

SEPTEMBER 2020

ARTSOUND.FM

S P O N S O R S H I P



EXCLUSIVE REACH TO CANBERRA'S ARTS & CULTURE

Align Your Brand

with Arts & Culture

ArtSound listeners are passionate about authentic, beautiful things. Reach a new audience who generally don't listen to commercial radio.

Our listeners (AB Demographic)

- Spend the least time listening to commercial radio
- Have above-average levels of education
- Are well-travelled
- Have relatively high disposable incomes
- Are among the country's highest achievers, are influential opinion leaders and hold key positions

Attract Quality Leads

with award-winning ArtSound FM

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If your marketing objectives require that the media you select offer more than a simple count of the people you reach...If you want to attract qualified leads...promote good will and impact on profitability...then award-winning ArtSound FM can work with you to accomplish your specific marketing objectives.

ArtSound FM's speciality is creating strategic partnerships and custom-designed, innovative marketing packages for organisations wishing to advertise their goods or services.

We can provide you with promotional and marketing tools that can be tailored to fit specific corporate public relations or advertising strategies.

Our Reach

Reaching a new average listener
Community radio accounts for 30% of the overall market, each listening for up to 20 hours per week. ArtSound FM attracts an audience that is high in levels of achievement and leadership in an environment that engenders positive response.



ArtSound radio waves reach a 400,000-strong community across the Capital Region



58,000 listeners tune to community radio every week in the Capital Region



The average listener tunes in for 8 hours every week. ~14,000 further listeners tune in for up to 20 hours per week

58%
FEMALE



Diverse Age Range
35% aged 25 - 39
28% under 24
25% over 55



Community Radio accounts for around 30% of all radio listenership

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Community Radio

Exclusive Reach

Community broadcasting is Australia's largest independent media sector, a key pillar in the Australian media landscape, and recognised internationally as one of the most successful examples of grassroots media.

Specific Interests

6 million Australians tune in to 450+ not-for-profit, community-owned and operated radio services operating across the country each week. These stations provide programming that caters to the needs and interest groups of their communities and contribute to and reflect an Australia that is an open society, a strong democracy and a vibrant culture.

Access Diversity

We provide a diverse range of viewpoints that enrich the social and cultural fabric of Australian society and contribute to public interest outcomes. Community radio promotes the identities of local communities and contributes to social inclusion

Our Network

We partner with a wide variety of arts organisations in Canberra to provide artistic and promotional support, also drawing the attention of many of their audiences too.



Agora
Gallery



CANBERRA
INTERNATIONAL
MUSIC
FESTIVAL



AHIE
AUSTRALIAN HAYDN
ENSEMBLE



Canberra Symphony
Orchestra

Art Song
Canberra

capo
PATRONS FOR THE ARTS



ASQ
AUSTRALIAN
STRING
QUARTET

Wind
AUSTRALIAN
SYMPHONY

CANBERRA
THEATRE
CENTRE



Who is the average ArtSound listener?



The average ArtSound listener is a married woman in her mid-30s



She lives in a household with at least one other person, and is the primary grocery buyer.



She places a high degree of importance on arts and culture, and listens exclusively to arts radio



She is a university graduate earning \$60k-\$100k p.a. in a full time professional, business manager or executive role.



She listens to ArtSound for arts-specific news, local content and music.

More than just Radio.

ArtSound is also much more than just radio. It has become a focal point for production and recording services to the arts community.

Numerous individuals, organisations and government agencies and national institutions hire our facilities for their own work, including for music recordings and podcasts.

“ArtSound FM endeavours to bring you some of the best music the world has to offer, much of it not contemplated by mass-market national or commercial radio”.

(H.E. Mr Michael Bryce, AM, AE). 25 October 2013

Promotional services →

A variety of services and sponsorship options at ArtSound FM

Whether you're looking to promote a single event, a longer term sponsorship campaign, or space to record your podcast, ArtSound has you covered.

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What we offer

A variety of services and sponsorship options at ArtSound FM →

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Platinum Package

4 Week Promotion

\$1,000

80 Standard Announcements with priority placement spaced over 28 days (20 announcements each week over 6 days).

Plus: one Full Day Sponsorship Announcements per week, on day of sponsor's choice (8 announcements near the top of the hour between 8am-10pm). If promotion taken for 12 weeks: \$3000, with one bonus week; also: option to place sponsor logo on ArtSound website during contract.

Gold Package

4 Week Promotion

\$780

72 Standard Announcements with priority placement spaced over 28 days (18 announcements each week). Plus: one Program Sponsorship per week of program of sponsor's choice (3 Program Sponsorship Announcements per program broadcast).

