

# Sponsorship Tiers

for RBM 89.1 FM

**rbm**  
**89.1**  
RADIO BLUE MOUNTAINS FM

Tier	Monthly Cost	Promo Creation	Airtime Frequency	Online Promotion
<b>Bronze</b> (Online Media ONLY)	\$50		N/A	 Website AND Weekly FB
<b>Silver</b> (Show Specific, 1 hr Show)	\$100		Promo played at the top of the hour and 30 min break (2 plays per week)	 Website only
<b>Gold</b> (Show Specific, 2 hr Show)	\$200		Promo played at the top of the hour and 30 min break (4 plays per week)	 Website only
<b>Platinum I</b> (Drive Time +)	\$400		Promo played once per a Drive Time Show (AM or PM) and 5 times during other shows (10 plays per week)	 Website only
<b>Platinum II</b> (CNB Sponsor)	\$500		Promo played with all Community Broadcasts (15 plays per week)	 Website only
<b>Platinum III</b> (Weather Report Sponsor)	\$600		Promo played with all Weather Reports (20 plays per week)	 Website only

To speak to RBM about sponsorship, please contact Elizabeth Hart at [sponsorship@rbm.org.au](mailto:sponsorship@rbm.org.au) or 0449 240 025



# Sponsorship

## for RBM 89.1 FM

### FAQ

#### **Will you help me produce my promo?**

Yes! RBM staff will assist you in writing your promo, sourcing licensed music, recording, and even voicing it if you require.

#### **How long is each promo?**

Each promo should be between 30 seconds and one minute.

#### **How many promos are played per hour?**

There are approximately 4 1/2 minutes of promos played per hour. (This includes RBM promotions and community notices) So, there will be between 6 and 9 promos per hour.

#### **Are we locked into a contract?**

No. You are welcome to be invoiced monthly and cancel as needed, however, we ask that you notify RBM of your cancellation 3 weeks prior to your next invoice.

**You can make a difference to  
your community!**