



Albury Wodonga Christian Broadcasters Inc
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Albury Wodonga Christian Broadcasters Inc.

Sponsorship Policy

Background

Albury-Wodonga is one of the largest inland population centres in Australia with over 95,000 people living within the Albury-Wodonga statistical district. Albury-Wodonga also services outlying areas such as north past Holbrook, east past Corryong, south to the Snowfields and west to Yarrawonga. With over 130,000 people living within this area 98.3% theLight is well placed.

Our goal is to establish a sustained presence for Albury Wodonga Christian Broadcasters Inc. (AWCB Inc), trading as The Light Albury Wodonga, with the long-term support of local and National businesses. By doing so, we trust that there will be genuine financial return for all parties involved. AWCB Inc supporters are extremely loyal, and we are constantly striving to offer our listeners the best radio service. We desire to promote our sponsors as businesses that are community minded, and to encourage our listeners to support such businesses.

As volunteers assist AWCB Inc in the running of theLight, sponsorship rates are minimal. Standard sponsorship rates are set by the Management Committee. The standard contract length is six (6) months. Shorter contracts will be considered in special circumstances.

All packages are conditional on the acceptance of the terms and conditions of the AWCB Inc Sponsorship Policy. Invoices are sent monthly (unless by prior arrangement) and prompt payment is required.

Overview

Sponsorship of AWCB Inc provides financial income to help keep The Light Albury Wodonga operational. Sponsorship is generally for businesses, which adhere to the following guidelines:

- (1) AWCB Inc will always act in accordance with its principles and ethos.
- (2) Sponsorship announcements will be in accordance with the requirements of our licence, the Broadcasting Services Act, and relevant regulations in force at the time.
- (3) AWCB Inc reserves the right to refuse any offer of sponsorship, and to terminate any agreement at any time. Prior notice will be given if possible.
- (4) Programming on The Light will not be influenced by sponsorship.
- (5) No sponsorship will present a viewpoint that is contrary to AWCB Inc's "Articles of Faith" and/or general broadcasting policy.
- (6) Any sponsorship outside of these guidelines must have the approval of the Management Committee of AWCB Inc.

Scheduling Regulations:

- (1) There will be a maximum of five (5) minutes sponsorship during any given clock hour, or as required under government regulations in place from time to time.
- (2) Two sponsors in the same line of business competing in the same market area may request not to be aired in the same sponsorship break.
- (3) Sponsorship announcements may be scheduled in a requested time period (subject to availability) or at the discretion of the station.
- (4) Programs and services approved to carry sponsorship include News, Weather, service based information programs, and specialist music programs.
- (5) Ministry programs are excluded from carrying program sponsorship.
- (6) Any sponsorship outside of these guidelines must have the approval of the Management Committee of AWCB Inc.

General Policy

- (1) Sponsorship spots must comply with the "on-air" sound guidelines as set out by ACMA and AWCB Inc station management.
- (2) Standard sponsorship spots will be thirty (30) seconds. Spots in other lengths may be negotiated.
- (3) Sponsorships will be sold according to the packages as set out by AWCB Inc or by negotiation.
- (4) Sponsorship spots shall not compare a sponsor's product or service with that of a competitor, either in monetary, quality or service terms.
- (5) Sponsorship spots shall not make claims that cannot be substantiated.
- (6) Sponsorships shall not promote organisations in the liquor, tobacco, gambling, or sex industries.
- (7) Sponsorship agreements will only be entered into with political and lobby groups in accordance with the relevant acts, regulations, and guidelines.
- (8) AWCB Inc will not endorse any political candidate or party, and political advertising must mention this policy.
- (9) Any sponsorship outside of these guidelines must have the approval of the Committee of AWCB Inc.

Adopted: August 2012

Reviewed: August 2018

Reviewed: January 2024

Albury Wodonga Christian Broadcasters Inc.

Sponsorship Agreement Form

(Sponsor copy)

Company Name:

Email:

Contact Person:

Phone(s):

Position in Company:

Mobile:

Street Address:

Fax:

Postal Address:

Website:

Sponsorship Package Summary:

Start date for sponsorship: _____

Agreement length: 6 months 12 months Other: _____

Aspects of the business to be highlighted on radio:

By this agreement, the group or business named above enters into a sponsorship agreement with AWCB Inc under the terms outlined in the AWCB Inc Sponsorship Policy.

Sponsor

On behalf of AWCB Inc.

Date: _____

Date: _____

Sponsorship Agreement Form

(AWCB Inc)

Company Name: _____

Website:

Contact Person: _____

Position in Company:

Street Address:

Postal Address:

Email:

Phone(s):

Mobile:

Fax:

Sponsorship Package Summary:

Start date for sponsorship: _____

Agreement length: 6 months 12 months Other: _____

Aspects of the business to be highlighted on radio:

By this agreement, the group or business named above enters into a sponsorship agreement with AWCB Inc under the terms outlined in the AWCB Inc Sponsorship Policy.

Sponsor

On behalf of AWCB Inc.

Date: _____

Date: _____