

Why Become A Phoenix FM Sponsor?

- Cost Effective
- Local Promotion
- World Wide Promotion On Web
- Support Local Community Radio
- You won't be locked in to an expensive contract
- Outdoor Broadcasts
- Radio promotion is proven to be effective
- You can cancel any time with 14 days notice
- Payment is due in arrears each four weeks
- Announcements can be re-recorded to reflect changes to your business, sales and campaigns
- There is no cost for either initial or subsequent recordings
- We can put a link on our web page to your web page

You can make more money



Phoenix FM 106.7
www.phoenixfm.org

a. 128 Reservoir Road
Kennington 3550
PO Box 107
California Gully 3556

p. (03) 5444 1129
m. 0403 186 466
e. sponsorship@phoenixfm.org
w. www.phoenixfm.org

Your Phoenix FM Volunteer Sales Rep:



Phoenix FM 106.7
www.phoenixfm.org

The Voice
Of
Your
Community

Get
Your
Message
Out There

p. [03] 5444 1129
m. 0403 186 466

Central Victorian Community Broadcasters Inc.

Central Victorian Community Broadcasters Inc., (trading as Phoenix FM) was established in December 2006 when a group of concerned citizens felt the need to bring back true community radio to the Bendigo area. Amongst these individuals were firmly established radio presenters with over 100 years experience between them. Phoenix FM was chosen as a name because of what it symbolized in history—we saw a rebirth of community radio rising from the ashes.

As a result of extensive lobbying and demonstrated ability to effectively run a Community Radio Station Phoenix FM has been allocated a full time broadcasting licence from April 2010

Our programming is very diverse—Multicultural, Indigenous, Youth Radio, Gospel, Folk, Pop, Rock, Hip-Hop, Country, Talk Shows and sports information and broadcasting along with National News and weather from 6.00am to 6.00pm each day.

All Members are volunteers who freely give of their time and talent doing something they love and at the same time providing a valuable service to their community

SPONSORSHIP

Community Radio Stations such as Phoenix FM are not allowed to 'advertise' in the commercial sense.

Instead Sponsorship Announcements are pre-recorded in a professional manner in the same manner as their commercial advertising counterparts and in the body of each announcement acknowledgement is made that the business concerned is a Sponsor of Phoenix FM

When a business decides to become a Phoenix Sponsor

The following process will take place:

- You will be asked to sign an agreement which clearly spells out the duration of your sponsorship and the cost and the frequency of announcements
- Your Phoenix FM Volunteer Sales Representative will consult with you to find out what aspects of your business/service you most want to promote
- A script will be written.
- If required we can get back to you prior to recording to ensure that the script meets your specifications
- The announcement is recorded
- The announcement is scheduled for regular airplay
- Your announcement will be heard on air

How Much Does
it Cost?

\$25.00 *

A Week
Will get You

**15 Pre-recorded
announcements of at
least thirty seconds
duration**

In most cases our sponsors receive
more announcements than listed
above but never less!

*(Due to time and cost of production minimum
investment is \$100.00)

Phoenix FM 106.7

**a. 128 Reservoir Road
Kennington 3550
PO Box 107
California Gully 3556**

**p. (03) 5442 2973
m. 0418 579501
e. sponsorship@phoenixfm.org
w. www.phoenixfm.org**

April 2010