=	9am – midday	
Noon	=	Midday – 3pm	
Afternoon	=	3pm-6pm	
Monday-Sunday Night Time			\$1 per 30 second promotion OR \$1 per 2x 15 second promotion
Evening	=	6pm – 9pm	
Night	=	9pm – midnight	
Late	=	midnight – 6am	

Your tailor made package includes :

- Acknowledgement of your sponsorship on our webpage and Facebook page
- Adhoc live presenter acknowledgement of your sponsorship
- The opportunity to be a special guest on one of our shows

Notes :

- The recording and production of your 15 or 30 second promotion is a **flat fee of \$30** per sign up
- Combination of 30second and 15second promos is permitted – additional \$30 production fee applies
- A minimum of \$10/week and minimum of 12 week sign up applies.
- A 15 second promo is approx. 25-30 words and mentions your business name, location/contact details
- A 30 second promo is up to 80 words and highlights what your business offers plus location/contact details