

## **POLICY - DULY AUTHORISED SPONSOR REPRESENTATIVES**

### **Purpose of Policy**

The purpose of this Eastern Community Broadcasters Inc. hereafter referred to as Radio Eastern fm policy is to provide guidance to persons intending to apply to the Committee of Management (CoM) for the Duly Authorised Sponsor Representatives status.

### **Background**

In past times appointment of Duly Authorised Sponsor Representatives has been given in most cases upon request of an individual willing to pursue sales. The requirement for Sponsor Representatives to relate and participate in an ever changing commercial environment has necessitated closer scrutiny of the function.

### **Policy**

Applications for Duly Authorised Sponsor Representatives status shall only be accepted when submitted on a current Duly Authorised Sponsor Representatives application form.

The issuing of an Application Form shall include;

- Current Radio Eastern FM 98.1 Sponsorship Policy
- Current Sponsor Representative Responsibilities
- Current Sponsor Representatives Relating to Agreements and Invoicing
- Current Sponsorship Information
- Current Sponsorship Option/s Rates

The issuing of Duly Authorised Sponsor Representatives status shall be at the sole discretion of the CoM.

This Policy is supported by the Duly Authorised Sponsor Representatives Procedure(s);

Policy reviewed and updated: 06-03-2025