

# **Sponsorship Kit**

# **2025**

**THE BEST IN PROGRESSIVE,  
ALTERNATIVE, AND LOCAL MUSIC**



# Our Story

## THREE D RADIO 93.7FM

Since 1979, Three D Radio has supported local, Australian and independent music.

Formed by the community, for the community, and backed by grants from the legendary Don Dunstan and the Film Commission, the Progressive Music Broadcasting Association (PMBA) was incorporated in September 1978.

With a broadcasting licence secured by the PMBA, the callsign, 5MMM, was selected in November, and regular broadcasting began at midnight, 21 December 1979. A 500 strong crowd gathered to hear Tomorrow Never Knows by 801 Live, then Turn Up Your Radio by The Masters Apprentices, as Mandy Salomon conveyed the excitement of the masses.

When the Triple M callsign was purchased in the early 90s, Three D Radio 93.7fm was born in October 1993 – to continue broadcasting progressive, alternative music to Adelaide and beyond.

# Why Us?

## 100% VOLUNTEER RUN



Three D Radio is run by the PMBA. We are committed to playing contemporary, progressive and alternative music over 80 diverse programs going to air each week.

There are no playlists or rotations on Three D Radio. Our 90+ announcers are free to choose the music that they present.

We have a quota system that ensures that our overall music content contains at least 20% local, 40% female, and 40% Australian content.

Three D Radio is unique. We are the only major metropolitan broadcaster in Australia that is entirely run by volunteers. We have no paid staff or agents on commission.

Our subscribers, supporters and the occasional grant helps us to keep broadcasting and become a stronger, more independent organisation – and that helps us to play more local music.

# Who Listens TO COMMUNITY RADIO

**Over 50% listen for local  
info and news**

**Nearly 40% want to hear  
specialist music**

**25% want diversity in  
programming**

**41% work full-time**

Compared to 36% of population

**25% are professionals**

Compared to 21% of population

**44% earn over \$60k p/a**

Compared to 37% of population

**44% are female**

56% are male

# Our Community

## GROWING SINCE 1979

### Subscribers

We have over 1,000 current and active subscribers.

### Members

Our 140 (give or take a few) members are at the heart of our station.

### Social

We have over 12,000 engaged Facebook followers and over 6,100 engaged followers on Instagram.



PICTURE: JAMES ELSBY

# Partner with Us

## TO REACH YOUR COMMUNITY

We partner with on-air sponsors who complement the overall sound and feel of our programming.

In general, our on-air sponsors work in, with, and for music, arts and culture businesses, venues, events, festivals and more, and will be of interest to our community.

Other businesses that wish to support us are invited to become a discounter and offer incentives and benefits to our valued subscribers.

# One-Off Campaigns

\$385^  
BILLED ONCE

Are you looking to promote a particular event? Or just want to connect as a one-off with our audience? This is what you need. Discounts apply for multiple-week bookings.

## **Your campaign includes:**

- A 30-second sponsorship message
- Production by Three D Radio
- Broadcast minimum four times per day in rotating time slots including morning, drive, and evening
- As part of your sponsorship, we will help amplify your message by accepting a collaborator post on our Instagram and/or being a co-host on your Facebook event to boost your visibility and reach. You just need to create the content and we'll say yes!

# Start Me Up Deal

**\$65^ PER WEEK  
BILLED MONTHLY**

Dip your toes in the water with our Start Me Up Deal. The Start Me Up Deal is perfect for local businesses looking to support Three D Radio, without a large financial commitment to the station.

**With a minimum commitment of 12 weeks, the package includes:**

- A 30-second sponsorship message that can be updated once a month
- Production by Three D Radio
- Broadcast minimum one spot per day, in rotating timeslots, for the duration of the sponsorship term
- As part of your sponsorship, we will help amplify your message by accepting a collaborator post on our Instagram and/or being a co-host on your Facebook event to boost your visibility and reach. You just need to create the content and we'll say yes!

