



Sponsorship Guide

929voice.fm



Thank you for partnering with 92.9 VOICE FM

A message from the General Manager

At VOICE FM, sponsorship is more than just generating brand awareness—it's about making a real impact in the lives of people through connection.

Every time someone hears your message through our airwaves, you're not only building your brand locally, you're supporting the mission of VOICE FM, which is to bring authentic relevant Hope to our region.

With your partnership, together, we are making a positive difference in our Toowoomba community and beyond.

It's our honour to partner with your organisation.

My team and I will be with you every step of the way.

- Brad Smith

General Manager

0432 297 059

brad@radio929.fm

Radio sponsorship is effective and it works

Radio sponsorship is a popular marketing channel in Australia for a reason: **it works.**

Radio sponsorship helps you to:

- ✓ Connect with your local community
- ✓ Build brand awareness and trust
- ✓ Generate new business leads
- ✓ Grow your revenue

The latest survey by Commercial Radio Australia showed the number of people listening to radio is continuing to rise to record highs. In 2022...

- Over 12 millions Australians listen to radio
- The average listening time is 5 hours per week.
- Younger listener audiences are growing rapidly

Research by McCrindle also found that christian radio listeners are highly loyal and engaged with their station. More than half of Christian radio listeners (53%) tune in to their radio station several times a day compared to 35% of commercial listeners.

Sponsorship plans

Brand Builder

Select a monthly plan that suits your campaign objectives (and budget) and let us handle the rest!

Bronze

\$90/week

Includes:

- **14 spots per week**
- **30 second spots**
- **Website listing**

Spot times limited.

BUDGET FRIENDLY

Silver

\$150/week

Includes:

- **25 spots per week 30 seconds spots**
- **Website listing**
- **Save 50% off our Creative Services**

MOST POPULAR

Gold

\$210/week

Includes:

- **35 spots per week**
- **30 seconds spots**
- **Website listing**
- **Creative Services included**
- **(up to \$100)**

BEST VALUE

All spots are in breakfast, Mornings Afternoon and Drive (BMAD) between 6am and 6 pm

Sponsorship plans

High Impact

Select a monthly plan that suits your campaign objectives (and budget) and let us handle the rest!

Bronze

\$140/week

Includes:

- **14 spots per week**
- **30 second spots**
- **Website listing**

Spot times limited.

BUDGET FRIENDLY

Silver

\$225/week

Includes:

- **25 spots per week**
- **30 seconds spots**
- **Website listing**
- **Save 50% off our Creative Services**

MOST POPULAR

Gold

\$320/week

Includes:

- **40 spots per week**
- **30 seconds spots**
- **Website listing**
- **Creative Services included**
- **(up to \$100)**

BEST VALUE

All spots are in breakfast and drive only

Breakfast: 6-9am

Drive: 3-6pm

How to start your sponsorship with us

Sponsorship with 92.9 VOICE FM is simple...

1

Select a Plan Talk to our Sponsorship Team on **(07)4639 4981** to choose a plan that meets your objectives. Confirm your Ad Spots by signing an Authority to Broadcast. Spaces are limited, so don't wait!

2

Create your Campaign

Work with our Creative Services team to script, record and launch your campaign — or bring your own audio! *Additional fees may apply.*

3

Launch your Campaign

We'll review and schedule your sponsorship spots. All you have to do is sit back and listen in!

Our team will check-in with you regularly to review your campaign and its positive impact.