

***‘Your Voice in the Valley’***

**2YAS**

Yass Community Radio Assn. Inc.

**Policy No. 11.**

**SPONSORSHIP**

**Background.**

Under the Broadcasting Services Act 1992, (BSA), Yass Community Radio Association Inc. is not permitted to broadcast advertising. Sponsorship, however, is permitted. The BSA outlines two key requirements of a sponsorship announcement.

1. Sponsorship content (paid) will be limited to five minutes in any hour.
2. Every sponsorship announcement will be clearly tagged.

The Board of Yass Community Radio Association Inc. is committed to ensuring that its financial arrangements regarding sponsorships, are carried out in an ethical manner.

**Purpose.**

The purpose of this policy is to ensure compliance with the BSA and Codes and also to give clear direction to Yass Community Radio Association Inc. regarding sponsorship. Also to establish the framework and guidelines Yass Community Radio Association Inc. will use for the creation of productive partnerships between this organisation and the private sector.

**Principles.**

1. Sponsorship of Yass Community Radio Association Inc of any symposium, project, programme or event, will not entitle any sponsor to influence any decision of Yass Community Radio Association Inc.
2. This organisation will not enter into any alliance or partnership with any corporation or organisation, where the association with the prospective partner or acceptance of the sponsorship would jeopardise the financial, legal or moral integrity of Yass Community Radio Association Inc. or adversely impact upon the organisation’s standing and reputation in the community.
3. Yass Community Radio Association Inc. will accept sponsorship, as an additional source of revenue generation, provided that all sponsorship alliances are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship alliances or partnerships must be consistent with existing Yass Community Radio Association Inc. policies.
5. Sponsorship will not be a factor in determining access to broadcasting time.
6. Editorial decisions affecting the content and style of individual programmes will not be influenced by programme or station sponsors.

**Policy.**

1. All sponsorship announcements will comply with the six key sponsorship conditions outlined above
2. Naming rights associated with any sponsorship must be approved by the Board.
3. All sponsorship arrangements shall be recorded and approved by the Sales Manager.
4. A sponsorship announcement which promotes tobacco or gambling will not be accepted
5. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
   1. promote the misuse of alcohol, or

b. be directed towards minors.

8. Individual presenters and members are not entitled to seek monetary gain by sponsorship of their programmes without the written consent of the Sales Manager and in terms of any conditions attached thereto. Under no circumstances may presenters accept gifts, products, services or payments in return for promotion of a product, service or business.

1. Yass Community Radio Association Inc. reserves the right to refuse any paid announcement which is not consistent with its ethos or may have detrimental legal implications.

**Responsibility.**

1. The Board is responsible for the implementation and review of this policy.
2. All Board members and volunteers are responsible for adhering to this policy.

**Right to Discontinue the Sponsored Programme or Event.**

When circumstances beyond the control of Yass Community Radio Association Inc. force the cancellation or substitution of a sponsored event or project, Yass Community Radio Association Inc. reserves the right to cancel without finding itself financially liable or in breach of contract, other than to a refund of an amount equal to the value of unplayed announcements.

**Limitation on using Yass Community Radio Association Inc’s. Name.**

Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative of, the other party.

**Pricing policy.**

1. Our prices must only be increased at an AGM, and when the CPI has accumulated close to a 5% rise, and should be adjusted to the nearest 5 cents.
2. We should set all of our pricing on the 30 second basic unit, which at the time of writing (2012/13) is $2.20
3. Priority announcements are double the base price.
4. Event package – 3 times the base price.
5. Show sponsorship – 2 times the base price.
6. Where it is necessary to have an announcement over the 30 second limit, the following chart suggests appropriate charges.

Up to 30 seconds (basic) $2.20

31 to 35 seconds $2.55

36 to 40 seconds $2.90

41 to 45 seconds $3.25

46 to 50 seconds $3.60

51 to 55 seconds $4.00

56 to 60 seconds $4.40

**Documentation.**

The following documents are to be used and are not to be altered in any way without first obtaining Board approval. Crucial wording and contractual arrangements are contained therein, which must be carefully considered before any change is made. Script, coloured thus, is of course necessary to be changed with each sponsor and with each change of Sales Manager. The copyright release form is to be used and will ensure that copyright stays with the Association.

**Authorisation**

This policy was adopted by the Board of Yass community Radio Association Incorporated, at its meeting held on 18 March 2013. .

**…………………………. …………………………………**

Secretary President

Yass Community Radio Assn. Inc.



