



Sponsorship Kit

About Fraser Coast FM107.5

Fraser Coast FM 107.5 is a not for profit community radio station situated in Hervey Bay, Queensland. The station is run entirely by unpaid volunteers and broadcasts live and local 24/7.

Fraser Coast Community Radio Inc. was incorporated in August 1992 and strongly embraces community engagement. Local community organizations participate in interviews and our Community Chest program keeps locals up to date with what is going on in their local area.

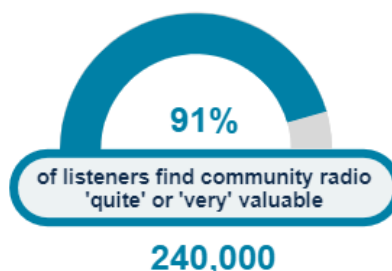
A wide range of music genres is broadcast with over 45 live to air programs each week. Australian Music content is a key feature as is new music. Our programs include Indigenous, Rock, Blues, Jazz, Country, World Music, Latin, Easy Listening and New Music.

The major **difference** between Fraser Coast FM107.5 and commercial radio is that we have a **maximum of 5 minutes of Sponsorship announcements per hour**. Your message will stand out and you are recognized as a community focused business providing local services!

What is Sponsorship?

Sponsorship is the term used by Community Radio stations for a promotional announcement. This may be simply to raise awareness of your business, or to promote a forthcoming event. Sponsorship is sold in “spots” – generally of 30 second duration.

Your promotional announcement can be either provided to the station or recorded by the station by our Production Team.



Demographics and Listener Profile

Our Broadcasting range is a 50km radius. Digital streaming knocks down those boundaries, expanding our reach to a greater audience.

The Fraser Coast region currently has a population in excess of 108,000 with 80% of the population being over age 15. Up to 40% of those are listening to Community radio. With over 43,200 potential listeners, there are plenty of reasons to get your message out on Fraser Coast FM107.5!

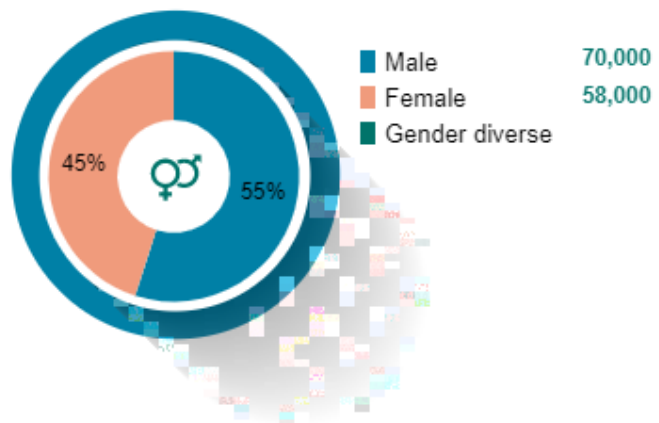
Community Radio Listener Profile



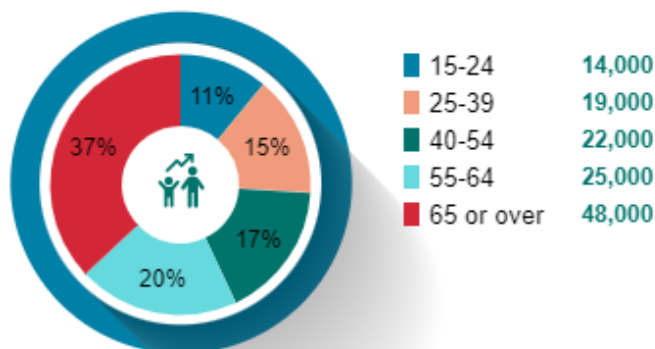
Source: CBAA Community Radio Listener Survey 2021W2*

*Based on Sunshine Coast demographics which are closest to Hervey Bay in Age and Gender

Gender Profile



Age Profile



Sponsorship Packages

Fraser Coast FM 107.5 offers various types of Sponsorship options.

Flat Rate Sponsorship

\$9.00 per 30 second spot.

Customised packages can be tailored to suit your business requirements.

Program Sponsorship

\$200 per month per program.

You will be recognized as Program Sponsor during the program and your 30 second promotion will be broadcast twice per hour during the show of your choice.

News Sponsorship

News sponsorships are limited and availability will depend upon bookings.

