



Become a Proud 2BBB Sponsor

Sponsorship Co-ordinator Elaine Ghali
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www.2bbb.net.au

Why Become a Sponsor?

Frankly, it's good business.

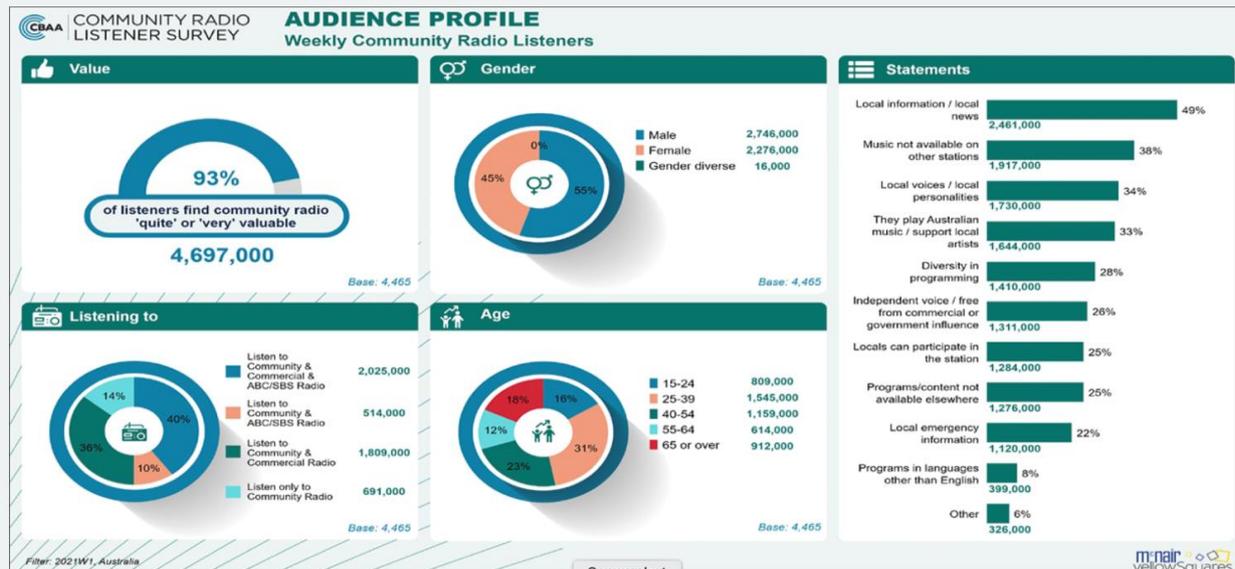
With a listening audience spanning the Bellingen Shire and beyond for almost 40 years, there's never been a better time to get your message out to the most dynamic, diverse and creative community on the Mid-North Coast.

And our audience is growing every day. With new people moving into the Shire including empty nesters, tree and sea changers and young remote workers, the opportunity to engage with new customers is happening right now.

They all want to be part of the community ... and need to know about your business. It's time to get started by being a Sponsor and broadcasting your Sponsorship announcements with 2BBB.

Being a Sponsor is great value for money, especially considering that, unlike commercial radio, sponsorship announcements are not clustered with other announcements, giving your message more impact. We only play 5 minutes of announcements per hour, so your announcement is sure to stand out.

The group launched its new **Community Radio Listener Survey** that documents the community radio listening habits of Australians and is conducted in a hybrid method using telephone and online surveys of a representative sample of 16,000 Australians over the age of 15.

