

Curtin FM 100.1 Sponsorship Policy

Curtin FM relies on sponsorship to ensure its ongoing financial stability. We employ sponsorship accounts staff, who are aware of our obligation to meet the sponsorship guidelines articulated in the Community Broadcasting Codes of Practice.

Framework

- Curtin FM is legally restricted to the broadcast of five minutes of sponsorship per hour. All announcements must be tagged or include the term *Station sponsor* in the text of the announcement. To ensure the five minutes is never exceeded, we load no more than four minutes and 30 seconds of sponsorship in any given hour. Formal arrangements with sponsors who provide ongoing prizes to various programs are tagged, and will typically equate to another 10 to 20 seconds per hour.
- The sponsorship sales team is guided by our Rate Card, which outlines all sponsorship rates. The team sells slots that air between 6am-midnight daily. We provide bonus spots outside this timeframe, which are allocated equally amongst sponsors.

The sponsorship sales process

- On agreement of an airtime schedule with a sponsor, an Authority to Broadcast Form (ATB) outlining the duration and cost of the on air schedule is signed off by a Curtin FM representative and the client.
- On receipt of the ATB, the Curtin FM Traffic Officer produces a schedule outlining the terms of the agreement, amounts to be invoiced each month, number of spots etc. This is then sent to the client for confirmation.
- The on-air schedule commences and an invoice is generated at the end of the month. The Station Manager closes off the month and is in charge of the generation of invoices.
- Curtin FM has terms of 30 days on receipt of the first monthly invoice by the client.
- Payment is received from the client and processed.
- Curtin FM reserves the right to suspend the broadcast of sponsorship announcements if payment terms are not followed.
- At the end of the month, the Station Manager prepares the commission statements for sales representatives.
- A file containing current information is maintained for clients

Incentive packages

The Rate Card is the approved guide for selling sponsorship packages, however Curtin FM occasionally offers incentive packages, which are agreed to by sales representatives and the Station Manager. The packages may include a discount on the rate or increased bonus spots.

Curtin FM contra arrangements

Curtin FM may enter into contra sponsorship arrangements where a client will receive airtime and the Station will receive goods and services to the same value rather than a cash payment.

Any contra authority to broadcast must be signed off by the Station Manager and the goods and service must be in the best interest of the Station. All other processes remain the same and the invoices will still be issued and payment will be recorded via an invoice from the sponsor.

Minimum record keeping requirements for all sponsors

All sponsors have their own files of documents, which are the minimum required for both internal and external audit purposes. Documents include:

- Signed Authority to Broadcast
- Confirmation to Broadcast
- Invoice sent
- Receipt of Payment or notation on copy invoice of receipt details
- End of Month report

This policy has been developed in accordance with the Community Radio Broadcasting Codes of Practice.

Last updated July 2020