



# ADVERTISING, SPONSORSHIP & MARKETING POLICY

## 1. Introduction

Ellenbrook Community Radio (Inc) trading as Radio VCA88.5FM (Radio VCA88.5FM) recognises the brand and reputation of Radio VCA88.5FM 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 Radio VCA88.5FM in the course of, or in connection with their engagement. Radio VCA 88.5FM expects all communication, promotions and marketing activities to consolidate and promote the brand of the radio station. All material shall be used so as not to bring Radio VCA88.5FM into disrepute. We will not broadcast more than 5 minutes of sponsorship announcements in a one hour.

## 2. Purpose

This policy outlines the principles and standards governing all advertising, sponsorship, and marketing activities conducted by or on behalf of Radio VCA88.5FM. It aims to ensure transparency, integrity, and alignment with the Radio VCA88.5FM's values, mission, and legal obligations.

Our editorial decisions about the content and style of news and journalistic content, individual programs and overall programming will not be influenced by sponsors and we will avoid or adequately disclose any conflict of interest.

Sponsorship will not be a factor in deciding who can access broadcasting time. Any material under the Program Policy that is not suitable for broadcast also applies to sponsorship announcements.

Community information material or community promotional material is not taken to be the broadcasting of an advertisement.

## 3. Scope of Policy

This policy applies to all members, employees, contractors, partners, and third-party agencies engaged in the creation, approval, distribution, or funding of advertising, sponsorship, or marketing materials.

It covers:

- Social media and influencer marketing
- Event sponsorships
- Co-branded partnerships
- Promotional campaigns
- Internal and external communications
- Public relations activities

## 4. Definitions

- **Advertising:** Paid or unpaid communication intended to promote a product, service, event, or initiative
- **Sponsorship:** Financial or in-kind support provided in exchange for brand exposure, promotion, or association with an event, initiative, or entity
- **Marketing:** Strategic communication efforts to attract, retain, and engage audiences or customers

## 5. General Principles

### 5.1 Compliance

All advertising, sponsorship, and marketing efforts must:

- Comply with applicable local, national, and international laws.
- Adhere to industry standards and advertising codes.
- Avoid false, misleading, or deceptive claims.
- Comply with the current CBAA Codes of Practice.

### 5.2 Brand Integrity

- Activities must align with Radio VCA88.5FM's mission, values, and brand identity.
- Messaging must reflect accuracy, professionalism. And inclusiveness.
- Adhere to industry standards and advertising codes.

### 5.3 Audience Appropriateness

- All content must be suitable for the target audience.
- Age restrictions must be observed where applicable.

### 5.4 Ethical Standards

- Avoid exploitation, stereotyping, or discrimination.
- Do not promote or associated with content that is offensive, or in conflict with Radio VCA88.5FM's values.

## 6. Advertising Guidelines

- All advertisements must be approved by the Management Committee prior to publication.
- Ads must clearly distinguish paid content from editorial or organic content.
- Use of third-party platforms (e.g. Google Ads, Meta Ads) must follow platform policies and ensure

data privacy compliance.

- Claims (e.g. testimonials, statistics) must be substantiated and referenced.

## **7. Sponsorship Guidelines**

- Sponsorship proposals must be reviewed and approved by the Sponsorship Co-Ordinator.
- Sponsorship must not present a reputational risk or conflict of interest.
- A formal agreement must be in place outlining roles, benefits, terms and exit clauses.
- Exclusivity or category-specific sponsorship must be negotiated on a case-by-case basis.

### **Unacceptable sponsorship categories**

- Tobacco, vaping, alcohol or illegal drugs.
- Gambling or adult content.
- Or are aligned in the category '*material not suitable for Broadcast*' in the Program Policy.

## **8. Marketing Activities**

- Marketing campaigns must have clear goals, timelines, and measurable KPIs.
- Campaign content must be inclusive and respectful of cultural sensitivities.
- All data collected through marketing must comply with data protection regulations.
- Influencer partnerships must disclose sponsored content in accordance with advertising standards.

## **9. Use of Logos & Branding**

- External parties must receive written permission to use Radio VCA88.5FM's branding.
- All use of logos or trademarks must receive written permission from Radio VCA88.5FM.
- Co-branded materials must be reviewed by the Management Committee.

## **10. Social Media & Digital Platforms**

- All sponsored content must be clearly marked as such.
- Members, employees and partners acting as brand ambassadors must adhere to disclosure and conduct guidelines.
- Comments or engagement from audiences must be monitored and managed to prevent the spread of misinformation or harmful content.

This policy should be read in conjunction with the following policies, available on Radio VCA88.5FM's website:

- Presenter Conduct & Participation Policy
- Conflict of Interest Policy

- Social Media & Media Engagement Policy
- Program Policy
- Diversity
- Community Engagement Policy
- CBAA Codes of Practice

## 11. Consequences of Breaching this Policy

Breaches of this Policy may result in disciplinary action being taken up to and including termination of membership. Behaviour may also be reported to the relevant authorities where considered appropriate.

## 12. Policy Owner & Version Control

<b>Policy Owner</b>	Ellenbrook Community Radio (Inc) t/a Radio VCA88.5FM: Secretary
<b>Next Review Date</b>	This Policy will be reviewed annually or following significant changes in legislation or station operations.
<b>Endorsed By</b>	

<b>Version</b>	<b>Status</b>	<b>Date Approved</b>	<b>Description/Sections Modified</b>
V2	Adopted	13 October 2025	Final Version