

ArtSound Sponsorship and Fundraising Committee
Terms of Reference
September 2024

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| Name | Sponsorship and Fundraising Committee |
| Purpose | <p>In line with the station's constitution, aims and audience profile to:</p> <ul style="list-style-type: none"> • seek appropriate sponsorship and fundraising. • provide oversight of ArtSound sponsorship and fundraising activities. |
| Function | <ol style="list-style-type: none"> 1. ensure that ArtSound FM complies with the Broadcasting Services Act 1992 2. regularly review sponsorship sales income to assess trends 3. review sponsorship rates and packages to ensure ArtSound is competitive in the market 4. review effectiveness of sponsorship as a fundraising activity 5. review the audience to keep abreast of listening habits 6. seek feedback from local businesses to assess sponsorship effectiveness 7. identify and implement ways to invite new sponsors to ArtSound 8. identify and/or implement station initiated activities to raise the profile of ArtSound in the community 9. identify and/or implement other potential fundraising activities |
| Membership | <p>The Board appoints the Sponsorship and Fundraising Committee from ArtSound members who have expressed an interest and have the relevant knowledge and experience.</p> <p>The Committee:</p> <ul style="list-style-type: none"> • must have no more than 7 members (including at least one board member) with a quorum of 4 • selects the Chair and Secretary <p>Vacancies:</p> <ul style="list-style-type: none"> • ArtSound members and volunteers are informed of the vacancy and asked to submit an Expression of Interest. |

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| | <ul style="list-style-type: none"> • Submissions are assessed by the Committee and the successful candidate(s) presented to the Board for approval. |
| Role of the Chair and Secretary | <p>The Chair will:</p> <ul style="list-style-type: none"> • Provide a written report to the Board of Committee activities prior to each Board meeting • Notify the Board of decisions and actions that require Board support <p>The Secretary will:</p> <ul style="list-style-type: none"> • Send the Committee and agenda five calendar days prior to the meeting with request for agenda items • Send the final agenda one day prior to the meeting • Forward draft minutes within 7 days of the meeting |
| ArtSound Strategic Priority | |