

# Radio Dungog

ABN: 44-248-038-822

Postal Address: PO Box 1079, Dungog 2420

Phone: 02 4992-2313 Email: listen@radiodungog.com.au Website: radiodungog.com.au

## SPONSORSHIP FORM

(July 1, 2020 to June 30, 2021)

The following is a list of Sponsorship options. Please indicate your preference and fill in the details below.

	REGULAR: 5 x 15 second spots per day for 12 months (billed quarterly in advance)	\$135
	REGULAR: 5 x 15 second spots per day for 12 months (billed annually in advance)	\$450
	REGULAR: 5 x 30 second spots per day for 12 months (billed quarterly in advance)	\$270
	REGULAR: 5 x 30 second spots per day for 12 months (billed annually in advance)	\$900
	CASUAL: 10 x 30 second spots per day for 1 month (billed monthly in advance)	\$150
	Rotation of up to 5 messages in a single slot as above (billed quarterly in advance)	\$30
	Rotation of up to 5 messages in a single slot as above (billed annually in advance)	\$100
	Production of sponsor script and message with local voice (each)	\$15
	Production of sponsor script and message with production company voice (each)	\$65
	Other	

**Please Note:** All sponsorships must be paid in advance prior to going to air.

### Business Information

Business Name

Type Of Business

Contact Name

Address

Phone

Mobile

Email Address


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Signed (Business)

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Signed (Radio Dungog)

OFFICE  
USE

Sales

Treasurer

Technical

Record  
Keeping

Community Radio - staffed and operated by volunteers you know

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## CREATIVE BRIEF

If you need more room, write on the attached notes page

What is the aim for this sponsorship?

Selling

Branding/Awareness

Special Offer

<b>Objective</b>	What must this sponsorship achieve for the business? (not just “make more money”)
<b>Message</b>	In 5 words or less, what is to be the single message of the sponsorship?
<b>Unique Selling Point</b>	We know the business offers “friendly service”, tell us one more thing that defines the business differently to the opposition
<b>Single Benefit</b>	What problem does the business’ product or service solve for the customer?
<b>Call to action</b>	<p>How should the react or feel after the sponsorship?</p> <p>Phone the business <input type="checkbox"/> Visit the business <input type="checkbox"/> Have “top of mind” awareness <input type="checkbox"/> customer hearing <input type="checkbox"/></p> <p>Other? (please specify)</p>
<b>Customer</b>	Who are we talking to? Describe the customer (e.g 18yo girl who likes clothes)
<b>Style/Tone</b>	How does the business want to be portrayed in the sponsorship?
<b>Wait!</b>	What details must be included? (“the compulsory items you can’t leave out”) e.g. Slogan, Tag Line, Terms & Conditions, LMCT Number, Competition Registration Numbers
<b>Additional Info</b>	Please provide any other background information about the business. (this will not be included in the sponsorship announcement)

Please enter any more information you would like to include about your business/products. You can write your own script here. Each script must end with a sponsor tag saying “Sponsor message”. (Word timing: 25 words = 10 seconds; 35 words = 15 seconds; 50 words = 20 seconds; 75 words = 30 seconds)

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