

RESIST INVASION • CELEBRATE SURVIVAL • CONTINUE CULTURE

YABUN

FESTIVAL

26 JAN 2020

SPONSORSHIP RATE CARD 2020

PRESENTED BY KOORI RADIO



YABUN

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23-26 JUN 2020

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Why Koori Radio?

Reaching 363,000 Sydneysiders, Koori Radio is the leading contemporary voice for Indigenous truth, community, music, news, art and culture.

Koori Radio 93.7 plays a curated, modern mix of 99% Black and Indigenous music from around the world, broadcasting 41 programs in 8 languages, including Australia's Flagship Indigenous news and current affairs program – Blackchat, with Lola Forester.

Established in 1993, Koori Radio is an Aboriginal-controlled community broadcasting service and needs your support to remain on air and continue to present culturally significant events like our annual Yabun Festival.

363,000
Listeners

15% Identify
as ATSI

50% Male &
Female

72% aged
between 25 -
54

70%
Households
of 3 or more
people

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25 JUL 2020

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2020 Rate Card

Breakfast (The Brekky Show)	7am - 9am	\$110
Morning (Blackchat)	9am - 12pm	\$125
Afternoon	12pm - 3pm	\$80
Drive (Making Tracks)	3pm - 6pm	\$110
Night (International Indigenous)	6pm - 12am	\$70
Overnight (Local Indigenous)	12am - 7am	\$30
Weekend	(Saturday/ Sunday)	\$70
BTA (Best Time Available)	TBA	\$60

All prices quoted are based on 30-second sponsorship spots, and are excluding GST. 15-seconds 75%, 45-second spots & 60-second spots pro-rata. Minimum of 10 spots per campaign with a minimum campaign period of 7 days. Preferred placement is plus 50% per spot. Production and copywriting per 30-second spot is \$295 excluding GST. Revoicing available at a cost of \$70 excluding GST.

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YABUN WHITE

\$5,000

ON THE DAY

1x free promotional stall

5 live "On Air" mentions

ONLINE

Logo on Yabun and Koori Radio website with link

Tagged mentions across social in lead up to Yabun

Tagged mentions in thanks post-event (#Yabun top 10 trending topic on twitter every year)

ON AIR

Sponsorship campaign on Koori Radio (304k active monthly listeners): 5 x 30 Second spots on Jan 26

10 x 30 Second spots the fortnight prior

10 x 30 Second spots the week following

OTHER MEDIA

Logo on sponsors page in Festival Program

2 x Tickets to a Koori Radio Event in 2020 (Includes Yabun Afterparty, Klub Kooris etc)

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YABUN RED
\$10,000

ON THE DAY

1x free promotional stall

5 live "On Air" mentions

Prominent banner placement

Opportunity to meet performers (2 x Backstage Passes)

ONLINE

Logo on Yabun and Koori Radio website with link

Tagged mentions across social in lead up to Yabun

Tagged mentions in thanks post-event (#Yabun top 10 trending topic on twitter every year)

ON AIR

Sponsorship campaign on Koori Radio (304k active monthly listeners): 10 x 30 Second spots on Jan 26

20 x 30 Second spots the fortnight prior

20 x 30 Second spots the week following

OTHER MEDIA

Logo on sponsors page and cover of Festival Program

4 x Tickets to a Koori Radio Event in 2020 (Includes Yabun Afterparty, Klub Kooris etc)

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YABUN YELLOW

\$20,000

ON THE DAY

2 x free promotional stall

5 live "On Air" mentions

Prominent banner placement at Yabun Stage

Opportunity to meet performers (4 x Backstage Passes)

ONLINE

Logo on Yabun and Koori Radio website with link

Tagged mentions across social in lead up to Yabun

Tagged mentions in thanks post-event (#Yabun top 10 trending topic on twitter every year)

ON AIR

Sponsorship campaign on Koori Radio (304k active monthly listeners):
20 x 30 Second spots on Jan 26

30 x 30 Second spots the fortnight prior

30 x 30 Second spots the week following

OTHER MEDIA

Prominent logo on sponsors page and cover of Festival Program

6 x Tickets to a Koori Radio Event in 2020 (Includes Yabun Afterparty, Klub Kooris etc)

Prominent acknowledgement in Yabun media release

Logo on event advertising

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YABUN BLACK

\$30,000

ON THE DAY

3 x free promotional stall (2.4m x 2.4m)

10 live "On Air" mentions

Prominent banner placement at Yabun Stage

Opportunity to meet performers (10 x Backstage Passes)

3 exclusive "On Air" mentions and thanks as a "Lead Partner"

ONLINE

Logo on Yabun and Koori Radio website with link

Unique tagged mentions across social in lead up to Yabun

Unique tagged mentions in thanks post-event

Promo Banner featured on Yabun and Koori Radio website

ON AIR

Sponsorship campaign on Koori Radio (304k active monthly listeners): 5 x 30 Second spots on Jan 26

60 x 30 Second spots the fortnight prior

60 x 30 Second spots the week following

OTHER MEDIA

Prominent logo on sponsors page and cover of Festival Program

10 x Tickets to a Koori Radio Event in 2020 (Includes Yabun Afterparty, Klub Kooris etc)

Prominent acknowledgement in Yabun media release

Logo on event advertising

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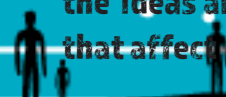


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YABUN extras

Host a Yabun Festival 2020 Venue
(only for Red, Yellow & Black Sponsors)

OPTION ONE
\$5,000

Become the Hosting Partner at Jarjums Tent OR Youth Space* OR Makers Space* (final name to be confirmed)

In 2020, joining the Jarjums Tent (which has fun activities for kids) we intend adding a Youth Space for older kids, and a Making & Learning space for people of all ages to learn and observe cultural crafts & practices

OPTION TWO
\$10,000

Become the Hosting Partner at Speak Out Tent OR Elders Tent

Ideally situated with a view of the Yabun Stage, the Elders Tent is a sought after space that serves over 100 Elders

Speak Out continues to grow and is a focal point for our leading thinkers to unpack the ideas and issues that affect us all

OPTION THREE
\$20,000

Become the Hosting Partner at Corroboree Ground

A staple of Yabun, the Corroboree Ground brings together clans and First Nations from across NSW to share the dance and story

OPTION FOUR
\$30,000

Become the Hosting Partner at the main Yabun Stage

Each year the Yabun Stage is the central focus of the entire festival and showcases the best of established and emerging Indigenous Australian music artists

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CONTACT US

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