



## SPONSORSHIP POLICY

Policy number	04	Version	1.0
Drafted by	Steve Halloran and Joy Taylor	Approved by Board	2014
Responsible party	Board	Scheduled review	2017

### INTRODUCTION

The Board of 8CCC Community Radio Inc (8CCC) is committed to ensuring that its financial arrangements are carried out in an ethical manner.

### PURPOSE

The purpose of this policy is to establish the framework and guidelines for the creation of productive sponsorship arrangements between 8CCC and the private sector, including small businesses, corporations, foundations, individuals and other non-government organisations. It is recognised that sponsorship arrangements can provide important marketing support to potential partners of 8CCC while at the same time generate additional revenues to support 8CCC's mission and mandate.

### POLICY

The fundamental principles that shape 8CCC's relationships with sponsors are:

1. Sponsorship of 8CCC or of any symposium, project, program or event held by 8CCC, will not entitle any sponsor to influence any decision of the organisation.
2. 8CCC will not enter into any sponsorship arrangement with any corporation or organisation where the association with or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of 8CCC or adversely impact upon 8CCC's standing and reputation in the community.
3. 8CCC will accept sponsorships as an additional source of revenue generation provided that all sponsorship arrangements are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship arrangements must be consistent with existing 8CCC policies.
5. Individual presenters and members are not entitled to seek sponsorship on behalf of 8CCC without the written consent of the Board Of Management.
6. Presenters cannot accept gifts, products, services or payments from sponsors in return for promotion of a product, service or business.
7. 8CCC reserves the right to refuse any paid announcement.

### AUTHORISATION

Laurencia Grant Secretary	LG	Edan Baxter President	EB
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## SPONSORSHIP PROCEDURES

Procedures number	04-1	Version	1.0
Drafted by	Steve Halloran and Joy Taylor	Approved by Board	2014
Responsible party	Board	Scheduled review	2017

### RESPONSIBILITIES

The Board is responsible for the development and review of these procedures.

All 8CCC Board members and volunteers are required to adhere to these procedures and the relevant policy.

### PROCEDURES

- All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.
- All sponsorship relationships involving 8CCC must be identified and recorded for information purposes to encourage a donor-centered approach to revenue generation.
- All sponsorship announcements should be identified as such in accordance with the *Community Broadcasting Codes of Practice - Radio*.
- All sponsorship announcements will be recorded and clearly tagged with "... proudly sponsoring 8CCC Community Radio 102.1FM" or similar
- Naming rights associated with any sponsorship must be approved by the Board.
- All sponsorship arrangements will be embodied in written contractual agreements between 8CCC and the sponsorship partner in the format set out in Appendix A.
- No commercial enterprise shall be promoted by 8CCC outside a formal sponsorship arrangement.

### AUTHORISATION

Laurencia Grant Secretary	LG	Edan Baxter President	EB
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## Sponsorship Policy and Procedures

### APPENDIX A

sponsorship Rates 2014

Sponsorship Agreements 2014

r Standard

r Contra



8CCC Community Radio Inc: The oldest community-run broadcaster - 102.1fm in Alice Springs & Tennant Creek

	1 month	3 months	6 months	12 months
<b>RiverGum Package</b>				
<b>3 spots per week</b>	\$60.00	\$170.00	\$330.00	\$620.00
Scheduling	(1 x breakfast, morning, arvo OR eve) run 3 days a week	(1 x breakfast, morning, arvo OR eve) run 3 days a week	(1 x breakfast, morning, arvo OR eve) run 3 days a week	(1 x breakfast, morning, arvo OR eve) run 3 days a week
Production Fee	\$200.00	\$200.00	\$200.00	\$200.00
Membership Included	No	No	Yes	Yes
Contra Available?	No	No	Yes	Yes
Off-Peak Bonuses (per week)	0	0	0	0
	<b>\$260.00</b>	<b>\$370.00</b>	<b>\$530.00</b>	<b>\$820.00</b>
<i>(saving)</i>	-	5.56%	8.33%	13.89%

