

EVENTS CAMPAIGN



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SID 89.7
FM **SINCE 1983**

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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.

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.

We're also happy to further tailor a campaign to your needs – we know everyone's budgets are different!

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

\$900: 35 spots + 5 bonus

\$1,200: 45 spots + 10 bonus

\$1,800: 75 spots + 10 bonus

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

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 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 eNews, FB and Instagram

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.

Outcomes for you, our Events partner

- Drive increased awareness and ticket sales among a community of music lovers through our many communicative resources.
- Increased profile through cross-promotion via FB, Instagram, Eastside website and eNews
- Align your event with support of a highly relevant, music lovers' station.



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Let's talk!



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E: sponsorship@eastsidefm.org

Facebook: [eastside897fm](https://www.facebook.com/eastside897fm)

Instagram: [eastside897fm](https://www.instagram.com/eastside897fm)

YouTube: [@eastside897fm](https://www.youtube.com/@eastside897fm)

Streaming live around the globe from [eastsidefm.org](https://www.eastsidefm.org)