

94.9 **MAIN** fm



*Putting the community  
into radio*



**SPONSORSHIP  
PACKAGES  
2020**



## Your Sponsorship, Your Choice

**MAINfm produces all sponsorship announcements in-house.** You can have input into this process and will be given the opportunity to approve all announcements before they go to air. Your sponsorship coordinator can fine-tune your script to ensure that it speaks effectively to our listeners. We have developed an entertaining, informative style of promotional announcement without the 'hard sell'.

- A 'spot' is a 30-second announcement
- All prices include GST
- All prices include in-house production costs

### **All promotion/sponsorship packages include:**

- Professionally scripted and recorded announcement
- Your logo, link and details shown on MAINfm website
- Option to offer giveaways during our shows that are suited to your audience

**We are able to discuss individual requirements for each package and also payment plans to suit your needs.**



## Standard Packages

These campaigns are perfect for local businesses who want to sponsor MAINfm and engage with our local and loyal audience. Packages and benefits can be tailored to fit your budget and the specific outcomes you would like from your sponsorship of MAINfm. Please do not hesitate to contact us to further discuss these options.

**All sponsorships are by application only and are at the discretion of the station.**

### Small Business Package

- Ten spots per week for an entire year – spot can be updated three times throughout the year
- Website links and social media sharing
- Opportunity to include an offer in MAINfm's subscriber / membership exclusive e-newsletter
- Opportunity to offer a giveaway during a show or as part of a MAINfm fundraising event

**Total cost \$1000**

### Short & Sharp Package

- 50 spots a week for a three-month period
- Website and social media sharing
- Opportunity to include an offer in MAINfm's subscriber / membership exclusive e-newsletter
- Opportunity to offer a giveaway during a show or as part of a MAINfm fundraising event

**Total cost \$1000**

### Big Business Package

- 50 spots per week for an entire year
- Opportunity to update your spot monthly
- Premium positioning of spots
- Link to your website from our website and 'liking' of social media posts
- Logo included on MAINfm's subscriber / membership exclusive e-newsletter
- Opportunities to offer giveaways during shows or as part of a MAINfm fundraising event
- Free show sponsorship of one show / grid

**Total cost \$4000**

# Community and Introductory Sponsorship Packages

These packages may be offered to local businesses using MAINfm for the first time, to bands, musicians or artists who are unsigned or to not-for profit arts or community organisations. They are a cost-effective way of engaging the community or trying a radio campaign on for size before committing for a longer period.

## 'One-week Wonder'

Six x 30-second spots per day for seven days. Total 42 spots or 21 minutes, scheduled between 8am to 8pm  
**Cost \$165 (\$3.93 per spot)**

## Monthly Packages

### SMALL

- 10 x 30-second spots per week for one calendar month
- Total of 40 to 43 spots or 5 mins per week
- Scheduled 8am to 8pm
- Link between our website and yours

**Cost \$165 (\$3.85 per spot)**

### MEDIUM

- 21 x 30-second spots per week for one calendar month
- Total of 84 to 86 spots or 10 mins per week
- Scheduled 8am to 8pm
- Link between our website and yours

**Cost \$260 (\$3.05 per spot)**

### LARGE

- 28 x 30-second spots per week for one calendar month
- Total 112 to 115 spots or 14 mins per week
- Scheduled 8am to 8pm
- Link between our website and yours

**Cost \$340 (\$3.00 per spot)**

## Quarterly Packages

### SMALL

- 14 x 30 second spots per week for three calendar months
- Total 182 spots or 90 mins approx. (7 mins per week)
- Scheduled 8am to 8pm

**Cost \$340 (\$1.87 per spot)**

### MEDIUM

- 21 x 30 second spots per week for three calendar months
- Total 273 spots or 136 mins approx. (10 mins per week)
- Scheduled 8am to 8pm

**Cost \$505 (\$1.85 per spot)**

### LARGE

- 28 x 30 second spots per week for three calendar months
- Total 364 spots or 182 mins approx. (14 mins per week)
- Scheduled 8am to 8pm

**Cost \$675 (\$1.85 per spot)**

## Other Promotional Opportunities

### Program Sponsorship Package

Program sponsorship is a strong branding opportunity to align a product or service to MAINfm programming. Program sponsorship can be a statement such as:

*"[Your organisation] is a proud sponsor of The Garden Show ..."*

These announcements usually run at the beginning and end of a show that you have selected to sponsor. They can also run during the program or during advertisements for the program.

