

## SPONSORSHIP ANNOUNCEMENTS GUIDELINES.

The objective of sponsorship is to provide an opportunity for members of the community to support the Station in a tangible way and in doing so, to provide a source of income for the Station.

All sponsorships will be publicly and prominently acknowledged but the nature and frequency of such acknowledgements is governed by the terms of the Broadcasting Services Act.

- Sponsorship announcements will specify the name, address, and general nature of the business or other activity of the sponsor and will include a linking tag, such as “Station sponsor”, “...are happy to support”
- Community Radio is limited to a total of 5 minutes of sponsorship announcements per hour.

Heritage FM Incorporated also has some in-house rules.

- The airplay of sponsorship announcements will be decided by the Program Scheduling Team (PST)
- All sponsorship announcements are subject to a Sponsorship Agreement which will be signed by the client and an authorised representative of Heritage FM Incorporated and which will specify the agreed content of the sponsorship announcement and the frequency of its airplay in return for the agreed financial support according to the published rate card, or by a special arrangement as approved by the Board.
- The Sponsor’s preferred time slot or program context is taken into account in airplay decisions but all programming decisions rest with the PST, subject to appeal to the Board.
- GST is not included on the official rate card
- Production costs are extra unless specified in the agreement
- Each spot represents approximately 30 seconds of sponsorship
- Sponsorship announcements will be played in the general run of the station
- Individual packages based on Company budget can be arranged
- Recovery costs of any outstanding monies to be paid by Sponsor
- Cancellations will only be accepted if notified in writing within 28 days
- All payments to be made in full prior to broadcast of announcements, in monthly allotments.

Yours faithfully

**Ivan Miles**  
Chairman  
Committee of Management

# Heritage FM Incorporated

Rate Card

33 Mills road West Gosnells WA 6110.  
ph 9398 3100 email secretary@heritagefm.org



| Package                               | DURATION              | SPOTS  | Super-size   | TOTAL  | EXTRAS   |
|---------------------------------------|-----------------------|--|--|--|--|
| <i>Copper/<br/>Special<br/>Events</i> | 4 weeks               | <b>20</b> per<br>week + 5<br>bonus spots               |  | \$250<br>+GST<br>(\$62.50pw<br>\$2.50 per spot)    | + \$40 Script<br>+ \$50 Voice<br>+ GST                             |
| <i>Bronze</i>                         | 12 weeks              | <b>22</b> per<br>week + 8<br>bonus spots               |  | \$700<br>+ GST<br>(\$58.33pw<br>\$1.94 per spot)   | + \$40 Script<br>+ \$50 Voice<br>+ GST                             |
| <i>Silver</i>                         | 26 weeks              | <b>25</b> per<br>week + 10<br>bonus spots              | Or 13 weeks<br>double up. (50 per<br>week + bonus) | \$1,450<br>+ GST<br>(\$55.77pw<br>\$1.59 per spot) | + \$40 Script<br>+ \$50 Voice<br>+ GST                             |
| <i>Gold</i>                           | 52 weeks              | <b>35</b> per<br>week +<br>Block Fill<br>+ bonus spots | Or 26 weeks<br>double up. (70 per<br>week + bonus) | \$2,755<br>+ GST<br>(\$52.98pw<br>\$1.51 per spot) | <u>Includes</u><br><b>2 free</b><br><b>in-house</b><br>productions |
| <i>Platinum</i>                       | 104 weeks             | <b>30</b> per<br>week +<br>Block fill<br>+ bonus spots |  | \$4,000<br>+ GST<br>(\$38.46pw<br>\$1.28 per spot) | <u>Includes</u><br><b>4 free</b><br><b>in-house</b><br>productions |
| <i>Corporate<br/>Supporter</i>        | 12 Months             |  | 2 x daily business<br>acknowledgements             | \$150.00 +<br>GST pa                               | Includes<br>Production   |
| <i>Outside<br/>Broadcast</i>          | Daily during<br>Event | As<br>negotiated                                       | As negotiated                                      | As<br>negotiated<br>+ GST                          |  |

- ♥ **All payments to be made in full prior to broadcast of announcements, in monthly allotments.**
- ♥ Bonus spots only apply where payment is made in advance (Block fill means where empty spots occur in the hourly sponsorship programming your message will be included)
- ♥ Credit will only be given to pre-authorised accounts where conditions will apply.
- ♥ Each Spot represents approximately 30 seconds of sponsorship
- ♥ Sponsorship announcements will be played in the general run of the station
- ♥ Individual packages based on Company budget can be arranged.
- ♥ Recovery costs of any outstanding monies to be paid by the Sponsor
- ♥ The station has the facilities for producing high quality promotion to suit your needs.

**Payments to  
Heritage FM Incorporated,  
Bendigo BSB 633000, Account No. 130368335**  
or post to:  
Heritage FM Inc.  
PO Box 117, Gosnells WA 6990  
Phone 9398 3100

**Heritage FM Incorporated**  
**SPOSNSORSHIP APPLICATION**  
Please PRINT, COMPLETE IN FULL & email to  
[secretary@heritagefm.org](mailto:secretary@heritagefm.org)



|                |   |                |   |
|----------------|---|----------------|---|
| Quoted Package | _____   | \$             | Number of sponsorships per week:  |
| Production     | Scripting of sponsorship  | \$40.00        |   |
|                | Voicing (once only cost)<br><input type="checkbox"/> Male voice<br><input type="checkbox"/> Female voice<br><input type="checkbox"/> Male & Female voice<br><input type="checkbox"/> Other requirements:<br>_____ | \$50.00        | <input type="checkbox"/> Voiced by Station Announcers<br><input type="checkbox"/> Voiced by Commercial Production staff |
|                | <b>Total Expected Costs:</b>  | \$<br><br>+GST |   |

**To be advised on completion of Voicing**

|                             |  |                             |  |                    |  |
|-----------------------------|--|-----------------------------|--|--------------------|--|
| Date to commence broadcast: |  | Date to complete broadcast: |  | Total no of weeks: |  |
|-----------------------------|--|-----------------------------|--|--------------------|--|

|                             |  |             |            |
|-----------------------------|--|-------------|------------|
| Client Signature            |  | Date Signed |            |
| On behalf of (Company name) |  |             |            |
| Name of person to contact   |  | Email:      |            |
| Phone Number:               |  | Fax:        |            |
| Postal Address:             |  | Suburb:     | Post code: |
| _____                       |  | _____       | _____      |

Office Use

|  |  |                            |  |
|--|--|----------------------------|--|
| Heritage FM Inc. Representative:<br>BUSCOM chair <Signature> |  | Date accepted & Authorised |  |
| Scripted by  |  | Voiced by                  |  |
| Scheduled by   |  | Entered by Bookkeeper      |  |