

Sponsorship Policy

Policy number	P007	Version	1.0
Reference CBAA	6.1		
Drafted by	Committee	Approved on	15/3/22
Responsible person	President	Scheduled review date	15/3/23

OUTLINE

Under the Broadcasting Services Act 1992 Radio East Gippsland Inc. policy document sets the requirements for compliance with the Act, and with Code 6 of the Community Broadcasting Codes of Practice. It establishes our commitment to ensure our financial arrangements are carried out in an ethical manner.

PURPOSE

The purpose of this policy is to provide the framework and establish the guidelines for the creation of productive relationships between Radio East Gippsland Inc. and sponsors such as corporations, foundations, individuals, and other organisations. Such relationships provide important financial support to Radio East Gippsland Inc. in fulfilling its aims and objectives.

POLICY

- All sponsorship announcements shall comply with the three key requirements of the Act being":
 - Sponsorship content will be limited to five minutes in any hour
 - Every sponsorship announcement will be clearly "tagged"
 - There must be a bona fide financial relationship between the sponsor and the station or program.
- Sponsorship will not be a factor in determining access to broadcasting time.
- The content and style of individual programs is not influenced by the sponsors of programs.
- Overall programming of Radio East Gippsland Inc. will not be influenced by sponsors.
- All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or person responsible.
- Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of Radio East Gippsland Inc.
- Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
- Individual presenters and members are not entitled to seek sponsorship on behalf of Radio East Gippsland Inc. without written consent of the Management Committee.
- Under no circumstances can presenters accept gifts, products, or services of payments in return for promotion of a product, service or business.
- All sponsorships must be consistent with existing Radio East Gippsland Inc. policies.
- Radio East Gippsland Inc. reserves the right to refuse any paid announcement.