

Sponsorship Kit 2021

THE BEST IN PROGRESSIVE,
ALTERNATIVE, AND LOCAL MUSIC



Our Story

THREE D RADIO 93.7FM

Since 1979, Three D Radio has supported local, Australian and independent music.

Formed by the community, for the community, and backed by grants from the legendary Don Dunstan and the Film Commission, the Progressive Music Broadcasting Association (PMBA) was incorporated in September 1978.

With a broadcasting licence secured by the PMBA, the callsign, 5MMM, was selected in November, and regular broadcasting began at midnight, 21 December 1979. A 500 strong crowd gathered to hear Tomorrow Never Knows by 801 Live, then Turn Up Your Radio by The Masters Apprentices, as Mandy Salomon conveyed the excitement of the masses.

When the Triple M callsign was purchased in the early 90s, Three D Radio 93.7fm was born in October 1993 – to continue broadcasting progressive, alternative music to Adelaide and beyond.

Why Us?

100% VOLUNTEER RUN

Three D Radio is run by the PMBA. We are committed to playing contemporary, progressive and alternative music over 80 diverse programs going to air each week.

There are no playlists or rotations on Three D Radio. Our 90+ announcers are free to choose the music that they present. We have a quota system that ensures that our overall music content contains at least 20% local, 40% female, and 40% Australian content.

Three D Radio is unique. We are the only major metropolitan broadcaster in Australia that is entirely run by volunteers. We have no paid staff or agents on commission.

Our subscribers, supporters and the occasional grant helps us to keep broadcasting and become a stronger, more independent organisation – and that helps us to play more local music.



Who Listens

TO COMMUNITY RADIO

**Over 50% listen for local
info and news**

**Nearly 40% want to hear
specialist music**

**25% want diversity in
programming**

41% work full-time

Compared to 36% of population

25% are professionals

Compared to 21% of population

44% earn over \$60k p/a

Compared to 37% of population

44% are female

56% are male

Our Community

GROWING SINCE 1979

Members

Our 140 (give or take a few) members are at the heart of our station.

Subscribers

We have around 900 current and active subscribers.

Social

We have over 10,000 engaged Facebook fans and over 3,500 engaged followers on Instagram.



Partner with Us

TO REACH YOUR COMMUNITY

We partner with on-air sponsors who complement the overall sound and feel of our programming.

In general, our on-air sponsors work in, with, and for music, arts and culture businesses, venues, events, festivals and more, and will be of interest to our community.

Other businesses that wish to support us are invited to become a discounter and offer incentives and benefits to our valued subscribers.

One-Off Campaigns

\$385^

BILLED ONCE

Are you looking to promote a particular event? Or just want to connect as a one-off with our audience? This is what you need. Discounts apply for multiple-week bookings. **Your campaign includes:**

- A 30-second sponsorship message
- Production by Three D Radio
- Broadcast minimum four times per day in rotating time slots including morning, drive, and evening



Start Me Up Deal

\$65^ PER WEEK
BILLED MONTHLY

Dip your toes in the water with our Start Me Up Deal. The Start Me Up Deal is perfect for local businesses looking to support Three D Radio, without a large financial commitment to the station. **With a minimum commitment of 12 weeks, the package includes:**

- A 30-second sponsorship message that can be updated once a month
- Production by Three D Radio
- Broadcast minimum one spot per day, in rotating timeslots, for the duration of the sponsorship term



Regular Sponsor Deal

\$125^ PER WEEK
BILLED MONTHLY

A step up from the Start Me Up package is our Regular Sponsor Deal. The Regular Sponsor Deal is perfect for venues looking to promote events, or any other sponsor looking for higher exposure than the Start Me Up Deal.

For a minimum commitment of 12 weeks, you get:

- A 30-second sponsorship message that can be updated every week
- Production by Three D Radio
- Broadcast minimum three spots per day in mixed time slots for the duration of the sponsorship term, including 'run of station'
- Please talk to us about other ideas that work for you – an outside broadcast, live reads by announcers, coming into the station to chat about you with us! We're keen to connect!

Program Sponsorship

FROM \$350[^] PER WEEK
MINIMUM OF 12 WEEKS

Program and segment sponsorship is a strong branding option to align a product or service with the station's programming. Approval is at the discretion of the station and relevant broadcaster. Tailored packages and content to be developed in partnership. Talk to us about options!



Local Band Rate

\$99[^]

PRE-PAID BEFORE
BROADCAST COMMENCES

The Local Band Rate is Three D's discounted promotional rate exclusive to our band subscribers. The rate is available to South Australian bands and artists subscribed to Three D with a band subscription. This is a heavily discounted rate and is offered as a way to support local musicians.

