



**Community Radio VCA 88.5FM**

## **SPONSOR AGREEMENT**

This agreement is between RADIO VCA 88.5 FM (the station) of *Suite 5, 46 Coolamon Blvd, Ellenbrook WA 6069*  
*and*

Sponsor's Business Name : .....

Name of contact : .....

Postal Address : .....

Email Address : .....

Phone : .....

*If part of a community group, corporate body, or common collective group.*

Position Held: .....

### **Sponsorship package – please tick one or more :**

- |  |  |  |
|--|--|--|
| <input type="radio"/> Bronze Package           | <input type="radio"/> Silver Package         | <input type="radio"/> Gold Package       |
| <input type="radio"/> Platinum Package         | <input type="radio"/> Exclusive show sponsor | <input type="radio"/> Whole show sponsor |
| <input type="radio"/> Show sponsor (1hr)       | <input type="radio"/> Weather sponsor        | <input type="radio"/> Alternating promos |
| <input type="radio"/> Specific event promotion | <input type="radio"/> Tailor-made package    |  |

*Please complete schedule form*

\$\_\_\_\_\_ per week for a period of \_\_\_\_\_ weeks

**Plus**

Production service fee : 1 x \$30.00

**I agree to pay, in advance, the sum of \$ \_\_\_\_\_ total**

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Signature of Sponsor

Dated \_\_\_\_\_

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Signature of VCA 88.5 FM representative

Dated \_\_\_\_\_

**Please allow 10 days from signed agreement for production and on-air commence date**



## Community Radio VCA 88.5FM

### The Fine Print

- Initial production is included in your one-off \$30 per sign up fee
- Changes to the promotion within 1-month time frame may incur additional expense
- Recording of a 2<sup>nd</sup> version of your promotion to alternate for the duration is additional \$30
- Packages are payable in full in advance (payment instalments by arrangement only)
- Cancellation of packages can be done at any time
- We reserve the right to restrict sponsorship content/timings based on advertising standards and community benefit. Typically, tobacco (or substitutes) cannot be promoted, content with adult themes may be restricted to when they can be aired
- We will remove sponsorship promotion (both on-air and through our social media) should a sponsor have outstanding payments owing
- Please allow 10 days from signed agreement for content production and on-air commence date
- You may assist in the production or provide your own content (subject to our code of conduct)
- Failure by us to transmit your sponsorship message, will only be compensated by meeting our agreed transmission times and frequency. This is intended to cover the unlikely technical issues that may occur
- We reserve the right to include sponsorship promotion to additional times outside the agreement, at no cost to the sponsor
- Whilst we agree to meet your requests for timings, and will endeavour to match your request, we reserve the right to time shift sponsors recognition to other time slots to assist with programming schedules (we are bound by the regulator ACMA as to the maximum length of sponsorship in any one hour).
- We endeavour to have a fair use policy, while we promote non-competitive products in our timing groupings (such as 2 plumbers in the same time slot), and this may impact on the scheduling of your promotion
- You can request specific groupings, which we will endeavour to meet your request, alternatively you agree to our judgement as to how the groupings best fit the community outcome
- Weather sponsorship & 1 hour segment/whole show/exclusive show sponsorship is subject to availability - first in basis
- Minimum package duration is 12 weeks



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### Tailor-made package slot requests

*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

**Weekdays**    1 tick = 30seconds @ \$2/tick    OR 1 star (\*) = 15seconds @ \$1/star

(A)	Breakfast : 6am -	Morning : 9am-	Noon : midday -	Afternoon : 3pm-
Mon				
Tue				
Wed				
Thu				
Fri				

**Weekends**    1 tick = 30seconds @ \$2/tick    OR 1 star (\*) = 15seconds @ \$1/star

(B)	Breakfast : 6am -	Morning : 9am-	Noon : midday -	Afternoon : 3pm-
Sat				
Sun				

**Evenings**    1 tick = 30seconds @ \$1/tick    OR 1 star (\*) = 15seconds @ \$50c/star

(C)	Evening : 6pm -	Night: 9pm-	Late : midnight -
Mon			
Tue			
Wed			
Thu			
Fri			
Sat			
Sun			

TOTAL WEEKLY	
(A)	\$
(B)	\$
(C)	\$
<b>A+B+C =</b>	<b>\$</b>
x _____ weeks =	
\$ _____ Total payable	

#### Your tailor made package includes :

Acknowledgement of your sponsorship on our webpage & 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.