

Why Become A Phoenix FM Sponsor?

Cost Effective

Local Promotion

World Wide Promotion On Web

Support Local Community Radio

You won't be locked in to an expensive contract

Outdoor Broadcasts

Radio promotion is proven to be effective

You can cancel any time with 14 days notice

Payment is due in arrears each four weeks

Announcements can be re-recorded to reflect
changes to your business, sales and
campaigns

There is no cost for either initial or
subsequent recordings

We can put a link on our web page to your
web page

You can make more money!!!!



Phoenix FM 89.5FM

128 Reservoir Road
Kennington 3550
PO Box 107
California Gully 3556

Phone: (03) 5444 1129
Mobile 0403 186 466
Email: info@phoenixfm.org
Web: www.phoenixfm.org

Your Phoenix FM Volunteer Sales Rep:

Phoenix FM



The Voice Of Your Community

Get Your Message Out There

Tel (03) 5444 1129 0403 186 466

Central Victorian Community Broadcasters Inc.

Central Victorian Community Broadcasters Inc., (trading as Phoenix FM) was established in December 2006 when a group of concerned citizens felt the need to bring back true community radio to the Bendigo area. Amongst these individuals were firmly established radio presenters with over 100 years experience between them. Phoenix FM was given as a name because of what it symbolized in history—we saw a rebirth of community radio rising from the ashes.

Phoenix FM broadcasts on the 89.5FM frequency from Sunday at 6.00pm until Wednesday at 12.00 noon.

Our programming is very diverse—Multicultural, Indigenous, Youth Radio, Gospel, Folk, Pop, Rock, Hip-Hop, Country, Talk Shows and sports information along with National News and weather from 6.00am to 6.00pm each day.

All Members are volunteers who freely give of their time and talent doing something they love and at the same time benefiting their community

SPONSORSHIP

Community Radio Stations such as Phoenix FM are not allowed to “advertise” in the commercial sense.

Instead Sponsorship Announcements are pre-recorded in a professional manner in the same manner as their commercial advertising counterparts and in the body of each announcement acknowledgement is made that the business concerned is a Sponsor of Phoenix FM

When a business decides to become a Phoenix Sponsor

The following process will take place

- You will be asked to sign an agreement which clearly spells out the duration of your sponsorship and the cost and the frequency of announcements
- Your Phoenix FM Volunteer Sales Representative will consult with you to find out what aspects of your business/service you most want to promote
- A script will be written.
- If required we can get back to you prior to recording to ensure that the script meets your specifications
- The announcement is recorded
- The announcement is scheduled for regular airplay
- Your announcement will be heard on air

HOW MUCH DOES IT COST???????

**\$25.00
A Week**

5 x 30 Second Announcement
Prime Time Each Week

5 x 30 Second Announcement
Dusk to Dawn Each Week

In most cases our sponsors
receive more announcements but
never less!

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