(Minimum 3 month contract)

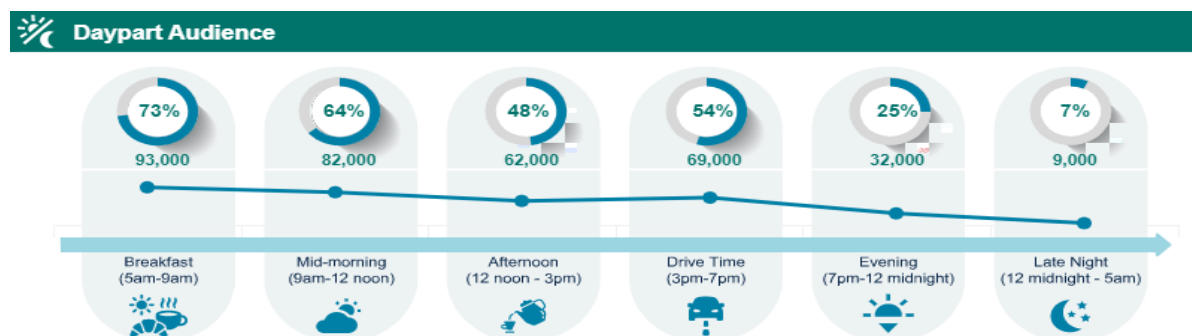
A 15 second promotion will be slotted between our News and Weather Report.

- ❖ 3 x 15 second spots x 7 days AM \$365 per mth
- ❖ 3 x 15 second spots x 7 days PM \$320 per mth
- ❖ 6 x 15 second spots x 7 days \$640 per mth

Exclusive News Sponsor \$1200 per month

(Minimum 3 month contract)

One 15 second promotion every hour of live broadcast between news and weather. (Excludes overnight Station Playlist).



Sponsorship Kit

Production Fee

There is a \$50 production fee for recording and programming of your script and a post production editing fee of \$25.00 for any changes to the agreed copy.

Agency Bookings

All Sponsorship rates are quoted **net** of agency commission/fees. These will be added to the invoice.

Prize Giveaway Sponsorship

Some of our Sponsors business also support the station by providing prizes or gift vouchers for givaway during competitions run by the station. Eg. trivia questions, Membership Radiothon and statiion fundraisers.

Operational Sponsors

This type of sponsorship involves the provision of goods or services (either directly or indirectly*) in return for recognition as a Station Sponsor. The type of goods or services may be things like:

- Office stationery and equipment
- Studio consumables and equipment
- Fuel (for our emergency generator)
- Maintenance - eg. Air-conditioning servicing

*Example of indirect sponsorship - Sponsor may provide a running account at a supplier- eg. \$xxx per month account with an office stationery supplier.

Outside Broadcasts \$100 per hour

Fraser Coast FM 107.5 is also available for Outside Broadcasts. This is an excellent way to promote your business. Great for special events, sales, open days, and celebrations.

Helpful tips for Preparing your Script

When writing your script, think about the key message you want to get out to your audience.

Remember, you have 15-30 seconds (depending on your contract) to get your point across. Keep it simple or you risk losing your audience.

- Keep the language clear and brief. Avoid “tongue twisters”.
- Engage the listener on a personal level.
- How does your product or service meet their needs?
- Motivate the listener – why should they use your business?
- Finish with a call to action.

Once you are happy with the content, record yourself speaking the script. This will give you an idea of how it will sound. Writing a script is very different to the usual writing style.

Consider the voice

Think about the voice you want to represent your business. Is it one of our presenters? Or do you have someone better suited.

Do you want a male or female voice? Do you want music behind the voiceover?*

**Bear in mind copyright restrictions.*

Booking your Sponsorship Promotion

Contact our Sponsorship team to discuss your booking. Generally, two weeks notice is required. This allows time for meeting with you (if necessary) review of your script, recording, approval and programming.

Payment

Terms of payment are payment of contract in full prior to broadcast of promotion.

Enquiries

sponsorship@frasercoast.fm Ph: 07 4128 1079

General Office email: info@frasercoast.fm

How Else Can you get involved?

Become a Member

Apply for Ordinary Membership. Ordinary Members are invited to participate in regular General Meetings and each adult financial member has one voting right.

Associate Membership

Not for Profit, community organisations and Charities can become Associate Members of Fraser Coast Community Radio Inc. Associate membership is \$70 per financial year.*

- Get your message out to the community; tell them about your organisation, the services you provide and promote your events.
- We will produce a recorded, promotional message for airplay on Fraser Coast FM.
- Associate members have easy access (by appointment) with our presenters for interviews about your organisation's special events.
- Submit event notices at least two weeks prior and our presenters will broadcast this as a Community Service Announcement to our listeners.

Apply online at <https://www.frasercoast.fm/get-involved/membership> or pop in to the station at 30 Halcro St, Pialba to pick up a membership application form.

*Members joining after 15th April are deemed to be financial until the end of the following financial year.

Volunteer

Our station is entirely run by volunteers. If you are interested in joining our fabulous team, you can apply online at <https://www.frasercoast.fm/get-involved/volunteer/> or pop in to the station to pick up an application form.

Volunteer opportunities include:

Radio Presenters	Sausage Sizzle Assistant
Presenter's Assistant	Cleaning
Production	Fund Raising
Programming	
Office Administration*	

*Note: All office roles require strong computer skills.

All volunteers are required to hold a Volunteer Blue Card.

Whilst volunteer positions are not always immediately available, we will contact you when something suitable arises. Contact us at 07 4128 1079 during office hours Mon-Thurs 9am-12noon.