



Sponsorship Policy

PURPOSE

The purpose of this policy is to ensure compliance with the Broadcasting Services Act and the Codes of Practice. The policy also provides clear direction on 2MCE's ethos in relation to sponsorship.

POLICY

1. All sponsorship announcements will comply with the three key sponsorship conditions:
 - Sponsorship content will be limited to five minutes in any hour;
 - Every sponsorship announcement will be clearly tagged e.g. "a sponsor of 2MCE"; and
 - There must be a bona fide financial relationship between the sponsor and the station or program.
2. All sponsorship arrangements shall be recorded on a standard contract and approved by the station manager or station officer responsible.
3. In line with the Community Broadcasting Code of Practice (Code 6), the station 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 is not influenced by sponsors.
4. Sponsorship will not be accepted from companies that promote tobacco or gambling.
5. Sponsorship from companies promoting alcohol may be accepted, however the announcements must not:
 - promote irresponsible use of alcohol, or
 - be directed towards minors.
6. Sponsorship will not be accepted from any person or group whose policies or practices are inconsistent with the aims, mission, and ethos of 2MCE and Charles Sturt University.
7. Sponsorship announcements will be produced and presented in a style and form consistent with the program in which they are to be placed.
8. Individual presenters and members are not entitled to seek sponsorship on behalf of 2MCE without written consent of the Station Manager (or the 2MCE Community Broadcasting Board).
9. Under no circumstances can presenters accept gifts, products or services, or payments in return for promotion of a product, service, or business.
10. 2MCE reserves the right to refuse any paid announcement.