

PROCEDURE - DULY AUTHORISED SPONSOR REPRESENTATIVES

Purpose of Procedure

The purpose of this procedure is to provide guidance to Duly Authorised Sponsor Representatives of their responsibilities.

Background

This procedure is based on the requirement for Sponsor Representatives to relate and participate in an ever changing commercial environment.

Procedure

1. Compliance with Radio Eastern's current Sponsorship Policy.
2. To retain the status of a Duly Authorised Sponsor Representative there is an ongoing responsibility for Sponsor Representatives to continue seeking out new Sponsors.
3. To ensure communications with the Sponsor on an ongoing basis.
4. To ensure that all required information on Rep Data tab located within the Agreement spreadsheet is complete before being emailed to the Finance Group for approval.
5. To ensure Agreements are approved, in writing, by the Finance Group prior to the Agreement being presented to the Sponsor for signing.
6. To send invoices prepared by the Finance Group direct to Sponsor.
7. To establish new or renewing Agreements in a timely manner as indicated in the Sponsorship Policy.
8. To ensure Sponsor payments are received before messages go to air.
9. To supply to the Finance Group, in writing, any requested changes to the Sponsorship Policy.
10. To supply to the Finance Group Monthly Reports on Sponsor activities and visits. As Sponsorship falls under the Finance Group on the Operational Responsibilities Chart this information is required by CoM on a monthly basis.

This Procedure is supported by the following Policy(s):

Policy Name	Folder	Tag	Rev. Number	Rev. Date	Revision by
Duly Authorised Sponsor Representatives					