

2020 Sponsorship Rates for West Gippsland Community Radio



Period	Coverage <i>(number of spots)</i>	Cost Breakdown		Total Cost
Station Sponsorship:		Cost per Spot	GST	
12 months	700 x 30 sec spots 52 weeks averages 14 spots /week	\$1.54	\$98.00	\$1,078.00
6 months	350 x 30 sec spots 26 weeks averages 14 spots /week	\$1.65	\$52.55	\$578.05
3 months	175 x 30 sec spots 12 weeks averages 14 spots /week	\$1.76	\$28.00	\$308.00
Show Sponsorship:				
12 months	156 x 30 sec spots 52 weeks averages 3 spots /week	\$2.53	\$36.00	\$396.00
6 months	78 x 30 sec spots 26 weeks averages 3 spots /week	\$2.82	\$20.00	\$220.00

For the 6 and 12 month packages, we can change the content of the announcement after 2 months
Sponsors can be part of the announcement or the radio station will prepare them on their behalf
All broadcast sponsors receive bonus spots in 3BBR's overnight programming.

Casual Sponsoring: Short term contracts are available. A minimum of 10 spots @ \$5.50 per 30 second spot

Contact José on 0413 723 201 or email: sponsor@3bbrfm.org.au

What is sponsorship at 3BBR?

Essentially it is **advertising**, but as we are a community radio station it's classified as **SPONSORSHIP**

Why sponsor 3BBR?

We have a loyal and passionate listenership. Exclusivity - only 5 minutes of announcements per hour. Community Radio provides high frequency promotion at a cost effective price. Campaigns on 3BBR are designed and produced by our professional team and are tailored to meet your business' needs. Your business is actively supporting a not for profit community organisation, whilst gaining visibility in our local area and beyond.

What is in it for me and my business?

Primarily local audience / a growing community of listeners / awareness raising. Sponsorship & Business Subscriptions are tax deductible as a business expense.

What is included?

The professional production of one announcement per package. All packages include your business' logo and contact details, which are linked, on the Sponsorship page of 3BBR FM

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