# *‘Your Voice in the Valley’’*

**Yass Community Radio Association Inc. P.O. Box 51 Yass NSW 2582**

Phone: 62265266 Fax: 62265277

E-mail: [mail@yassfm.org](mailto:mail@yassfm.org) ABN 35 084 764 862 Mob 0477 648 947

**Sales Manager : Stuart Horsman**

**BUSINESS SPONSORSHIP ANNOUNCMENT REQUEST**

***Thank you for indicating your interest in becoming a sponsor. Please supply as much of the information requested below as you can and return the form to the Association.***

|  |  |  |  |
| --- | --- | --- | --- |
| **Business Name** |  | | |
| **Contact person** |  | **Best times** |  |
| **Telephone (b / h)** |  | **Fax** |  |
| **Mobile** |  | **Email** |  |
| **Phone (evenings)** |  | **ABN** |  |
| **Street Address** |  | | |
| **Postal Address** |  | | |
|  | | | |
| **Sponsorship Options attached**  **Indicate your requirements by ticking item below:**  **🞏 General**  **🞏 Priority**  **🞏 Show sponsorship**   * **Events** * **Other Negotiated Package** | | | |

**I ……………………………..………………….. (please print), am authorised to represent the business listed on this announcement request. I have provided accurate information to Yass Community Radio Association Inc. for use in the announcement. I acknowledge payment is required as confirmation of booking.**

**………………………………………………… (signature) ……/…………/…………….(date)**



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**Yass Community Radio Association Inc. P.O. Box 51 Yass NSW 2582**

Studio Phone: 62265266 Studio Fax: 62265277

E-mail: [mail@yassfm.org](mailto:yassfm@ruraloz.com.au) Mob 0477 648 047

**Short Term Sponsorship Agreement**

This agreement between –

Yass Community Radio Association Incorporated, Yassfm 100.3,

and

"the sponsor”

of

“address”

acknowledges and agrees to the following;  
  
**1.** The station agrees to provide airtime on its community broadcasting station Yassfm and to acknowledge the support and sponsorship of the Sponsor in consideration of payment as provided in this contract.  
**2.** Provision of airtime shall be for the broadcasting of sponsorship announcements.  
**3.** Rates for and details of sponsorship shall be as follows;

example  
One sponsorship announcement shall be broadcast at time/times on each of the following days- Monday, Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday each week. The charge for these announcements, including GST, is $15.40 per week for 13 weeks, totalling $200.20.  
Start date............. Finish date.............  
**4.** An invoice will be issued at the commencement of the contract and payment shall be made within seven days from the issue.

**5.** The wording and placement of sponsorship announcements will be subject to the Sponsor’s agreement before material is broadcast.  
**6.** The parties agree to comply with the provisions of the Broadcasting Services Act 1992.  
**7.** The Station agrees to use all reasonable care in the presentation of material supplied by the Sponsor.

Signed ............................................. Signed..............................................

Full Name ....................................... Full Name L Stuart Horsman

On behalf of ................................... On behalf of Yass Community Radio Assn Inc.

Position ........................................... Position Board member Sales

Date ............................... Date ..............................



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**Sponsorship Agreement – On-going.**

This agreement between,

Yass Community Radio Association Incorporated, Yassfm 100.3,

and,

acknowledges and agrees to abide by the following;  
**1.** Yassfm agrees to provide airtime on its community broadcasting station and to acknowledge the support and sponsorship of in consideration of payment by the Sponsor as provided in this contract.  
**2.** Provision of airtime shall be for the broadcasting of sponsorship announcements.  
**3.** Details of sponsorship times shall be as shown in the following chart.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Mon |  |  |  |  |  |  |  |  |
| Tues |  |  |  |  |  |  |  |  |
| Wed |  |  |  |  |  |  |  |  |
| Thurs |  |  |  |  |  |  |  |  |
| Fri |  |  |  |  |  |  |  |  |
| Sat |  |  |  |  |  |  |  |  |
| Sun |  |  |  |  |  |  |  |  |

**4.**Example. number of spots, how much per spot. How much per quarter and per annum. etc

**5.** The wording and placement of sponsorship announcements will be subject to the Sponsor’s agreement before material is broadcast.  
**6.** The parties agree to comply with the provisions of the Broadcasting Services Act 1992.  
**7.** The Station agrees to use all reasonable care in the presentation of material supplied by the Sponsor.

Signed ............................................. Signed..............................................

Full Name ....................................... Full Name Stuart Horsman

On behalf of ................................... On behalf of Yass Community Radio Assn Inc.

Position ........................................... Position Board member - Sales

Date ............................... Date ..............................



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**COPYRIGHT RELEASE.**

I, ………………………………………………………………………………………

release all claims to any material produced, sold or scheduled by me on behalf of Yass Community Radio Association Inc., and acknowledge that the Association has all claims to ownership of the material so produced, sold or scheduled.

Signature ………………………………………….

Date ………………………………………….

Sales Manager ………………………………………

Signature ……………………………………………..

Date …………………………………