If promotion taken for 12 weeks: \$2340, with one bonus week; also: option to place sponsor logo on ArtSound website during contract.

Silver Package

3 Week Promotion

\$550

51 Standard Announcements with priority placement spaced over 21 days. Plus: one Program Sponsorship per week of program of sponsor's choice (2 Program Sponsorship Announcements per program broadcast). If package is taken for 9 weeks:

\$1650, with one bonus week.

Bronze Package

3 Week Promotion

\$400

42 Standard Announcements (see below) with priority placement over 21 days, during peak listening hours.

Our Announcements

Examples of our announcements



Basic Announcements

"Programming on ArtSound is sponsored by The Wellness Clinic of Dickson, helping you to maintain your wellbeing throughout the year."

Day Sponsorship

"Today's programming on ArtSound is sponsored by The Wellness Clinic of Dickson, helping you to maintain your wellbeing throughout the year."

Program Sponsorship

"Today's episode of Classical Mood is sponsored by Lancelot's Music Emporium of Braddon, for all your musical requirements."

Variations of charges:

Each basic announcement is approx. 12-15 seconds, in the form specified above. For longer announcements (maximum 30 seconds) rate is \$30/announcement.

Nonprofit sliding scale rates:

Please ask about our special rates for nonprofits, and very special rates for arts nonprofits.

Relationships with Us

There is a closer relationship between sponsors and ArtSound FM than with general advertising. This enables us to better tailor content to serve you.

Aligning Your Brand

As a valued sponsor, showing support of a non-profit arts-focused organisation aligns your brand with the values associated with beauty, quality, culture and community.

Targeted Audiences

Unlike general advertising, sponsorship enables you to target your products and services directly to a specific audience.

**Sponsorship is different
from just advertising.**

Greater Benefits for You

Sponsors have the opportunity to co-brand with ArtSound FM, have your brand promoted at ArtSound events, gain media coverage for your events, and be eligible for our discounts for upfront payment.



Our Resources

- **The Power and Influence of quality FM Radio**

ArtSound FM is distinguished by its association with some of the leading arts and cultural organisations in the ACT. Promotionally, the station also works with both large and small corporates on an ongoing basis.

- **Unequalled Music/Recording Library**

ArtSound has one of the largest and most up-to-date private recorded music collections in Australia. Further, its presenters and programmers are highly respected and have extensive contacts in the music and arts world -- ArtSound won the Chief Minister's Community Media Award (sponsored by the Public Relations Institute of Australia) in 2010 for "enriching the life of the Canberra Region".

- **State-of-the-Art Broadcast Studios**

The ArtSound studios, built to custom specifications, provide the latest audio technology and have attracted numerous national honours including Best Technical Contribution (Technorama 2010)

- **Stature in the Community**

ArtSound has close connections with myriad major and growing cultural organisations throughout the Canberra region, and like-minded radio stations throughout Australia

- **First Class Copywriting and Production Services**

Major institutions and companies rely upon ArtSound's experienced producers, copywriters and voice-over talent.

Artsound FM: Your local music and arts companion.



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Celebrating 38 years proudly serving the ACT. Now broadcasting 24/7 on two frequencies in the Capital Region, and streaming Canberra's arts across the globe online.

Artsound FM: Our History

Artsound FM is Canberra's only independent radio station catering specially to local music and arts. Staffed almost exclusively by volunteers, Artsound FM operates on a not-for-profit basis, broadcasting right across Canberra and its environs. Artsound FM listeners can also listen online and on mobile devices with superb quality, which is so important for the broadcast of fine music.

Artsound FM is Canberra's award winning community broadcasting station with a unique program format aimed at devotees of quality specialist music (classical, jazz, world, folk), arts and cultural events in the ACT region. Our non-profit, listener-supported station has a long history of achievement, having grown from small beginnings in 1983 to a successful multimedia organisation. Upon the award of a Community Broadcasting Licence by ACMA in 2000, Artsound FM began full-time service to Canberra and adjacent regions of ACT/NSW. A digital radio (DAB+) service is now also operational.

We connect the community to the arts in the ACT & region. We also provide training & broadcasting opportunities for volunteers of all ages; as well as a professional recording capability. We operate with less than 3 'full-time equivalent' paid staff. Artsound's funding comes from listener support, members, corporate & government sponsorship, occasional Community Broadcasting Foundation & ACT government grants.

Our team

ArtSound FM is a collaborative community of over 80 passionate presenters, professional recording engineers, and hundreds of volunteers supporting them.

Our network of artists, musicians, and presenters is the perfect way to bring the values of bespoke quality to your brand.

Call us today to discuss your requirements.

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Contact us

10am - 3pm Weekdays



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