



Sponsorship Policy

Preamble.

Under the Broadcasting Services Act (BSA) community broadcasters are not permitted to broadcast 'advertising'. Sponsorship, however, is permitted. The BSA outlines three key requirements of a sponsorship announcement:

1. Sponsorship content will be limited to five minutes in any hour
2. Every sponsorship announcement will be clearly identified as such
3. There must be a bona fide financial relationship between the sponsor and the station or program.

In line with the community broadcasting code of practice, TamarFM will ensure that:

- sponsorship will not be a factor in determining access to broadcasting time
- the content and style of individual programs is not influenced by the sponsors of programs, and
- overall programming of the station is not influenced by sponsors

Policy

1. All sponsorship announcements will comply with the three key sponsorship requirements outlined in the BSA (as listed in the preamble above).
2. All sponsorship arrangements shall be recorded in a standard way and approved by the sponsorship manager or person authorised by the Management Committee.
3. Sponsorship will not be accepted from companies that promote tobacco or gambling.
4. Sponsorship will not be accepted from person or groups whose policies or practices are inconsistent with the general directions of Tamar FM
5. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
6. Individual presenters and members are not entitled to seek sponsorship on behalf of TamarFM without prior written consent of the Management Committee.
7. Under no circumstances may presenters accept gifts, products or services or payments in return for promotion of a product, service or business.
8. TamarFM will not give unfair priority to any sponsor on the waiting list.
9. TamarFM reserves the right to refuse any paid announcement.