

94.9 **MAIN** fm



*Putting community
into radio*



**SPONSORSHIP
PACKAGES
2021**

About

94.9 MAINfm is a community radio station based in Castlemaine broadcasting music, community news, talks and specialist programs and events throughout a large area of Central Victoria.

MAINfm is a not-for-profit organisation which is owned and operated by and for the community and relies on sponsorship and listener subscriptions for its day to day broadcasting and administrative costs. The station operates from the Workspace building in Halford Street, Castlemaine with two staff members and over 100 volunteer presenters.

It is governed by an elected Committee of Management and is dedicated to creating an asset that resonates and belongs to the broader community.

With over 800 subscribers, MAINfm is committed to 'putting community into radio' by broadcasting high quality radio 24 hours a day and streaming online.

Our presenters are locals and programs are varied and diverse with over 65 shows across the program grid, reflecting our community.

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. Our Sponsorship Manager 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 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
- Premium positioning of spots
- Website and social media sharing
- 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 of 42 spots or 21 minutes, scheduled between 8am to 8pm

Cost \$165 (\$3.93 per spot)

Monthly Packages

SMALL

- 21 x 30-second spots per week for one calendar month
- Total of 84 to 86 spots or 10 mins per week
- 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 of 112 to 115 spots or 14 mins per week
- Link between our website and yours

Cost \$340 (\$3.00 per spot)

Quarterly Packages

SMALL

- 21 x 30 second spots per week for three calendar months
- Total of 273 spots or 136 mins approx. (10 mins per week)
- Link between our website & yours

Cost \$505 (\$1.85 per spot)

LARGE

- 28 x 30 second spots per week for three calendar months
- Total of 364 spots or 182 mins approx. (14 mins per week)
- Link between our website & yours

Cost \$675 (\$1.85 per spot)

Other Promotional Opportunities

Program Sponsorship Package

Program Sponsorship provides a strong branding opportunity to align a product or service to MAINfm programming. Program sponsorship features a 30 second announcement about the program including a tagline to acknowledge sponsorship:

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

These announcements are aired seven times per week across the program grid plus at the top of the program that you have selected to sponsor and feature up to four stings throughout the program acknowledging the sponsor.

Cost \$500 for a one-year period of sponsorship and approval is at the discretion of the station.

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



Our Audience

According to the 2019 Community Broadcasting Association of Australia (CBA) National Listener Survey, community radio has 5.8 million listeners nationally, who listen for an average of 15.7 hours each week. Results of a recent listener survey undertaken by MAINfm found that our audience is established and that they tune in frequently.

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 subscriber base increased by more than 150% in the year 2020 and we currently have over 800 subscribers.

Our regular newsletter 'Transmissions' is distributed to over 1200 people via email.

Our Accolades

To underpin our listener loyalty, MAINfm has received awards in the following categories, as recognised by the Community Broadcasting Association of Australia (CBA):

Most Outstanding Small Station: 2010, 2016 & 2020

Best Station Fundraising Campaign – Small Station: Here Comes The Sun Radiothon 2020

Best Station Fundraising Campaign – Small Station: The MAIN Kick-Off 2018

Best Radio Program – Talks: Art Swank 2019



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 Manager 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.

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 ‘**Subscriber Discounter**’ sticker to put on your front window and attract loyal subscribers.

Contact our Sponsorship Manager 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 desired outcomes you would like to achieve through becoming a sponsor of MAINfm. Every new sponsorship agreement begins with a conversation with our Sponsorship Manager, so discuss any ideas or outcomes with them.