Features include:

- Your 30-second sponsorship message produced in house by Three D Radio
- Broadcast minimum four spots per day in mixed timeslots, including drive, daytime, and evening, for 7 days leading up to your event

Local Band Rate

THE FINE PRINT

Eligibility:

- Local Band Rate is only available to South Australian bands and musicians who have a current Band Subscription with Three D Radio
- Local Band Rate can only be used by band subscribers to promote an event that they are playing in. In other words, a band subscription cannot be used for LBR promotion for gigs the band has nothing to do with. Musicians in several bands cannot use a single band subscription to promote all of their bands; each band needs its own subscription
- Local Band Rate can be used if the band subscriber is a support for an interstate or international tour. However, as far as the sponsorship message is concerned, it is the subscriber's gig. The headline act will be mentioned as part of the line-up, but backing music will feature the band subscriber, and the message will end with subscriber supports Three D Radio. If this is not acceptable, then our Commercial Rate (still really cheap) must be used to promote interstate and international tours
- No cross-promotion of any sponsors or grants. If you have sponsor or grant obligations, you must use our Commercial Rate

Local Band Rate

T&C ' S

Terms and Conditions:

- All correspondence must be made using the email address lbr@threedradio.com
- All details of the promotion, including payment, must be finalised at least 14 days from the event. This allows one week for production, and one week for the promotion to air
- An MP3 of the promotion will be emailed to you for your approval. Alterations will only be made for mispronunciation or errors made by us
- You must own any musical material played during a promotion, or be legally authorised to give permission to Three D to use the material in a promotion
- Three D Radio reserves the right to reject any promotion at its absolute discretion
- Agreement is made in good faith. Three D Radio will not be held responsible for failures to broadcast in the case of unforeseen events, including but not limited to, the event of hardware failure, power outages, etc
- Paid promotion in no way guarantees airplay of music on the station. You are paying for promotional messages only
- Drink specials and other promotions on the night will not be mentioned in messages

Production

IT'S PART OF THE PACKAGE

Three D Radio listeners are a discerning bunch. When they are happy, you are happy! We want sponsorship messages that our listeners want to listen to.

All sponsorship messages need to be consistent with the sound of Three D Radio.

For this reason, we will not broadcast pre-made advertisements meant for commercial radio.

We also prefer not to broadcast jingles or messages that incorporate repetitive sounds and other gimmicks.



Radiothon

GET INVOLVED!

- Radiothon is our annual fundraising drive where we cajole and sweet-talk our listeners to subscribe or re-subscribe to the station for another year
- It is a 10-day extravaganza led by the announcers, with on-air giveaways and a major prize draw
- By kindly donating to the prize draw there are opportunities for your business to be mentioned and promoted throughout this period, on-air, on digital and on our social pages
- You will enjoy free on-air promotion in the three weeks leading up to Radiothon, where we will regularly broadcast messages detailing the major prizes and which companies donated them
- You will be plugged endlessly on-air throughout the Radiothon week. And most importantly, you will get a good feeling inside knowing you are supporting local music and helping to keep Three D Radio on-air!



Outside Broadcasts

GET INVOLVED!

- We love meeting our community, far and wide! From across the road at Linde Reserve to the paddocks of Blenheimfest, we are keen to get outside and play great music
- Our Outside Broadcast (OB) team are keen to get involved and go to where the action is
- Events, gigs, festivals, even rallies are our thing
- This engagement comes with a big presence and promotion for all stakeholders involved
- If you are a venue, talk to us about an OB!
- If you have an event or festival coming up, talk to us about an OB!
- If you are a regular sponsor and would love to do an OB, talk to us!



Subscriber love

Our subscribers tell us that our bribes to subscribe are unnecessary, and this may be so, but we find that giving a little something, and getting a little something, makes for a nice outcome for all parties. Sometimes our supporters have just that right thing that encourages this simple, mutually beneficial, transaction to occur. Your business can benefit by connecting with our subscribing listeners.

On-air giveaways

We have discerning listeners, who love that they are not bombarded with too much information, and can just kick back and enjoy the tunes. Sometimes though, we need to jolt the listener and remind them to support us. On-air giveaways can be a way of fostering a relationship between the listener, the station and your business. Opportunities exist to discuss the range of possibilities that may provide a win for all involved.

Discounter program

Becoming a Three D Discounter is a great way to show your support for the station, and is a great way to attract customers to your business. By offering our valued subscribers a discount on your goods and services, you provide an important incentive for our listeners to subscribe to the station.

OTHER OPPS



GET IN TOUCH

SALES@THREEDRADIO.COM
(08) 8363 3937

THREE D RADIO
PO BOX 937
STEPNEY SA 5069

Three D Radio proudly broadcasts from Kurna land. We recognise and respect the Kurna people's continuing cultural heritage, beliefs and relationship with this land, and we pay respect to Kurna Elders, past and present.