

Sponsorship Opportunities

Promote your business with the longest running community radio station on the North Coast of NSW
92.9 2NCR FM



for 30 Years

To discuss the most appropriate sponsorship package for your business contact our Station Manager by:

Phone 02 6620 3006

Fax 02 6620 3884

Email manager@2ncr.org.au

Who are 2NCR FM?

We are Lismore's own community radio station and are currently located at Southern Cross University. We are managed by North Coast Radio, Inc, a not-for-profit organisation formed when Southern Cross University relinquished its broadcasting licence in 1999. We are operated by volunteers, including individuals and groups from your community.



What sort of listeners does 2NCR FM have?

Take a look at our current program guide (on the back of this brochure). As you can see, we have a very eclectic line-up with many specialty shows. We have shows for schoolkids, shows for the more mature members of our community, and something for everybody in between. 2NCR FM delivers music variety no other local radio station can. It's simple, unique and it works. As we are a community radio station, our line-up is subject to change. For the latest line-up, just go to www.2ncr.org.au

How does our sponsorship work?

We can either play your pre-recorded message - we just need to "tag" it with "...a 2NCR sponsor", or we can script and record a sponsorship message with your help, with or without a music bed.

Our standard sponsorship campaign will see your sponsorship messages evenly spread between 6am and midnight, Monday to Sunday. Of course, if this does not suit you, we would be more than happy to discuss the most appropriate placing of your messages. If you would like to enquire about other sponsorship opportunities (e.g. program or segment sponsorship), we would be more than pleased to discuss the possibilities with you.

Take a bigger piece of the cake

Becoming a 2NCR FM sponsor offers you one of the more cost efficient communication tools for attracting new customers from Lismore and surrounds, and re-energising your business with a promotional campaign that targets current and potential customers in your community.



Our listeners understand how important it is to support their local businesses. 2NCR FM can help you build a positive brand identity and position your business at the forefront of your customer's mind. Remember, the only thing that works in promoting your business in the marketplace is what you say and how many times you say it.

Building community

It's a great idea to provide benefits or offer promotions that are exclusive to your business as part of your sponsorship campaign. We also encourage our sponsors to offer discounts or other benefits to our members. This encourages customers to contact your business quickly to snap up the opportunity you are offering. All of this helps to further consolidate customer loyalty - both yours and ours.

**92.9 2NCR FM
limits its paid for
sponsorship messages
to a maximum of five
minutes per hour,
so you won't get lost
in the 'clutter'.**

secure your spot

What are our base sponsorship options?

prices effective
December 2006

1

10 x 30-second
spots per month
@\$15.00 per spot (ex GST)

**your investment =
\$165.00 per month
(inc. GST)**

2

20 x 30-second
spots per month
@\$10.00 per spot (ex GST)

**your investment =
\$220.00 per month
(inc. GST)**

3

40 x 30-second
spots per month
@\$9.00 per spot (ex GST)

**your investment =
\$396.00 per month
(inc. GST)**

4

60 x 30-second
spots per month
@\$8.00 per spot (ex GST)

**your investment =
\$528.00 per month
(inc. GST)**

There is a production fee of \$44.00 (including GST) per new or substantially altered sponsorship message. If you are a current or past sponsor of 2NCR FM and unsure whether you will incur this charge, just ask!



We know that by developing a long-term sponsorship strategy with 2NCR FM, you will see the rewards in your business. We reward long-term sponsors with rate discounts. If you agree to be a long-term sponsor the following rates apply:

- **6 months paid with order** – your rate will be reduced by a further **20%**
- **12 months paid with order** – your rate will be reduced by a further **30%**

Who listens to community radio anyway?

In an average week, of the 1,947,000 people aged 15+ throughout country NSW:

