



SPONSORSHIP

POLICY

2026 / 2027

Version 3.0

March 2026

1. Introduction

The purpose of this Sponsorship Policy is to outline the guidelines and procedures under which PHAZE Broadcasters INC (hereafter referred to as “the Organisation”) accepts, manages, and acknowledges sponsorships for its programs, events, and activities.

This policy ensures that all sponsorship arrangements comply with the Australian Communications and Media Authority (ACMA) Community Broadcasting Codes of Practice, relevant legislation, and the Organisation’s commitment to community service and ethical broadcasting.

As a community broadcaster, PHAZE Broadcasters INC is dedicated to maintaining editorial independence and serving the needs and interests of its audience. Sponsorship arrangements must not compromise this independence or create conflicts of interest. All sponsors must align with the Organisation’s community-focused values

2. Policy Statement

PHAZE Broadcasters INC operates as a non-profit, community-based broadcaster committed to delivering diverse, inclusive, and accessible content. Sponsorship provides essential financial support while ensuring the Organisation retains a balanced and independent voice.

All sponsorship agreements will:

- Comply with the ACMA Community Broadcasting Codes of Practice
- Avoid conflicts of interest or undue influence over programming
- Maintain transparency between sponsorship content and editorial material
- Support the Organisation’s mission and community objectives

3. Guidelines for Sponsorship

3.1 Eligible Sponsors

PHAZE Broadcasters INC will consider sponsorship from businesses, organisations, and individuals that align with its community values and objectives.

Sponsors must meet the following criteria:

- **Community Relevance**
Sponsors should contribute positively to the social, cultural, or economic wellbeing of the community. This includes local businesses, educational institutions, non-profits, and public sector organisations.

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- **Appropriate Content**

The Organisation will not accept sponsorship from entities whose products, services, or messaging conflict with its values. This includes, but is not limited to, sponsorships promoting:

- Tobacco products
- Gambling services
- Alcohol (where restricted or inappropriate)
- Any harmful or controversial products or messaging

- **Regulatory Compliance**

All sponsors must comply with ACMA regulations, including restrictions on the promotion of certain products and services.

3.2 Sponsorship Recognition and Acknowledgement

PHAZE Broadcasters INC will clearly distinguish sponsorship content from editorial programming.

Acceptable forms of sponsorship recognition include:

- **Sponsor Mentions**

Brief on-air acknowledgements (generally no longer than 30 seconds) identifying the sponsor and their support.

- **Sponsor Messages**

Statements acknowledging support for a program or initiative. These must be factual, non-promotional, and must not encourage the purchase or use of goods and services.

- **On-Air Sponsorship Spots**

Broadcast in accordance with ACMA guidelines and clearly separated from program content.

All sponsorship acknowledgements must comply with ACMA requirements and remain non-commercial in tone.

3.3 Program Integrity

PHAZE Broadcasters INC will ensure that all sponsorship arrangements protect the integrity and independence of its programming.

- **Editorial Control**

The Organisation retains full control over all content. Sponsors must not influence editorial decisions, topics, or viewpoints.

- **No Product Placement**

Sponsorship must not include product placement or covert advertising within programming.

- **Clear Separation**

Sponsorship acknowledgements must remain separate from editorial content and must not be embedded within interviews, news, or other programming segments.

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3.4 Financial Arrangements

All sponsorship agreements must be formally documented and include:

- **Sponsorship Fees**
Fees will be agreed upon based on factors such as program reach, duration, and audience.
- **Payment Terms**
Payments must follow agreed schedules and may require advance payment where applicable.
- **Duration of Sponsorship**
All agreements will specify start and end dates. Extensions or renewals are subject to review and approval.

3.5 Conflict of Interest

PHAZE Broadcasters INC is committed to avoiding conflicts of interest in all sponsorship arrangements.

- Sponsors must not be associated with programming where a conflict could arise
- Editorial independence must be preserved at all times
- Sponsorship must not influence the content, tone, or direction of programming

4. ACMA Compliance Requirements

As a licensed community broadcaster, PHAZE Broadcasters INC will comply with all relevant ACMA regulations.

Key requirements include:

- **Sponsorship Limits**
Sponsorship content must not exceed five minutes per hour of programming
- **Non-Commercial Nature**
Sponsorship must be a contribution to support the Organisation, not a commercial advertisement or paid programming
- **Clear Identification**
Sponsorship announcements must be clearly distinguishable from editorial content
- **Appropriate Language and Tone**
All messages must be factual, non-deceptive, and aligned with community standards

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5. Monitoring and Evaluation

PHAZE Broadcasters INC will actively monitor sponsorship arrangements to ensure compliance and effectiveness.

This includes:

- **Regular Reviews**
Periodic assessment of sponsorship agreements and practices
- **Audience Feedback**
Engagement with listeners to ensure sponsorship does not negatively impact the audience experience
- **Regulatory Compliance**
Cooperation with ACMA audits and provision of required documentation

6. Transparency and Reporting

The Organisation is committed to transparency in all sponsorship activities.

Measures include:

- **Public Disclosure**
Sponsorship relationships may be disclosed via the Organisation’s website or on-air acknowledgements
- **Sponsorship Register**
A record of all sponsorship agreements, including terms and financial details, will be maintained and available for internal review and regulatory purposes

7. Approval and Review

This policy will be reviewed annually to ensure it remains compliant with ACMA regulations and aligned with the values of PHAZE Broadcasters INC.

Any amendments must be approved by the Organisation’s Board of Management.

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