

★ **STAR104.5** &
GOSFORD
TENNIS CLUB

Media Partnership 2020 - 2021



HERE'S HOW WE PLAN TO SUPPORT
GOSFORD TENNIS CLUB IN THE 2020
– 2021 SEASON:

Across the Coast Commercials

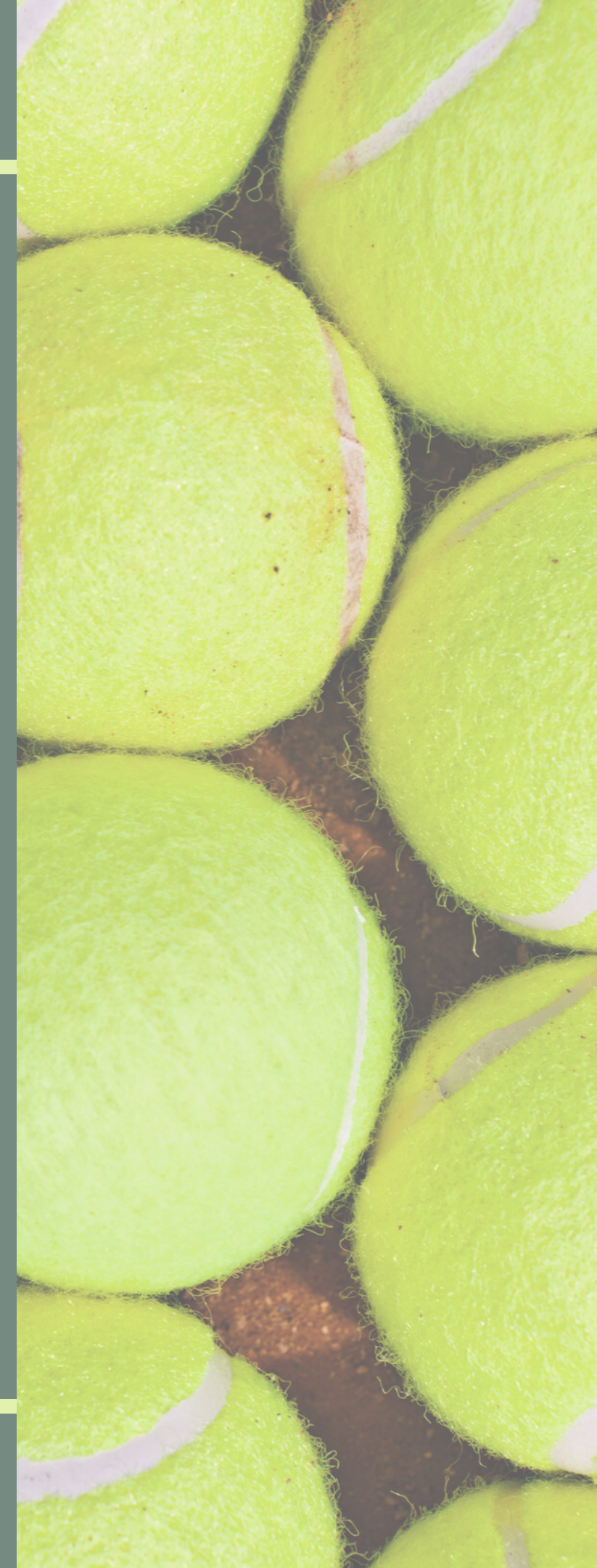
Road Star Activity

Star 104.5 Website

Social Media

Star 104.5's Local Newsroom

Sponsorship Audio



ACROSS THE COAST COMMERCIALS

Across the Coast is a community switch function that allows us to inform our listeners about awesome events happening across the Coast. These can be used to promote registrations, upcoming events, brag about results - whatever you like!

34 x Across the Coast commercials* throughout the 2020 - 2021 season
(2 weeks of promotion)

= \$4760 in promotional value

**Timing at your discretion, placement and creative at our discretion. No production charge.*



ROAD STAR ACTIVITY

The Star 104.5 promotional street team (aka the Road Stars!) know how to throw a party and create some event atmosphere. Given the current economic and social circumstances, they aren't out and about on the road right now but we can't wait to get them back out visiting our partners around the Coast.

During our partnership, we'll send the Road Stars along for 3 x simulated live Road Star crosses from Gosford Tennis Club. This means the Road Stars will visit on dates to be agreed upon between us, with a 30 second cross going to air letting listeners know about the event/competition taking place and they will stay on site for approx. 20 minutes interacting with the public, handing out sampling, playing games etc.

At each cross, the Road Stars will also post to the Star 104.5 Instagram page including your tags and hashtags.

3 x Road Star crosses across the term*

= \$900 in promotional value

**Timing at our discretion based on your requests*



**Due to the COVID-19 pandemic and the current economic and social environment in the event that we are unable to send the Road Stars to visit we will replace the value of this airtime with other forms of promotional activity.*

STAR 104.5 WEBSITE

We will host a page under the 'Across the Coast' section of our website dedicated to Gosford Tennis Club. We can post videos, photos, active links and logos to help drive registrations, volunteer help, sponsors or sideline support.

= \$2000 in promotional value

SOCIAL MEDIA

While the Road Stars are visiting, they will post to the Star 104.5 Instagram page including your tags and hashtags.

3 x Instagram posts and minimum 1 x Instagram story across the term

= \$2450 in promotional value



STAR 104.5 NEWSROOM

The Star 104.5 newsroom love running local content and keeping the Coast up to date with important news! So if you've got something you think they'd want to know about, let us know! News inclusions at Star 104.5 news team's discretion.

= \$1000 in promotional value

SPONSORSHIP AUDIO

We will provide you with a professionally recorded audio file that can be played at the club to credit sponsors or promote messages. Content to be provided by you, creative control retained by Star 104.5.

= \$1000 in promotional value





TOTAL PROMOTIONAL VALUE = \$12,110
IN RETURN, WE'D LIKE...

- To host a Star 104.5 staff team day at Gosford Tennis Club at no cost.
- Star 104.5 to be recognised as the exclusive commercial radio 'Media Partner' on the Central Coast from September 2020 - September 2021.
- The Star 104.5 corporate logo to be displayed on marketing and advertising material recognising:
- Star 104.5 as the exclusive commercial radio media partner (including t-shirts, letterheads, social media, online, media releases, event programs etc.).
- Star 104.5 to be recognised as the radio media sponsor in any official ceremonies.
- Star 104,5 to have signage opportunities on game days/carnivals/finals/official functions etc.
- The opportunity to play Star 104.5 over the PA or an audio file we produce including sponsor credits on final days.

SPONSORSHIP TERM: SEPTEMBER 2020-2021
TERMS AND CONDITIONS - NO. S20/85

By signing this proposal you agree that you have read and agree to the activity and its terms and conditions and will commit to it. This proposal was available at time of presentation. Star 104.5 cannot be held responsible for promotions sold after the time of presentation. Promotional concepts, mechanics, timings and titles are subject to change and/or availability. Star 104.5 promotional concepts and creative ideas remain the property of Nova Entertainment. Any associated advertising costs and schedules are GST exclusive and are valid for 14 days from presentation date. Cancellation of associated advertising costs and schedules will incur a fee equal to the promotional value offered to you up until the date of cancellation. Star 104.5 reserves the right to change the promotion name or mechanic at any time but still deliver the airtime. Star 104.5 is committed to delivering the promotional airtime however take no responsibility for cancellations given the current economic and social environments as of 31st August 2020.

----- (Name) ----- (Client Signature) ----- (Date)