

2021 Sponsorship Rates for West Gippsland Community Radio



Period	Coverage (number of spots)	Cost Breakdown		Total Cost	What is sponsorship at 3BBR?
Station Sponsorship:		Cost per Spot	GST		Essentially it is advertising, but as we are a community radio station it's classified as SPONSORSHIP
12 months	700 x 30 sec spots	\$1.54	\$98.00	\$1,078.00	
52 weeks averages 14 spots /week					Why sponsor 3BBR?
6 months	350 x 30 sec spots	\$1.65	\$52.55	\$578.05	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.
26 weeks averages 14 spots /week					
3 months	175 x 30 sec spots	\$1.76	\$28.00	\$308.00	
12 weeks averages 14 spots /week					
Show Sponsorship:					
12 months	156 x 30 sec spots	\$2.53	\$36.00	\$396.00	What is in it for me and my business?
52 weeks averages 3 spots /week					Primarily local audience / a growing community of listeners / awareness raising. Sponsorship & Business Subscriptions are tax deductible as a business expense.
6 months	78 x 30 sec spots	\$2.82	\$20.00	\$220.00	
26 weeks averages 3 spots /week					
					What is included?
For the 6 and 12 month packages, we can change the content of the announcement after 2 months					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
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					Office / Studio Tel: 5625 1103
Contact José on 0413 723 201 or email: sponsor@3bbrfm.org.au					