	1 month	3 months	6 months	12 months
<b>Corkwood Package</b>				
<b>7 spots per week (1 per day)</b>	\$150.00	\$430.00	\$800.00	\$1,000.00
Scheduling	(1 x breakfast, morning, arvo OR eve) run 7 days a week	(1 x breakfast, morning, arvo OR eve) run 7 days a week	(1 x breakfast, morning, arvo OR eve) run 7 days a week	(1 x breakfast, morning, arvo OR eve) run 7 days a week
Production Fee	\$200.00	\$200.00	\$200.00	\$200.00
Membership Included	No	No	Yes	Yes
Contra Available?	No	No	Yes	Yes
Off-Peak Bonuses (per week)	0	1	2	7
	<b>\$350.00</b>	<b>\$630.00</b>	<b>\$1,000.00</b>	<b>\$1,200.00</b>
<i>(saving)</i>	-	4.44%	11.11%	44.44%

	1 month	3 months	6 months	12 months
<b>Ironwood Package</b>				
<b>14 spots per week (2 per day)</b>	\$300.00	\$850.00	\$1,300.00	\$1,800.00
Scheduling	(2 x breakfast, morning, arvo OR eve) run 7 days a week	(2 x breakfast, morning, arvo OR eve) run 7 days a week	(2 x breakfast, morning, arvo OR eve) run 7 days a week	(2 x breakfast, morning, arvo OR eve) run 7 days a week
Production Fee	\$200.00	\$200.00	\$200.00	\$200.00
Membership Included	No	No	Yes	Yes
Contra Available?	No	Yes	Yes	Yes
Off-Peak Bonuses (per week)	0	2	4	14
	<b>\$500.00</b>	<b>\$1,050.00</b>	<b>\$1,500.00</b>	<b>\$2,000.00</b>
<i>(saving)</i>	-	5.56%	27.78%	50.00%

	1 month	3 months	6 months	12 months
<b>Acacia Package</b>				
<b>35 spots per week (5 per day)</b>	\$600.00	\$1,500.00	\$2,500.00	\$4,000.00
Scheduling	5 spots over the day (B/F, morning, lunch, afternoon, eve), run 7 days per week	5 spots over the day (B/F, morning, lunch, afternoon, eve), run 7 days per week	5 spots over the day (B/F, morning, lunch, afternoon, eve), run 7 days per week	5 spots over the day (B/F, morning, lunch, afternoon, eve), run 7 days per week
Production Fee	\$200.00	\$200.00	\$200.00	\$200.00
Membership Included	No	No	Yes	Yes
Contra Available?	Yes	Yes	Yes	Yes
Off-Peak Bonuses (per week)	0	2	4	14
	<b>\$800.00</b>	<b>\$1,700.00</b>	<b>\$2,700.00</b>	<b>\$4,200.00</b>
<i>(saving)</i>	-	16.67%	30.56%	44.44%

**Notes:**

1. All spots are 35 secs unless otherwise negotiated
2. 8CCC will honour existing agreements - but reserves the right to update rates at any time.
3. 8CCC Community Radio Inc Sponsorship Policy meets the requirements of the Broadcasting Services Act 1992 and The Community Radio Code of Practice. See sponsorship guidelines document.

# 8CCC Sponsorship Agreement 2014



## SPONSOR DETAILS:

Contact Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

## SPONSORSHIP SELECTION:

### Package:

RIVERGUM  
PACKAGE

CORKWOOD  
PACKAGE

IRONWOOD  
PACKAGE

ACACIA  
PACKAGE

### Duration:

1 MONTH

3 MONTHS

6 MONTHS

12 MONTHS

### Audio Production Required?

Yes

No

Other (Please enter details in comments)

### Other Commitments/Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TOTAL (INC GST): \$

This is a contra proposal.

(If a contra proposal, please fill out details overleaf).

## SIGNED:

CLIENT.....DATE.....

8CCC FM .....DATE.....

(SPONSORSHIP WILL COMMENCE FROM DATE OF ANNOUNCEMENT FINALISATION)

**8CCC Sponsorship Agreement 2014**

**CONTRA DETAILS:**

(Please fill in only if proposing to pay to by contra)

**In return for the sponsorship package (as detailed overleaf) our business is committed to providing 8CCC with the following:**

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**ESTIMATED TOTAL VALUE (INC GST):** \$

Please send an invoice of corresponding amount to:

**8CCC Community Radio Inc**

***Post:***

PO BOX 4185  
Alice Springs NT 0871

***Email:***

accounts@8ccc.com.au