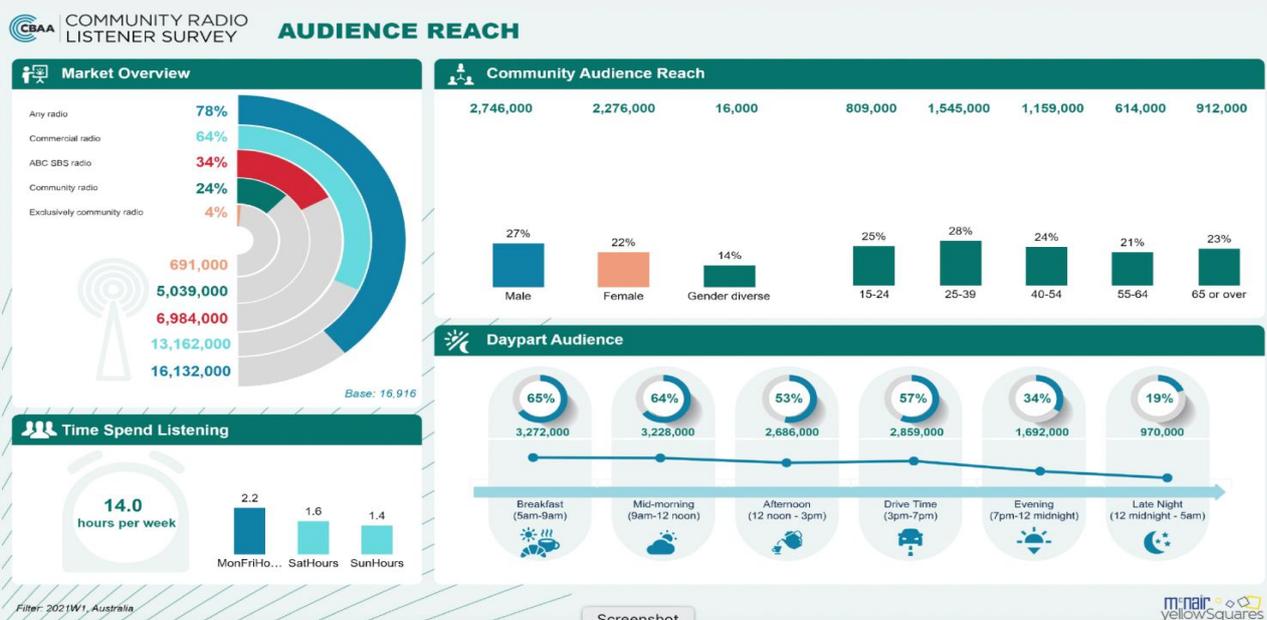


CBAA Community Radio Listener Survey Audience Profile

Don't take our word for it, here are the facts.

When asked why listeners tune in to community radio stations, the top reasons are:

- 49% listen for local information and/or news
- 38% like to hear music that is not available on other stations
- 34% like their local personalities / voices
- 33% because they support Australian or local musicians



CBAA Community Radio Listener Survey Audience Reach



Here's the deal

Our Sponsorship packages are designed to be affordable and effective:

Monthly Pack 1

30 x 30 second @ \$8 per Announcement = \$240 (Run of Station)

30 x 30 second @ \$10 per Announcement = \$300 (Preferred Placement)

Monthly Pack 2

60 x 30 second @ \$7 per Announcement = \$420 (Run of Station)

60 x 30 second @ \$9 per Announcement = \$540 (Preferred Placement)

Note that we will endeavour to run all of these announcements within a 30-day period - unless the Sponsor requests any special time loading and want them focussed around a specific time frame.

And that's not all ...

On top of this, the super-talented people at 2BBB will produce your first 30 second announcement for FREE. Any future changes incur a \$50 fee

- We can work on your script to make sure it's right and focused on the message you want to get across in 30 seconds.
- We can provide voice-over talent, or work with your voice to get the best performance possible.
- We'll also provide background music to pique listeners interest and provide a professional element to your announcement. If you prefer, we can offer original music and lyrics for you at a cost to be advised.
- Plus, you'll get personal service from our dedicated sponsorship co-ordinator

Elaine Ghali phone: 0414 32 12 12



Write your script ideas here

Chat with Elaine to assist you phone 0414 32 12 12

2bbbsponsorship@gmail.com

30 second scripts are usually 5-7 lines that include:

- Who, What, Where, When & Specials
- Make sure to include your phone number and web address
- Voice used: Your own, staff member or 2 triple B voice?
- Style of Music – Your choice (limited by copyright restrictions)

Time Frame Requests

Are there any specific dates that you would like us to play your announcement more often than usual (sale dates, etc.)



2BBB Sponsorship Agreement

Bellingen Community Communication Co-operative Ltd
52 Wheatley Street Bellingen - P.O Box 304 Bellingen NSW 2454
www.2bbb.net.au. ABN—878 202 637 542

Sponsor's Name _____

Business Name _____

Email _____

Telephone _____

Postal Address _____

Start Date _____ End Date _____ Term _____

Sponsor Signature _____ Date _____

Signed by: BCCC/2bbb Name (please print) _____

Signature _____ Date _____

Please email signed agreement to 2bbbsponsorship@gmail.com
Call Elaine on 0414 32 12 12 for assistance

Invoices emailed at the end of the month with online banking details provided

- The Sponsor agrees to pay any and all invoices for sponsorship in advance of the campaign being broadcast or published, depending on the packages chosen under this agreement.
- Failure to pay will result in termination of sponsorship agreement, and promotional announcements taken off air. Outstanding amounts must be paid in full before any sponsorship agreement can resume.
- A payment due by date will be shown on each invoice. In the event that payment is not received by the due date shown, the Sponsor's announcement shall be taken off air until the Sponsor makes the appropriate payment plus an additional \$20 overdue account fee.

Terms and Conditions

- All sponsorships must be of suitable broadcast quality and meet community standards for the timeslots they are aired within. All sponsorship announcements include a “Station Sponsor” segment.
- Sponsorship is not used as a factor determining access to broadcasting time. It cannot be used to influence the content and style of individual programs or the overall programming of the station.
- Sponsors are responsible to ensure their announcements meet any legal obligations that apply to their products and services.
- Sponsorship messages cannot include any costs or pricing.
- The parties agree to comply with the provision of the Broadcasting Services Act 1992
- The station agrees to use all reasonable care in the production of material being supplied by the sponsor but shall not be responsible for inadvertent errors or mis-statements.

For further information on the Terms and Conditions
Contact Elaine Ghali Sponsorship Co-ordinator
Email 2bbbsponsorship@gmail.com
Ph 0414 32 12 12