



# NORTH WEST FM

## SPONSORSHIP POLICY & PROCEDURE

The Committee of Management of North West Community Radio Assoc. Inc (North West FM) is committed to ensuring that its financial arrangements are carried out in an ethical manner.

All North West FM Committee of Management members and North West FM volunteers are required to adhere to these procedures and the relevant policy.

### PURPOSE

The purpose of this policy is to establish the framework and guidelines for the creation of productive sponsorship arrangements between North West FM and the private sector - including small businesses, corporations, foundations, individuals and other government and non-government organisations. It is recognised that sponsorship arrangements can provide important marketing support to potential partners of North West FM while at the same time generating additional revenues to support North West FM's mission and mandate.

### POLICY

The fundamental principles that shape North West FM's relationships with sponsors are:

1. Sponsorship of North West FM or of any symposium, project, program or event held by North West FM, will not entitle any sponsor to influence any decision of the organisation.
2. North West FM will not enter into any sponsorship arrangement with any corporation or organisation where the association with, or acceptance of the sponsorship, would jeopardise the financial, legal or moral integrity of North West FM or adversely impact upon North West FM's standing and reputation in the community.
3. North West FM will accept sponsorships as an additional source of revenue generation provided that all sponsorship arrangements are developed and maintained within the regulations embodied in this sponsorship policy.
4. All sponsorship arrangements must be consistent with existing North West FM policies.
5. All sponsorship agreements will adhere to the existing regulations of the Broadcasting Services Act 2012. Sponsorship will not exceed 5 minutes per hour. All Sponsorship Announcements will be tagged to show they are paid for announcements.
6. All sponsorship announcements must be approved by the Committee of Management.

### PROCEDURES

All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.

All sponsorship relationships involving North West FM must be identified and recorded for information purposes to encourage a donor-centered approach to revenue generation.

All sponsorship announcements should be identified as such in accordance with the Community Broadcasting *Codes of Practice*.

Naming rights associated with any sponsorship must be approved by the Board.

All sponsorship arrangements will be embodied in written contractual agreements between North West FM and the sponsorship partner in the format set out in Appendix A.

No commercial enterprise shall be promoted by North West FM outside a formal sponsorship arrangement.



APPENDIX A

## SPONSORSHIP CONTRACT

This agreement between North West Community Radio Ass Inc. (North West FM) and “the Sponsor”

.....  
(Company/Organisation/Individual)

of.....  
(Address)

Telephone.....Fax.....

Email.....

acknowledges and/or agrees to the following:-

1. North West Community Radio Ass Inc. agrees to provide airtime on its community broadcasting radio station 98.9 North West FM, to acknowledge the support and sponsorship of the Sponsor in consideration of payment by the Sponsor as provided in this contract.
2. Provision of airtime shall be for the broadcasting of sponsorship announcements.
3. Rates for and details of sponsorship shall be as follows:-

.....  
.....  
.....  
.....

The charge for these announcements, including GST, is \$..... per month for ..... months plus a production fee of \$..... (if applicable) totalling \$.....

Start Date..... Finish Date.....

4. Where the Sponsor elects not to specify a finish date above, the sponsor must notify North West Community Radio Ass Inc. in writing 30 (thirty) days prior to the Sponsor electing to cease their sponsorship, either temporarily or permanently.

5. Due to its status as a non-profit organization, North West Community Radio Ass Inc. **does not** offer credit. The sponsor agrees to pay 1 month's sponsorship plus the production fee (if applicable) prior to their sponsorship announcement being produced.
6. The sponsor agrees to continue paying one month in advance as invoiced unless otherwise arranged.
7. North West Community Radio Ass Inc. will issue invoices via email when an email address has been supplied as part of this contract.
8. Payment is required within 30 days from the issue of monthly invoices. A payment due by date will be shown on each invoice.
9. In the event that payment is not received by the due date shown, the sponsors' sponsorship announcement shall be taken off air until such time that the sponsor makes the appropriate payment plus an additional \$20 overdue account fee.
10. The sponsor shall be responsible for all costs incurred by North West Community Radio Ass Inc. in recovering overdue payments.
11. The wording and placement of sponsorship announcements will be subject to Sponsor's approval before material is broadcast.
12. North West Community Radio Ass Inc. will ensure that sponsorship announcements will comply with the provisions of the Broadcasting Services Act 1992.
13. North West Community Radio Ass Inc. agrees to use all reasonable care in the presentation of material supplied by the Sponsor but shall not be responsible for any inadvertent errors or misstatements.

Signed by:

Signed by:

.....

For and on behalf of the Sponsor

.....

For and on behalf of North West Community Radio Ass Inc.

.....

Full Name

.....

Full Name

.....

Position held in Company/Organisation

.....

Position held in North West Community Radio Ass Inc