

SPONSORSHIP ANNOUNCEMENTS GUIDELINES.

The objective of sponsorship is to provide an opportunity for members of the community to support the Station in a tangible way and in doing so, to provide a source of income for the Station.

All sponsorships will be publicly and prominently acknowledged but the nature and frequency of such acknowledgements is governed by the terms of the Broadcasting Services Act.

- Sponsorship announcements will specify the name, address, and general nature of the business or other activity of the sponsor and will include a linking tag, such as “Station sponsor”, “...are happy to support”
- Community Radio is limited to a total of 5 minutes of sponsorship announcements per hour.

Heritage FM Incorporated also has some in-house rules.

- The airplay of sponsorship announcements will be decided by the Program Scheduling Team (PST)
- All sponsorship announcements are subject to a Sponsorship Agreement which will be signed by the client and an authorised representative of Heritage FM Incorporated and which will specify the agreed content of the sponsorship announcement and the frequency of its airplay in return for the agreed financial support according to the published rate card, or by a special arrangement as approved by the Board.
- The Sponsor’s preferred time slot or program context is taken into account in airplay decisions but all programming decisions rest with the PST, subject to appeal to the Board.
- GST is not included on the official rate card
- Production costs are extra unless specified in the agreement
- Each spot represents approximately 30 seconds of sponsorship
- Sponsorship announcements will be played in the general run of the station
- Individual packages based on Company budget can be arranged
- Recovery costs of any outstanding monies to be paid by Sponsor
- Cancellations will only be accepted if notified in writing within 28 days
- All payments to be made in full prior to broadcast of announcements, in monthly allotments.

Yours faithfully

Ivan Miles
Chairman
Committee of Management

Heritage FM Incorporated
Rate Card
33 Mills road West Gosnells WA 6110.
ph 9398 3100 email secretary@heritagefm.or



PACKAGES	DURATION	SPOTS	RATE	TOTAL	PRODUCTION COST
Nickle (New Clients Only) (1 Use Only)	6 Weeks	30 per week+10 Bonus Fill Spots	(\$50 pw Billed weekly) (\$1.67 per spot)	\$300.00 +GST	Includes 1 Free Production (In House)
Bronze	12 Weeks	26 per week + 8 Bonus Fill Spots	(\$50 pw Billed Weekly) (\$2.27 per spot)	\$600 +GST	+10 Script +\$20 voice +GST (In House)
Silver	26 Weeks	25 per week +10 Bonus spots	(\$39.73 pw Billed Weekly) (\$1.59 per spot)	\$1,033.00 +GST	\$10 Script +\$20 Voice +GST (In House)
Gold	52 Weeks	30 per week +Block Fill Bonus Announcements	(\$45.29 pw Billed weekly) (\$1.59 per spot)	\$2,355.00 +GST	Includes 2 Free Production (In House)
Platinum	104 Weeks	30 per week + Block Fill Bonus Announcements	(\$38.46 pw Billed weekly) (\$1.28 per spot)	\$4,000 +GST	Includes 2 Free Production (In House)
Copper (Events)	4 Weeks	20 per week + 5 Bonus Announcements	(\$62.50 pw Billed weekly) (\$3.12 per spot)	\$250 +GST	+10 Script +20 Voice +GST (In House)
Corporate Members	12 Months		2x daily business acknowledgements	\$150 pa.	Includes Production
Outside Broadcast	Daily During Event	As Negotiated	As Negotiated	As Negotiated +GST	

- ♥ **All payments to be made in full prior to broadcast of announcements, in monthly allotments.**
- ♥ Bonus spots only apply where payment is made in advance (Block fill means where empty spots occur in the hourly sponsorship programming your message will be included)
- ♥ Credit will only be given to pre-authorized accounts where conditions will apply.
- ♥ Sponsorship announcements will be played in the general run of the station .
- ♥ Recovery costs of any outstanding monies to be paid by the Sponsor
- ♥ The station has the facilities for producing high quality promotion to suit your needs.

Payments to:
Heritage FM Incorporated
Bendigo BSB 633000,
Account No. 130368335

or post to:
Heritage FM Inc.
PO Box 117, Gosnells WA 6990
Phone: 9398 3100

Heritage FM Incorporated
SPOSNSORSHIP APPLICATION
Please **PRINT, COMPLETE IN FULL** & email to
secretary@heritagefm.org



Quoted Package		\$	Number of sponsorships per week:
Production	Scripting of sponsorship	\$	
	Voicing (once only cost) <input type="checkbox"/> Male voice <input type="checkbox"/> Female voice <input type="checkbox"/> Male & Female voice <input type="checkbox"/> Other requirements: _____	\$	<input type="checkbox"/> Voiced by Station Announcers <input type="checkbox"/> Voiced by Commercial Production staff
	Total Expected Costs:	\$ +GST	

To be advised on completion of Voicing

Date to commence broadcast:		Date to complete broadcast:		Total no of weeks:	
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Client Signature		Date Signed	
On behalf of (Company name)			
Name of person to contact		Email:	
Phone Number:		Fax:	
Postal Address:	_____	Suburb:	Post code:
		_____	_____

Office Use

Heritage FM Inc. Representative: BUSCOM chair <Signature>		Date accepted & Authorised	
Scripted by		Voiced by	
Scheduled by		Entered by Bookkeeper	