**Cost \$500 for a one-year period of sponsorship**

**Approval is at the discretion of the station and relevant broadcasters**

### Outside Broadcast (OB)

MAINfm organises many diverse outside broadcasts (OBs) from all sorts of locations throughout the Shire via our OB caravan; we are keen to expand this service and come face to face with our listeners in the community.

Contact us to discuss your ideas and the suitability / opportunity for an OB.

**Rates for an OB start at \$550**



Putting the community into radio



## Our Audiences

According to the 2017 CBAA National Listener Survey, radio has 5.3 million listeners nationally, which translates to one in four Australians, who listen for an average of 15.4 hours each week. Results of the recent listener survey undertaken by MAIN FM found that:

80% of our audience listens daily or weekly

82% can name at least one sponsor

48% have been listening for three or more years.

Our audiences are established and they listen frequently. Over 70% of our listeners rated as "very high" their level of satisfaction with our diverse presenters and music, while almost 60% rated their satisfaction level with our focused and intelligent discussions and engaging presenters also as very high. Our audiences are engaged in their community, with 80% involved in two or more community groups, 52% involved with a local festival or event, 38% volunteering for a local organisation, and 36% involved with a sustainability group.



## Top 5 Programs

ARTSWANK  
 GET YOUR GROOVE BACK  
 IT'S A JANGLE OUT THERE  
 CAR TALK  
 HEAR SAY

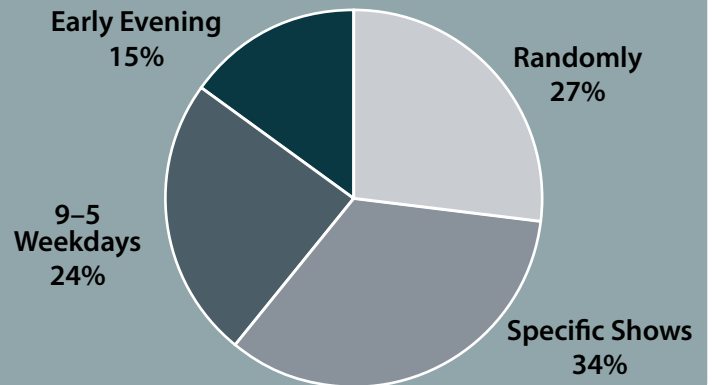
## Subscribers

30% are also members of MAINfm  
 28% are subscribers of MAINfm  
 22% subscribe to other stations (RRR | PBS)

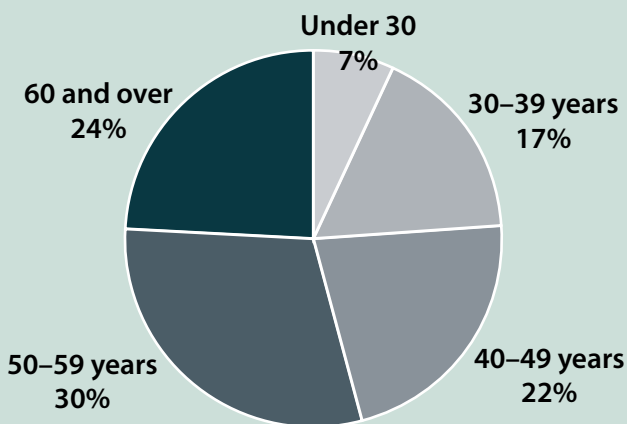
## Listener Habits

80% listen daily or weekly  
 28% listen at home  
 22% listen in the car

## Listener Times



## Audience Age



## Location

88% of respondents live in Mt Alexander Shire  
 6% of respondents live in regional Victoria (not MAS)  
 4% of respondents live in Melbourne



