



PO Box 1070
Castlemaine 3450

Sponsorship Policy

1. Background

Under the Broadcasting Services Act 1992 (BSA) community broadcasters are not permitted to broadcast 'advertising'. Sponsorship, however, is permitted. This is a limited form of advertising. The BSA outlines three key requirements of a sponsorship announcement:

- Sponsorship content will be limited to five minutes in any hour (Broadcasting Services Act 1992 Sch. 2, Part 5 clause 9 (3))
- Every sponsorship announcement will be clearly "tagged" (Broadcasting Services Act Sch. 2, Part 1, clause 2 (2)b)
- There must be a bona fide financial relationship between the sponsor and the station or program. In line with the community broadcasting code of practice (Code 6), MAINfm will ensure that:
 - a. Sponsorship will not be a factor in determining access to broadcasting time.
 - b. The content and style of individual programs is not influenced by the sponsors of programs.
 - c. Overall programming of community broadcasting stations is not influenced by sponsors.

2. Purpose

The purpose of this policy is to ensure compliance with the BSA and the Codes of Practice. It gives direction on MAINfm's ethos in relation to sponsorship.

3. Policy

- a. All sponsorship announcements will comply with the three key sponsorship conditions outlined above.
- b. All sponsorship agreements will be legally bound by a standard contract approved by the Sponsorship Manager.
- c. Sponsorship announcements will be produced and presented in-house (except with prior approval) in consultation with the sponsor and presented in a style and form consistent with the program in which they are to be placed.
- d. All sponsorship announcements will run for 30 seconds. Scripts must be no longer than 75 words and include the tag line: 'XYZ is a proud sponsor of MAINfm', or similar.
- e. Sponsorship will not be accepted from companies that promote tobacco or gambling.

- f. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
 - promote irresponsible use of alcohol, or
 - be directed towards minors.
- g. Sponsorship will not be accepted from organisations whose policies or practices are inconsistent with the general objects and directions of MAINfm.
- h. Sponsorship in the form of in-kind services or goods can be negotiated.
- i. MAINfm can legally sell airtime as a form of sponsorship, in compliance with broadcast regulations.
- j. A fee for production of sponsorship announcements is built into sponsorship contracts.
- k. Individual presenters and members can seek program related sponsorship but must consult with the Sponsorship Manager beforehand.
- l. Presenters should not accept gifts, products, services or payments in return for promotion. An exception is made for items or services for use in critique or review during a relevant program.
- m. MAINfm will charge a cancellation fee of 50% of the contract value if a sponsorship announcement is cancelled prior to the term stated in the contract.
- n. Sponsorship announcements will not be aired until the invoice for the contract amount is paid.
- o. All sponsorship announcements produced by MAINfm remain the property of MAINfm.
- p. Sponsors who have been with MAINfm for more than two years retain the right to use the sponsorship announcement for their own purposes.