

How National Listener Survey data can help you sell sponsorship for your station

Ultimately, sponsors want to know if you can deliver their message to their target audience. You can use audience statistics to tell your station's story.

→ Tell Your Story

Data from the Community Radio National Listener Survey can help you show prospective sponsors that their target market aligns with community radio listeners, nationally, by State, city, or by metropolitan or non-metropolitan area. For example, you might be able to show gender, age, education or other audience trends.

These facts & figures should help you tell your station's story and flesh out what you can offer sponsors. They provide evidence of the strong story of community radio in the Australian media landscape.

[Access National Listener Survey Area Fact Sheets here.](#)

→ Create a Station Profile

A *Station Profile* or sponsorship kit can be a useful asset to take to sponsor meetings. It should provide a snap shot of your station and be a starting point when explaining sponsorship opportunities with your station. Use it to showcase your station, and then talk about how you can tailor a campaign to that specific sponsor's needs.

Some tips for developing your profile:

- Be clear and factual, using National Listener Survey data to provide a picture to your prospective sponsors. For example, listening patterns, reasons people listen and, where possible, statistics specific to your community of interest.
- Don't just leave data to speak for itself. Make sure you explain it clearly, and in context.
- Don't try and squeeze in too much information at this stage - remember, you can provide prospects with specific proposal documents with greater detail. A single page can be enough.

[Check out some examples of Station Profiles here.](#)



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For more information, head to the [CBAA website](#) or call us on 02 9310 2999.