

# SPONSORSHIP PACKAGES

## 101.9 COASTFM AND YOUR BUSINESS: SUPPORTING THE YOUTH OF CAIRNS AND NORTHERN BEACHES

Radio reaches your customers – at work, at home and in cars.

- 101.9 CoastFM reaches 41 396\* potential customers in our broadcast area
- Each week 83% of the population listens to radio, 26% of the population listens to community radio\*\*
- Each month, 91% of the population listens to radio, 54% of the population listens to community radio\*\*

101.9 CoastFM is a community radio station:

- With dedicated listeners in the Cairns and Northern Beaches area.
- A radio station which abides by the Community Broadcasting Codes of Practice.
- Has no more than 5 minutes of sponsorship per hour... your business will be heard, and not buried in wall to wall advertising

***Remember, when planning your campaign, that radio listening is a passive activity, so sponsorship requires repetition in order to maximise its chances of your message being recalled.***



***CoastFM takes this into account and bases sponsorship on broadcast spots and logo placement. CoastFM sponsorship is an economical and cost effective way for your business message to be heard. It's all about local businesses, talking to local people and there is no better way to do this than through a local radio station***

\*based on census figures for 2006

\*\*based on the McNair survey for the Community Broadcasting Association of Australia 2010



# SPONSORSHIP AGREEMENT

Name:		Email:	
Organization/Business name			
Address		Postcode	
Phone		Mobile	

<input type="checkbox"/> BRONZE	DETAILS OF DISCOUNT FOR MEMBERS	
<input type="checkbox"/> SILVER	DETAILS OF PRIZES/GIVEAWAYS INCLUDING FREQUENCY OF DONATION	
<input type="checkbox"/> GOLD		
<input type="checkbox"/> PLATINUM	Please request a promotional design form for completion	
<input type="checkbox"/> DIAMOND <input type="checkbox"/> +BONUS	Please request a promotional design form for completion	
<input type="checkbox"/> SHOW SPONSOR	NAME OF SHOW/S TO SPONSOR INCLUDE DATES	

*CoastFM will forward an invoice for the amount indicated in the sponsorship packages section and selected above. Airtime will not commence until payment of invoice & authority to broadcast form has been returned.*

Smithfield Community Radio Association, trading as CoastFM, in exchange for sponsorship funding as outlined below, hereby agrees to provide the below mentioned business/organization with radio airtime and business promotion as selected below and outlined in the sponsorship packages section for 2013.

## Signatures

Business/organization: \_\_\_\_\_  
 Name: \_\_\_\_\_ Position: \_\_\_\_\_  
 CoastFM: \_\_\_\_\_  
 Name: \_\_\_\_\_ Position: \_\_\_\_\_

Office use only Invoice number _____ Payment confirmed <input type="checkbox"/> receipt number: _____
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