

## **PROCEDURE - DULY AUTHORISED SPONSOR REPRESENTATIVES**

### **Purpose of Procedure**

The purpose of this Eastern Community Broadcasters Inc. hereafter referred to as Radio Eastern fm procedure is to provide guidance to Duly Authorised Sponsor Representatives of their responsibilities.

### **Background**

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

### **Procedure**

1. Compliance with Radio Eastern fm current Sponsorship Policy.
2. To retain the status of a Radio Eastern fm Duly Authorised Sponsor Representative there is an ongoing responsibility for a 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 Radio Eastern fm 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 Committee of Management Monthly Reports on Sponsor activities and visits.

This Procedure is supported by the Duly Authorised Sponsor Representative Policy(s):

Procedure reviewed and updated: 06-03-2025