

THE FINEST IN RADIO SINCE 1983

2022

FM STEREO

OUR EVENTS SIDE

**EAST
SIDE 89.7
FM**



There are many sides to Eastside Radio

Eastside Radio is one of the country's leading stations for quality jazz music. We also pay avid attention to soul, funk, hip hop, blues, roots, electronica, gypsy, Latin, African and other world music, creating the unique Eastside sound.

We also believe in standing side by side with our local community of artists. Our listeners tune in to hear high quality local music and arts. They rely on us to recommend upcoming concerts, festivals and productions in their neighbourhood and at their favourite venues.

Taking out an Events package is more than just advertising, it's aligning your event and image with the Eastside brand. It's an endorsement by the station and gets presenters and volunteers behind your event. You can strengthen your event profile and reach an exclusive and loyal audience.

"Thanks for everything Eastside, for the many wonderful interviews and great support, your team are so great to work with."
– Emma Collison Publicity

The following packages are available for all events both at home here in Sydney as well as nationally around the country.

\$900: 35 spots
(valued at over \$1,100) + 5 bonus

\$1,200: 45 spots
(valued at over \$1,400) + 10 bonus

\$1,800: 75 spots
(valued at over \$2,400) + 10 bonus

10% GST and production fee is added to all campaigns.



Outcomes for you, our events partner

- Drive increased awareness and ticket sales among a community of music lovers through our vast communicative resources.
- Increased brand exposure through cross-promotion via Eastside's social channels, EDM and other digital platforms.
- Align your event with support of a highly relevant, music lovers' station.

Each package includes:

- 30 sec on-air announcements scheduled in both peak and relevant music programs
- 1 x feature article with link to your website
- 1 x banner on home page with link
- 1 x EDM content tile + link
- 1 x SOLUS EDM (top tier only)
- 1 x interview + podcast of interview on Music channel
- 3 x Live Reads per double pass giveaway
- Social Media Support through Instagram, Facebook and Twitter

We can schedule your 30 sec announcements in our weekday BMAD blocks as well as during specialist evening and weekend programs specific to your event. Our current program 2021 guide is also included.



NEXT STEP...

**Contact Eastside Radio to confirm your interest
and we can get the ball rolling!**



Eastside Radio 89.7FM

T: +612 9331 3000

E: sponsorship@eastsidefm.org

Facebook: [eastsidefm](https://www.facebook.com/eastsidefm)

Twitter: [@eastside897fm](https://twitter.com/eastside897fm)

Instagram: [eastside89.7fm](https://www.instagram.com/eastside89.7fm)

YouTube: [radio eastside](https://www.youtube.com/radioeastside)

Streaming live around the globe from eastsidefm.org

Artwork by Lyndon Pike