



Radio 4EB “Radiothon 2018” Prize Sponsorship package

“COMMUNITY, CULTURE, CONNECTION”

Who is Radio 4EB?

Our organisation, Radio 4EB, is a Community Radio, specialised to suit people who speak a language other than English as well as those of you who have a keen interest in culture. Radio 4EB is Brisbane's only multilingual radio station – broadcasting 24/7 in over 50 different languages, including a variety of programs in English.

We are an independent community media organisation, with over 700 volunteers, who together with a small number of staff have been operating since 1979 and contributing to a more diverse Queensland.

What is Radiothon?

Radiothon is one of the 3 core sources of operating funds for the station alongside our CBF funds and memberships, and our major fundraiser each year. It is annual event, where within that we ask our listeners and supporters for their favourite Radio Station to broadcast and remain on air.

People who donate to Radio 4EB during Radiothon over \$25, can go into a draw to win some prizes and here is where you can get into a mutually beneficial relationship with the station.

Our Radiothon this year will happen between **10th of October to the 21st of October, 2018.**

What’s in it for you?

During the Radiothon, **your business** will be listed in all advertising for this fundraising campaign.

A station promotional spot (in English) will go to air detailing the prize contribution for Radiothon mentioning your business’s name and detail.

This will be aired at least **50 times** during the Radiothon in all language programs (all of 4EB different language programs) and your business will receive countless live mentions by announcers in their own language. Your business will also receive other offline and online mentions via Radio 4EB’s monthly newsletter and also Radio 4EB’s and groups social media channels.

During October and November people are encouraged to come in and pay their pledge and there will be more reminders of the Major Prizes and the businesses during these times.

Closing date for payment of pledges and entry to the prize draw is on the 7th of December and the winner’s names are drawn on the 10th of December.