



SPONSORSHIP FORM

Bacchus Marsh Community Radio Inc (BMCRI) - ABN 54 805 151 186
sponsorship@apple985fm.com.au

SPONSOR'S DETAILS

Business or Sponsor Name:
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Trading as:
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ABN:

Nature / Type of Business:

Contacts

Contact Person 1:

Phone: Mobile:

Email:

Contact Person 2:

Phone: Mobile:

Email:

Addresses

Business: (No. & Street).....

Town/City: State: Post Code:

Postal if different: (No. & Street / PO Box)

Town/City: State: Post Code:

Email (please print neatly).....



SPONSORSHIP PRICE SCHEDULE & DETAIL

1. This is the fee structure effective as at the date of signing.
2. Fees may be subject to change after the contract has expired.
3. Core hours for scheduling Promos are between 6:00am and 10:00pm seven days per week and Promos will be broadcast seven days per week.
4. Standard Promo duration is 30 seconds.
5. All prices include written scripts, voice-overs, and production. Should they choose, Sponsors can provide their own written script for their Promo if they already have a 'business spiel'.

Sponsorship Package #	Period (Calendar Months)	Promos / Day	\$ / Period (+GST)	Inclusions
1	1 Month	4	\$100.00	
2	3 Months	4	\$250.00	
3	Six Months	4	\$350.00	
4	Twelve Months	4	\$600.00	
5	Twelve Months	4	\$900.00	One Outside Broadcast in store / at business per year.
6 - GOLD	Twelve Months	8	\$1,000	
7 – Special Promotional	One Day	4	\$35.00	
8 – Special Promotional	Two Days	4	\$60.00	
Rate for Individual 30 second Promos				
1. New sponsors & media promotions			\$7.00	GST inclusive
2. Existing sponsors & media promotions			\$6.60	GST inclusive

Please note the following:

1. The sponsorship Coordinator will contact you when the signed and completed forms have been received.
2. Once the agreement has been signed by both parties and monies received, a receipt will be issued.
3. The content, text and format of the sponsorship promotion will then be discussed, and a written script will be submitted to you for approval.
4. When the promotion is satisfactory to both parties, a recorded MP3 file will be produced before the first sponsorship announcement goes to air.
5. The first complete day that the Sponsor's Promos go to air will be the commencement date of the broadcast agreement. Either our Sponsorship



Coordinator or Treasurer will formally advise the Sponsor in writing of that date and the official commencement and end dates of our agreement.

- 6. As well as your daily on-air Promos, your business will be randomly promoted on our Facebook page and your Business Logo displayed on our website.
- 7. If you have any special promotions coming up and would like them promoted, please email details to initiate discussions to sponsorship@apple985fm.com.au

Conditions:

- 1. All sponsorship messages (Promos) must comprise a sponsorship 'tag', e.g. "sponsors of this station" or "proud sponsors of Apple 98.5 fm", at the end.
- 2. Copyrighted music (pop songs and jingles) can not be used in announcements, unless there is permission given from the copyright holder/publisher.
- 3. Sponsorship must be paid for, at least five (5) working days prior to commencement / continuation of announcements.
- 4. Sponsors must give a minimum of one (1) month's notice, in writing that, they do not wish to renew the agreement after its expiry date. If notice is not received, the sponsor will be billed for the period of broadcast until notice is received.
- 5. No refund will be available to the Sponsor after the campaign has commenced.
- 6. This agreement will not be altered unless requested in writing and approved by both parties.

AUTHORISATION DETAILS

I/We the undersigned, of

(insert Sponsor's name)

have read and agree with the conditions of sponsorship as outlined and hereby give authorisation for Bacchus Marsh Community Radio Inc (BMCRI), to Bill the above business for sponsorship negotiated.

Sponsorship Package selected:

Sponsor:Signature:

Station Manager/Sponsorship Coordinator for BMCRI:

Name:Signature:

Payment method: We accept cheques, EFT, and cash to an authorised Committee member. EFT is preferred. Details are included on your invoice.

Apple 98.5 FM thanks you for supporting your local community radio station.



PROMOTIONAL DETAILS

Name of Sponsor:

Details of Sponsorship / Script information:

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BMCRI Representative

Sponsor

I,

I,

On behalf of BMCRI

On behalf of

Do hereby approve the above content & format

Signature:

Signature:

Date:

Date: