



## 2MCR Macarthur Community Radio Association Incorporated

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### Sponsorship Policy

All sponsorship, paid government and community service announcements broadcast on 100.3FM 2 MCR, will be subject to the conditions in this Policy:

**Conditions:**

1. Announcements will meet the requirements of the Broadcasting Services Act, the Community Radio Codes of Practice and any other standards or codes.
2. All sponsorship announcements must acknowledge the financial support of a sponsor, e.g. "*Station Sponsor (Business name) is a proud supporter of 100.3FM 2MCR*"
3. Sponsorship announcements are limited to a maximum of five minutes per hour.
4. Announcements must receive specific prior approval of written copy by the Management Committee, Sponsorship Sales Executive or their nominee as outlined in the Community Broadcasting Codes of Practice Radio Sponsorship Guidelines.
5. Sponsorship Announcements will be factual statements about the sponsor and must not relate to any other Business or Company.
6. Scheduling and frequency of announcements must be made with regard to the programming in which they are placed as per the Program Manager.
7. Only announcements specified in the run sheets or communicated directly from the Program Manager shall be broadcast.
8. Any sponsorship proposal, which involves special programming initiatives, must be approved by the Program Manager.
9. Sponsorship announcements will only be accepted from persons or groups whose policies or practices are consistent with the Policies and Guidelines of the Community Broadcasting Association Codes of Practice as practiced by 100.3FM 2MCR.
10. 'Contra' deals in the form of goods or services accepted in return for Sponsorship 'airtime' will only be permitted with the permission of the Station's Management and set up only by the Station's Management.
11. The station reserves the right to refuse any paid announcement.