



## 5.0 ADVERTISING, SPONSORSHIP AND MARKETING

### APPLICATION

This policy applies to all management, volunteers and guests of volunteers (collectively referred to within this Policy as 'Volunteers of Ellenbrook Community Radio (inc) (referred to within this Policy as Ellenbrook Radio) and outlines Ellenbrook Radio's intended use of advertising and marketing material.

This Policy may also apply to contractors and consultants, and be referred to within their contract letter of engagement.

The image and reputation of Ellenbrook Radio is determined in part by the way in which the name and logos are being used. The name and logos should not be used in a manner that may reflect negatively on Ellenbrook Radio in the course of, or in connection with their engagement.

Ellenbrook Radio expects all communication, promotions and marketing activities to consolidate and promote the image of the radio station. All material shall be used so as not to bring Ellenbrook Radio into disrepute.

Violation of this policy could result in disciplinary action specified in **GENERAL PRINCIPLES**.

### ADVERTISING AND PROMOTION

Prior to conducting or producing any marketing or promotional material, the Volunteer will obtain the written approval of the Committee of Ellenbrook Radio with respect to marketing and promotional material that may include, but is not limited to:

- a) Business cards
- b) Printed Material
- c) Facebook or other websites
- d) Publicity Media
- e) Content, frequency and times of appearance

All advertising and promotion by the Volunteer must be completely factual and shall conform to the highest standards of ethical advertising and to policies prescribed by Ellenbrook Radio.

Prior to using any advertising, promotional material or plans including but not limited to print, radio, television or other media ("Ad Materials"), the Volunteer must submit copies of all Ad Materials to The Committee of Ellenbrook Radio for approval.

If Ellenbrook Radio does not approve any such Ad Materials, the Volunteer must immediately discontinue further use of that material or plan and is responsible for the destruction of all remaining material.

The Volunteer acknowledges that Ellenbrook Radio is the sole and exclusive owner of all Materials that result from advertising or promotional programs developed pursuant to this policy and any goodwill established thereby shall insure to the exclusive benefit of Ellenbrook Radio

**Signed**

Nicholas Antartis

**Chairman**

11 May 2021