



12 Brown St Dungog NSW 2420  
 PO Box 1079 Dungog 2420,  
 Email: [email@radiodungog.org](mailto:email@radiodungog.org)  
 Phone: 02 499 22 313  
 ABN: 44 284 038 822

## SPONSORSHIP FORM

(July 1, 2021 to June 30, 2022)

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

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## Information

Business Name

Type Of Business

Contact Name

Address

Phone

Mobile

Email Address

Signed (Business)

Signed (Radio Dungog)

OFFICE  
USE

Sales

Treasurer

Technical

Record  
Keeping

## 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?   |
|                             |  |



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|                        |   |   |   |                                  |
|------------------------|---|---|---|----------------------------------|
| <b>Call to action</b>  | How should the customer react or feel after the sponsorship?  | <input type="checkbox"/> Visit the business | <input type="checkbox"/> Have "top of mind" awareness | <input type="checkbox"/> hearing |
|                        | Phone the business  |   |   |                                  |
|                        | Other? (please specify)   |   |   |                                  |
| <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")<br>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.<br>(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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Please enter any more information you would like to include about your business/products

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