## Listener Ratings

Rating	High/Very High	Bang On	Low/Very Low
Engaging & interesting presenters	58%	34%	5%
Professional-sounding programs	48%	42%	7%
Great music	72%	20%	6%
Diverse presenters & music	77%	13%	6%
Focused & intelligent discussions	58%	28%	8%
Easy listening	46%	41%	7%

## Programming Feedback

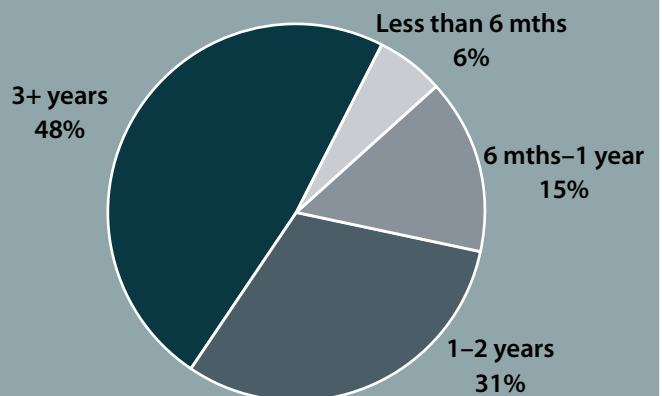
You play the perfect amount of:

- music, say 49% of respondents
- community info, say 33% of respondents
- special listening, say 29% of respondents

You could play more:

- shows for and by young people, say 42%
- news and current affairs, say 38%
- LGBTQI content, say 35%

## Length of Relationship



## Information Sourcing

**43%** of respondents get their info about MAINfm directly from the station

**31%** of respondents get their info about MAINfm via social media

**14%** of respondents find out about MAINfm through word-of-mouth

## Other Interests

**53%** of respondents are involved with a local festival or event

**38%** of respondents are involved with a volunteer organisation

**36%** of respondents are involved with a sustainability / environment group

## More Benefits

### On-air Giveaways

MAINfm sponsors can benefit from organising on-air giveaways to MAINfm subscribers with a campaign. On-air giveaways are included as a part of certain packages, and your sponsorship coordinator will be happy to talk with you about how this might work and the best methods for engagement with your giveaway.

**Rates for on-air giveaways are included in certain packages. Approval is at the discretion of the station and relevant broadcasters.**

### Subscriber Discounter

MAINfm subscribers are potential new customers for your business. We ask **subscriber discounters** to provide our subscribers with an exclusive benefit or a minimum 10% discount off goods or services. In return, MAINfm will promote your business details on the “subscribers” section of our website and we encourage listeners to support businesses that support us. If you become a subscriber discounter you will receive a “MAINfm SUPPORTER” sticker to put on your front window and attract loyal subscribers.

**Contact your sponsorship coordinator to talk about becoming a subscriber discounter.**

### Choose Your Own Adventure

We are very happy to tailor our packages and offers to fit with your particular business, your budget and the outcomes you would like to achieve through becoming a sponsor of MAINfm. Every new sponsorship agreement begins with a conversation with our sponsorship coordinator, so discuss any ideas or outcomes with them.

**Rates for program sponsorship are available from \$200 for six months. Approval is at the discretion of the station and relevant broadcasters.**



# Sponsorship Agreement

**Radio Service Provider: Castlemaine District Radio Inc. (CDR Inc)**

**Trading as: MAINfm**

Sponsor / Program Client .....

Client Contact Person .....

Address ..... Postcode .....

Email .....

Website .....

Mobile .....Telephone .....

## Package Details

Package Name .....

Contract Length .....

Commencement Date ..... Completion Date .....

Payment terms .....

.....

## Signatures

CLIENT/SPONSOR .....

CDR Inc/MAIN fm .....

Dated ..... / ..... / .....

Castlemaine District Radio Inc trading as MAINfm.  
Bank Details: BSB 313 140, Account no. 0211 5586



www.mainfm.net

Proudly sponsored by



The Lions Club Castlemaine

Cricket Victoria

94.9



www.mainfm.net