



ArtSound Sponsorship Policy

This policy concerns the conditions under which 'airtime' is sold to sponsors, and the procedures by which sponsorship is obtained.

Sponsorship and Programming

While the support of the business community is essential to ArtSound, it is station policy that commercial interests will in no way interfere with the concept, content, or style of ArtSound's overall programming.

While every effort is made to negotiate a mutually acceptable arrangement with the sponsor, ArtSound will in no way be persuaded to alter the original concept, content or style of a program to suit a sponsor.

Sponsored programs (i.e. those with 'naming rights') will not be given greater access to 'air time', or given any other form of preferential treatment over programs which are not sponsored.

Obtaining Sponsorship

Direct approaches to sponsors or potential sponsors are to be made only by Management staff or Board Members, and all leads, enquiries and offers of sponsorship are to be directed to them.

Under no circumstances shall ArtSound members/volunteers undertake negotiations or commit ArtSound to any arrangements with a potential sponsor, unless specifically directed to do so by the Station Management or Board.

Staff will provide monthly reports to ArtSound's Board of Management and details of potential sponsors will be supplied to management for approval before contracts are signed.

The Board reserves the right to refuse sponsorship from businesses whose policies or practices it considers to be counter to the aims and objectives of ArtSound.

Sponsorship Procedures

When a business agrees to become an ArtSound sponsor, ArtSound undertakes to do the following:

- Before 'airing' any sponsorship announcements, ensure that a sponsor contract is in place, listing the precise entitlements of the sponsor and the rights of ArtSound.
- Produce a sponsor promo, clearly acknowledging the financial support of the sponsor, which is provided to the sponsor in final form for signed approval before going 'to air'. Once the promo is signed off, the sponsor's approval is assumed.
- Report regularly (as agreed with the sponsor) on the sponsorship contract, including log reports of sponsor promos, and any feedback received from listeners, members or the community in general about the sponsor.

Sponsorship Style:

The sponsorship officer will also advise management on the suggested style of sponsor announcements (i.e. 'live' reads, 'pre-recorded' promos, use of music beds, etc.).

Generally, sponsorship announcements will avoid sounding harsh, loud, and commercial, and will be produced to sit well with the program/s in which they are scheduled.

Scheduling Sponsorship Announcements

In scheduling sponsor promos, ArtSound complies with the requirements of Schedule 2 of the Act, that not more than five minutes of sponsorship announcements be scheduled per hour of broadcasting.

ArtSound's sponsorship announcements will be accurately logged and monitored regularly by the Sponsorship Officer.