

Heritage FM Inc.

GUIDELINES FOR SPONSORSHIP

Sponsorship provides 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 Association.

The nature and frequency of such acknowledgements is governed by the terms of the Broadcasting Services Act.

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

Heritage FM Inc. also has some in-house rules.

- The airplay of sponsorship announcements will be decided by the Programming/Scheduling Committee (PSCoM) as per ‘run of station’ requirements.
- All sponsorship announcements are subject to a Sponsorship Agreement which will be signed by the client and an authorised representative of Heritage FM Inc. Each 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.
- The Sponsor’s preferred time slot or program context is taken into account in airplay decisions but all programming decisions rest with the PSCoM, subject to appeal to the Committee of Management.
- 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
- Individual packages based on Company budget can be arranged and approved by the Committee of Management.
- 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, (or in monthly or previously agreed allotments).

Yours faithfully

Lisa Griffiths
Chairperson
Committee of Management

**Heritage FM Inc.
Rate Card**



♥ All payments to be made in full prior to broadcast of announcements

PACKAGES	DURATION	SPOTS	RATE	PRODUCTION COST	TOTAL
Nickel (New Clients Only) (1 Use Only)	6 Weeks	30 per week+10 free Bonus Fill Spots	\$50 Cost per week (\$1.67 per spot)	Includes 1 Free Production (In House)	\$300.00 + GST
Bronze	12 Weeks	26 per week + 8 free Bonus Fill Spots	\$50 Cost per week (\$1.92 per spot)	+10 Script +\$20 voice (In House if requested)	\$600.00 + production + GST
Silver	26 Weeks	25 per week +10 free Bonus spots	\$39.73 Cost per week (\$1.59 per spot)	\$10 Script +\$20 Voice (In House if requested)	\$1033.00 + production + GST
Gold	52 Weeks	30 per week + free Block Fill Bonus Spots	\$45.29 Cost per week (\$1.51 per spot)	Includes 2 x Free Production (In House)	\$2355.00 + GST
Platinum	104 Weeks	30 per week + free Block Fill Bonus Spots	\$38.46 Cost per week (\$1.28 per spot)	Includes 2 x Free Production (In House)	\$4000.00 + GST
Copper (Events)	4 Weeks	20 per week + 5 free Bonus Spots	\$62.50 Cost per week (\$3.12 per spot)	+10 Script +20 Voice (In House if requested)	\$250.00 + production + GST
HFM Program Sponsor (based on 1 hour weekly program)	12 months (2 x 6 months payments)	2 x spots per hour during sponsored program + Corp. mem'ship ads daily	\$260.00 Cost per 6 months (\$5 per spot each week). Non-refundable	+10 Script +20 Voice (In House if requested)	1 x \$150.00 + 2 x \$260.00 + production + GST
Corporate Members	12 Months		2x daily business acknowledgements	Includes production	\$150 pa.
Outside Broadcast	Daily During Event	As Negotiated	As Negotiated	As Negotiated +GST	

- ♥ 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)
- ♥ The station has the facilities for producing high quality promotion to suit your needs.

Payments to:

Heritage FM Inc. Bendigo BSB 633000, Account No. 130368335

OR - post to: Heritage FM Inc.
PO Box 117, Gosnells WA 6990

Heritage FM Inc.
SPONSORSHIP APPLICATION
 Please **PRINT, COMPLETE IN FULL** & email to
buscom@heritagefm.org

Quoted Package		Number of sponsorships per week:	AMOUNT
Production	Scripting of sponsorship - \$10		\$
	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 (\$20) <input type="checkbox"/> Voiced by Commercial Production staff (\$99)	\$ Or \$
	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:	Web address	

Office Use

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