



94.9  
main  
///FM



# SPONSORSHIP PACKAGES



mainfm.net



949mainfm



94.9mainfm



**94.9 MAINFM IS A MULTI AWARD WINNING  
COMMUNITY RADIO STATION BASED ON JAARA  
COUNTRY, CASTLEMAINE, VICTORIA.**

## **ABOUT MAINFM**

**Since 2014, 94.9 MainFM (formerly WMA FM) has been broadcasting music, community news, talks and specialist programs and events throughout a large area of Central Victoria, serving our community. With over 100 local volunteer presenters with a passion for radio, our programs are varied and diverse with over 70 shows across the program grid, transmitting 24 hours a day and streaming online via [mainfm.net](http://mainfm.net).**

MainFM strives to:

- contribute to national media diversity by providing a platform for alternative voices
- engage with local business and community organisations
- champion local artists and our creative community, with a focus on musicians and music
- champion young voices in our community

MainFM has won a swag of national community radio awards, including:

2021 CBAA Award Excellence in Journalism (Elizabeth Scanlon)

2021 CBAA Award Best New Show (Welcome to the Library)

2010, 2016, 2020 CBAA Award Most Outstanding Small Station

2020 CBAA Award Best Fundraising Event for Here Comes the Sun Radiothon

2019 CBAA ArtSwank – Best Radio Program (Talks)

2022 Mount Alexander Shire Council Community Event of the Year - the MAIN Game

2023 CBAA Award Best Talks (Saltgrass)

2023 CBAA Award Excellence in Media (Pride Across the Ages)







## ON-AIR PROMOTION WITH MAINFM

**Sponsorship with MainFM refers to promoting on-air via 30 second announcements which are produced in-house and scheduled across the MainFM program grid.**

**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'.**

For all packages:

- A 'spot' is a 30-second announcement
- All prices include GST
- All prices include initial in-house production costs
- Professionally scripted and recorded announcement
- Business links and logo on MainFM website
- Scheduling across the MainFM grid between 7am and 10pm
- Scheduling across programs that are aligned with your brand and audience
- Option to offer giveaways during shows that are suited to your audience
- Option for business links and logo inclusion in MainFM's monthly newsletter, Transmissions
- Option for social media sharing
- Payment plans to suit your needs





## OTHER OPPORTUNITES WITH MAINFM

### Media Partnership Opportunities

We invite local organisations hosting events to discuss potential partnerships with us so we can help raise their profile across our promotional platforms.

### Outside Broadcasts

MainFM engages and connects with the wider community through our outside broadcasts, bringing live coverage of music, sporting and community events. The cost of a MainFM Outside Broadcast is dependent on many factors including venue, location, length of broadcast, timing, equipment as well as staffing and presenter numbers.

We can discuss your requirements and tailor an OB Package to suit your event.

### MAIN Game Sponsorship

Align your business with MainFM's annual footy match fundraiser, the MAIN Game. Talk to us about how you can sponsor this 'award-winning' and much loved community event.

### Gig Guide Sponsorship

Ideal for venues offering live music, Gig Guide sponsorship provides a lively and up-to-date weekly listing of live gigs at your venue and is aired three times per day (21 spots per week) over twelve months.

### Subscriber Discounter

Our loyal listeners 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 our website and on-air, encouraging listeners to support businesses that support us. All Subscriber Discounters receive a MainFM SUBSCRIBER DISCOUNTER sticker to display at their business.



## MAINFM IN NUMBERS



**126**

VOLUNTEERS



**500**

SUBSCRIBERS



**5.5K**

SOCIAL MEDIA FOLLOWERS



**1.8K**

TRANSMISSIONS  
E-NEWSLETTER SUBSCRIBERS



**6K**

WEB HITS PER MONTH



**600**

MIXCLOUD FOLLOWERS



**72**

SHOWS PER WEEK



**9**

NATIONAL BROADCASTING  
AWARDS

## ON-AIR PACKAGE RATES

### One Week Wonder

\$180 for 28 spots per week for one week

### Monthly Package

\$340 for 14 spots per week for one calendar month

### Small Business Package

\$1100 for 7 spots per week over 12 months

### Exclusive Show Sponsorship

\$550 for 7 tagged spots per week over 12 months

### Gig Guide Sponsorship

\$2250 for 21 spots per week over 12 months

## EXTRAS

Initial production fee included

FREE promotion on mainfm.net

Payment plans available

Extra production from \$60