

POLICY: STATION SPONSORSHIP CRB CODE 6.

DATE REVIEWED: MAY 2018

RATIFIED BY THE BOARD ON: 8TH MAY 2018

PURPOSE: To ensure compliance with the BSA and the Codes and also to give clear direction on Gulf FM's ethos towards sponsorship.

All Sponsorship announcements must include a tagline "Sponsors of GulfFM" or similar.

Sponsors must sign an Agreement, which indicates that -

- i. They agree to sponsor their business on GulfFM for an agreed period eg 3 months, 6 months or 12 months, and at an agreed cost.
- ii. They have seen and agreed on the promotional matter (ie wording of their promo).
- iii. GulfFM reserves the right to ensure that their sponsorship messages comply with all applicable laws, and that GulfFM retains ownership of Copyright of all works produced in their Studios.

Sponsorship will not be a factor in determining access to broadcasting time.

Upon signing the Sponsorship Agreement, sponsors will be provided with an Invoice, payable within fourteen (14days). Payment at time of signing the Sponsorship Agreement will be encouraged if possible.

Sponsors announcement/s will go to air upon receipt of full payment of the Invoiced amount.

Sponsors announcements will cease to go to air within seven (7) days of expiry date of the agreed period of sponsorship. Renewal of Sponsorship will be encouraged.

A Sponsorship Agreement to be signed by the Sponsor each time they renew their sponsorship and include i, ii, iii as indicated above.

GULF FM WILL NOT –

Accept sponsorship from individuals or groups whose policies or practices are inconsistent with the general directions of the Station.

Accept sponsorship that promotes the sale of tobacco products, alcohol or illicit drugs

Accept sponsorship that promotes irresponsible gambling

Permit sponsors to influence the Station's music style or program content

Permit the sponsoring of an entire program by a sole sponsor.

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GULF FM WILL:

Target predominantly local businesses. That is not to say that businesses from the wider community/environs cannot be a Station Sponsor.

Broadcast no more than five (5) minutes of sponsored announcements within a one (1) hour period.

Produce, Log and allocate a sponsor announcement number for its presenters.

The Board shall review and agree the Cost of Sponsorship. Such review to occur annually and as soon as practicable after an AGM.

The Board shall review and set an agreed remuneration/commission for Sponsorship Volunteers/Sponsorship Contractors. Such remuneration /commission to be reviewed annually and as soon as practicable after an AGM.

A nominated Board member shall convene a Sponsorship Volunteers/ Sponsorship Contractors meeting at need and no less than four times per financial year. Such meetings to be minuted and copies issued to the Board.

Sponsorship Volunteers/Sponsorship Contractors to sign a Sponsorship Terms & Conditions Agreement.

Individual presenters and members are not entitled to seek sponsorship on behalf of the Station without the written consent of the Board.

Under no circumstance can presenters accept gifts, products or services or payments in return for promotion of a product, service or business.

Gulf FM reserves the right to refuse any paid announcement.