



Orange Community Broadcasters Ltd – Registered Charity

(ABN: 16 387 554 344) (ACN: 652 572 739)
77 Kite Street, Orange, NSW 2800
(PO Box 1031, Orange, NSW 2800)

Ph: Office 02 7202 9455
Email: info@fm1075.com.au
Website: www.fm1075.com.au

Policy Manual Policy 5:

Sponsorship Process

This process should be completed in a prompt and timely manner by the designated person responsible for liaising with the client.

➤ Sponsorship packs are filed and located in filing cabinet. The packs include *Conditions and Rates*, three types of *Agreement* (Long-term, Casual and Contra Deal), and *Information for Sponsors* sheets.

1. The station's Sponsorship Representative approaches a potential client and attempts to secure them as a sponsor.
2. If agreeable to the client, a sponsorship script is developed, or the client may have one already that can be adapted.
3. With a mutually agreed upon format, the recording is made using either a station volunteer, an independent external source chosen by OCB Inc., or the client's preferred announcer.
4. A copy of the recording is forwarded to the client for his/her approval.
5. If the recording is satisfactory, the appropriate Agreement is completed by the client and the station's Sponsorship Representative.
6. The Agreement is filed in the Sponsorship folder.
7. The production fee and sponsorship fee is required to be paid prior to the recording being broadcast.
8. The Technical Team is informed of the sponsor's recording and when it is agreed it should be logged to go onto the automated Simian system.
9. The Treasurer is informed of the sponsor's Agreement details for the book-keeping system.
10. The Secretary forwards a letter of thanks to the new sponsor.
11. The Current Sponsors record is updated and the Website Administrator

is given the latest information to update the website.

12. The Sponsorship Representative is responsible for maintaining contact with the client, arranging updates to the content, and dealing with any client queries.

Revised: June, 2017

NEW CONSTITUTION ADOPTED TH AUGUST 2021