

becoming a



Station Sponsorship

Contact Our Sponsorship Manager Brett
0409 766 442

www.coralcoastradio.net.au



Welcome

Now is a great time to become involved with Bundaberg's community radio station. Coral Coast Radio 94.7FM has been part of the region for more than 20 years, and with the support of our sponsors, we continue to grow and thrive.

As a not-for-profit community station, our income comes from donations, memberships and sponsorships from local businesses. We are grateful for the strong support we receive from the Bundaberg business community.

Our diverse programming allows us to reach all parts of the community, giving your business access to a broad and engaged audience across the region.

Your sponsorship helps us stay up to date with broadcasting technology, deliver local news and information, and provide specialty programs not offered by commercial radio.

We thank you for considering sponsorship and hope you enjoy the better music variety we offer on 94.7FM.

For further information or to arrange a meeting with our **Sponsorship Manager Brett M** **0409 766442** or email **info@coralcoastradio.net.au**



About 94.7 FM

Coral Coast Radio is a local, volunteer-run, not-for-profit community radio station. All on-air presenters, administration, promotions, board members and technical support staff donate their time to keep the station operating at a high standard.

Established in 1999 by local enthusiasts and musicians, the station has grown into a respected broadcaster operating from our studio at **45a Walker Street, South Bundaberg.**

We offer a wide range of programs presented by announcers of different ages, interests and backgrounds. Our programming includes multicultural shows, Breakfast and Drivetime, religious programs, and music across Country, Blues, Rockabilly, Modern and Easy Listening.



Our Audience

Coral Coast Radio listeners are community-minded people who value and support local businesses. When your message is heard on our airwaves, your business becomes part of that community connection.

The Community Radio National Listener Survey (McNair Ingenuity Research) shows a strong and consistent audience for community radio:

- 78,502 people aged 15–75 in our broadcast area
- 32,870 listeners in a typical week (42% of the population)
- 44,591 listeners in a typical month (54% of the population)
- 29.3 hours average weekly listening time

Our coverage area extends from Agnes Waters in the north, to Hervey Bay in the south, and west to Eidsvold.

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Benefits of Sponsorship

- Competitive pricing comparable to commercial radio
- Access to both general and specialist audiences
- Exposure through outside broadcasts and community events
- Local news, weather and community notices
- Specialist programs including multicultural, blues, religious, country, rock 'n' roll, and easy listening.
- Professional sponsor spots are managed locally
- Your investment directly supports community broadcasting and local volunteers



Sponsor Packages

Your sponsorship includes 30-second on-air spots across Premium, Peak, Off-Peak and Overnight sessions.

Monthly Packages

- 168 spots per month — \$199 ex GST
- 84 spots per month — \$149 ex GST
- 28 spots per month — \$99 ex GST

Additional opportunities to promote your business with 94.7FM:

- Outside Broadcasts from your business
- Weather & News sponsorship

For further information please contact our Sponsorship Manager Brett on 0409 766 442

HOW SPONSORING COMMUNITY RADIO IS GREAT FOR BUSINESS

Coral Coast Community Radio listeners are community minded people. If your message is heard on our airwaves, your business becomes community minded too



MONDAY TO SUNDAY

168	84	28
Spots Per Month	Spots Per Month	Spots Per Month
\$199	\$149	\$99
<i>per month ex GST</i>	<i>per month ex GST</i>	<i>per month ex GST</i>

- All advertisements are produced locally at our studios.
- Outside Broadcasts available from your business. Ask for details.
- Weather & News Spots available
- Will be voiced by our production team.
- Please check all terms and conditions.



Sponsor Bonuses

Website Link

Your logo will be displayed on our website, linking directly to your business.

Community Exposure

Your logo will appear at outside broadcasts, in newsletters and in our annual report. Please supply a colour JPEG or PNG file of your logo.

Supporting Our Station

We ask sponsors to display their sponsorship certificate in a visible location. Many sponsors also provide merchandise for giveaways and prizes during shows and events. You are welcome to use our logo in your marketing and promotions.

Please speak to our Sponsorship Manager Brett 0409 766 442 regarding any of these options.