

Your Live & Local Community Radio Station



152 Curlewis St, Swan Hill VIC 3585

03 5032 5991

Sponsorship Proposal

www.smartfm.org.au

Dear Sir / Madam,

99.1 Smart FM is a community-based radio station servicing the Swan Hill and Northern Mallee region. It is a community base radio station, run by the community, for the community. In all capacities of the organisation, volunteers fill all positions of management, committee members, technical support, announcers, front of house management, sponsorship management, and training.

Smart FM is a not-for-profit organisation and functions on sponsorship from the community businesses and applications of grants to organisations to maintain its functionality within the community and the broadcasting industry.

We offer a service area of a 60km Radius of Swan Hill plus our streaming services which is not only Swan Hill, Victoria but is Australia wide even worldwide.

As a bonus, in addition to our service of announcements on Air, we also offer acknowledgement on our social media of Facebook and our Website and newsletters, all sponsors and their details are posted on our website for the duration of their sponsorship agreement with 99.1 Smart FM at no extra charge.

I would like to offer this opportunity for you to join our local business sponsors of the 99.1 Smart FM Community radio station.

Your representative: _____

Sponsorship options

Listed our sponsorship opportunities for your consideration of joining our local business sponsors. Our sponsorship costings are based on weekly announcements with 4 weeks per month. I would now take this opportunity to explain them:

- Option 1.** 4 x 30 second sponsorship announcements between 7am to 7pm Monday to Friday. Total of 60 announcements per month @ \$200.00 per month or if you would like to pay a lump sum as a yearly payment of \$2000 (you save \$400 per year).
For an extra \$20 a month (or \$200 a year) you could have your exclusive program sponsorship with the program of your choice.
- Option 2.** 8 x 30 Second sponsorship announcements between 7am to 7pm, Monday to Friday, plus 4 x 30 Second announcements on Saturday and Sunday. Total of 164 announcements per month @ \$400.00 per month or if you would like to pay a lump sum as a yearly payment of \$4400 (you save \$400 per year).
For an extra \$20 a month (or \$200 a year) you could have your exclusive program sponsorship with the program of your choice.
- Option 3.** News or weather sponsor, 13 announcements between 7am & 7pm Monday to Friday. Total of 325 announcements per month @ \$600.00 per month or in you would like to pay a lump sum as a yearly payment of \$6600.00 (you save \$600 per year).
For an extra \$20 a month (or \$200 a year) you could have your exclusive program sponsorship with the program of your choice.
- Option 4.** Website and Facebook. For \$30 a month or \$300 per year (you save \$60 per year) your business would be promoted on our website at smartfm.org.au and your business would be promoted on our Facebook page SmartFM - Swan Hill Community Radio.

Exclusive programs for sponsorship listed below

Our newest option is the sponsorship of a Single program. You / your organisation / business will be known as the program sponsor during the program, this also includes announcements during the daily lead up to the program. These programs are as follows:

- | | |
|---|--|
| a. Breakfast Show – Monday to Friday 7am to 8.30am. | h. 2 x 2 with Margaret – Thursday Weekly 5-7pm |
| b. Mallee Music –Monday 9am to 12 noon | i. Country All sorts – Thursdays Weekly 7 – 9 pm |
| c. Aussie Country –Monday’s Weekly 6 - 8pm | j. Thank God it’s Friday – Fridays Weekly 7 – 11pm |
| d. Groovin’ with Glenno - Tuesday 6 - 8pm | k. Old School - Friday 12 noon – 3pm |
| e. Desi Vibes- Wednesday 5pm to 6pm fortnightly | k. Harmony Hub - Saturday’s Fortnightly 12 noon – 1.00pm |
| f. Beautiful Music - Wednesday’s Weekly 6.30 – 8pm | l. Classic Country – Sunday 9am to 12 noon |
| g. Mallee Music – Thursday 12 noon to 3pm | m. The Good, the Bad, the Ugly – Sunday 12 noon to 3pm |

I _____ representing _____

Agree to sponsorship option _____ for a period of 12 months 24 months or other _____

Sponsorship announcement to contain:

Your sponsorship announcement will be developed in conjunction with you and 99.1 Smart FM. It will be produced in the Studios of 99.1 Smart FM on Curlewis Street Swan Hill and I would accordingly invite you to participate in the announcement if you would like to do so.

I would like to make an appointment to discuss this sponsorship proposal with you at your convenience.

Please note that all options are based on a 12 Month contract and are paid monthly in advance. An invoice will be provided for your instalments or you may, if you choose to do so, pay the full amount on accepting the proposal and we will offer you bonus announcements at no extra charge.

I thank you for this opportunity to present this proposal to you, I look forward to our next favourable appointment.

Kind regards

Sponsorship Committee
99.1 Smart FM Community Radio
E: sponsorship@smartfm.org.au

Station Sponsors