558,000 people (or **29%**) listen to community radio

220,000 people (or **11%**) listen to community radio but not commercial radio

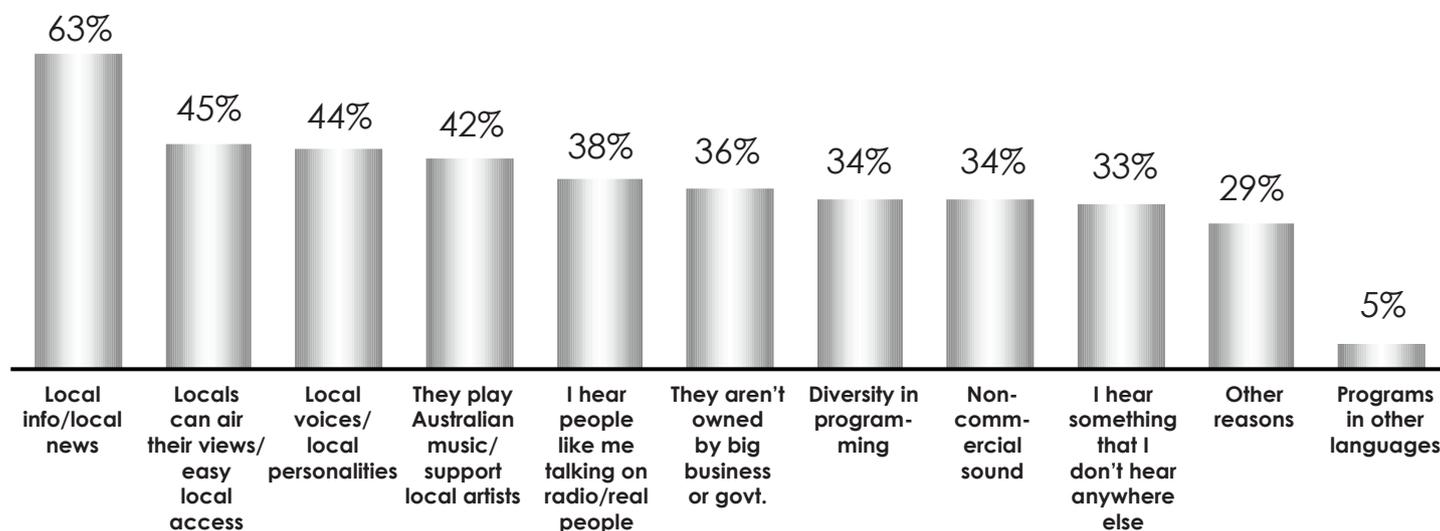
295,000 people (or **15%**) listen to community radio but not ABC/SBS radio

153,000 people (or **8%**) listen to community radio exclusively (not ABC/SBS radio)

Source: McNair Ingenuity Research, 2004

If you are overlooking community radio listeners, you may be missing out on a lot of potential business!!

Why do people listen to community radio when there are commercial stations available?



Source: McNair Ingenuity Research, 2004



Spring Program 2006



Time Slot	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Time Slot
5am	Good Morning Country	Good Morning Country	Good Morning Country	Good Morning Country	Good Morning Country	Pete & Gerry Folk Music	Blues & Beyond	5am
6am	Big Brekky Dave A	Big Brekky Steve Green	Big Brekky Mark	Big Brekky Techy	Big Brekky Rusty	Country Breakfast Marge	Irish Breakfast Declan O'Callaghan	6am
7am							Exploring the Bible	7am
8am								8am
9am							Memories Norm	9am
10am	Fresh Mix Carmen	Fresh Mix Abby	Fresh Mix Dan	Fresh Mix Rusty	Fresh Mix Dave A	Bush Nuts Jill & Bob		10am
11am								11am
Midday								Midday
1pm	Squeaky Wheel Rusty	Goori Jama Malcolm or Billy	Record Collection Vanessa	Jazz Record Ric	The Big Backyard Neil	Regal John-o-Fun John	Salon Blond Paula	1pm
2pm			Baha'i Hours Rosie	The Source Basia	North Coast Electronica Kristian Hutton	Roots, Rhythm & Blues Douglas	The Music Box Mike King	2pm
3pm	Southern Cross Stars Helen Hope	Deadly Sounds Rhoda Roberts						3pm
4pm	Home Run Julie	Home Run Mabeth	Home Run Tash & Rach	Home Run Rachel	Home Run Louise	Japanese Radio Show Masanoji	In the Air Dan	4pm
5pm								5pm
6pm	The French Connection Robert	The Greek Show Harry or Nonda	Bella Italia Angela & Luciana	World of Difference Steve	Filipino Show Mathel	Hawaiian Jukebox Robbie	Black & Blue Phil	6pm
7pm								7pm
8pm	The Evening Eclectic Ruairi	In the Doghouse Red Dog	Jazz Greats & Great Jazz John Smith	Radio Ranch Roundup John	USA Des	Deepest Roots Rasta	Raelian Hours Tarca	8pm
9pm								9pm
10pm	Retro Trip 60s & 70s Hits	Travelling Medicine Show Brian		Jumpin' Jivin' Juke Box Kevin & John	Out of the Archives JR	Party Zone Brent	Flip Flop Radio Brendan	10pm
11pm	Stormy Monday Blues & Roots		Jazz Made in Aust. Paula Langlands					11pm
Midnight								Midnight
1am							Overnight Express via Satellite	1am
2am	Overnight Express via Satellite	Overnight Express via Satellite	Overnight Express via Satellite	Overnight Express via Satellite	Electronic & Dance Music via Satellite	Rock and Blues Music via Satellite		2am
3am								3am
4am								4am
Time Slot	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Time Slot
News	<p>National Radio News can be heard weekdays on the hour between 6am & 5pm and on weekends on the hour between 6am & midday BBC World Service News can be heard Monday to Friday at 6pm Rural News updates can be heard during Good Morning Country Monday to Friday Overnight Express is broadcast live from the National Community Satellite Network with a mix of classic rock and comedy</p>							Contact Details