# Regular Sponsor Deal

**\$125^ PER WEEK  
BILLED MONTHLY**

A step up from the Start Me Up package is our Regular Sponsor Deal. The Regular Sponsor Deal is perfect for venues looking to promote events, or any other sponsor looking for higher exposure than the Start Me Up Deal.

**For a minimum commitment of 12 weeks, you get:**

- A 30-second sponsorship message that can be updated every week
- Production by Three D Radio
- Broadcast minimum three spots per day in mixed time slots for the duration of the sponsorship term, including 'run of station'
- As part of your sponsorship, we will help amplify your message by accepting a collaborator post on our Instagram and/or being a co-host on your Facebook event to boost your visibility and reach. You just need to create the content and we'll say yes!
- Please talk to us about other ideas that work for you - an outside broadcast, live reads by announcers, coming into the station to chat about you with us! We're keen to connect!

# Program Sponsor

**\$350^ PER WEEK  
MINIMUM OF 12 WEEKS**

Program and segment sponsorship is a strong branding option to align a product or service with the station's programming. Approval is at the discretion of the station and relevant broadcaster. Tailored packages and content to be developed in partnership.

Talk to us about options!



# Local Band Rate

**\$99 (INC. GST)  
PRE-PAID BEFORE  
BROADCAST COMMENCES**

The Local Band Rate is Three D's discounted promotional rate exclusive to our band subscribers. The rate is available to South Australian bands and artists subscribed to Three D with a band subscription. This is a heavily discounted rate and is offered as a way to support local musicians.

## **Features include:**

- Your 30-second sponsorship message produced in house by Three D Radio
- Broadcast minimum four spots per day in mixed timeslots, including drive, daytime, and evening, for 7 days leading up to your event
- As part of your sponsorship, we will help amplify your message by accepting a collaborator post on our Instagram and/or being a co-host on your Facebook event to boost your visibility and reach. You just need to create the content and we'll say yes!

# Local Band Rate

## THE FINE PRINT

### Eligibility:

- Local Band Rate is only available to South Australian bands and musicians who have a current Band Subscription with Three D Radio
- Local Band Rate can only be used by band subscribers to promote an event that they are playing in. In other words, a band subscription cannot be used for LBR promotion for gigs the band has nothing to do with. Musicians in several bands cannot use a single band subscription to promote all of their bands; each band needs its own subscription
- Local Band Rate can be used if the band subscriber is a support for an interstate or international tour. However, as far as the sponsorship message is concerned, it is the subscriber's gig. The headline act will be mentioned as part of the line-up, but backing music will feature the band subscriber, and the message will end with subscriber supports Three D Radio. If this is not acceptable, then our Commercial Rate (still really cheap) must be used to promote interstate and international tours
- No cross-promotion of any sponsors or grants. If you have sponsor or grant obligations, you must use our Commercial Rate

# Arts/NFP Rate

**\$99 (INC. GST)**

**PRE-PAID BEFORE  
BROADCAST COMMENCES**

The Arts/NFP Rate is Three D's discounted promotional rate exclusive to organisations and individuals who work in, with, and for music, arts, and culture businesses, venues, events, festivals, and more. You just need to be an Arts/NFP subscriber. This is a heavily discounted rate and is offered as a way to support local artists and not-for-profits.

## **Features include:**

- Your 30-second sponsorship message produced in house by Three D Radio
- Broadcast minimum four spots per day in mixed timeslots, including drive, daytime, and evening, for 7 days leading up to your exhibition, performance etc
- As part of your sponsorship, we will help amplify your message by accepting a collaborator post on our Instagram and/or being a co-host on your Facebook event to boost your visibility and reach. You just need to create the content and we'll say yes!

# Arts/NFP Rate

## THE FINE PRINT

### Eligibility:

- The Arts/NFP sponsorships rates are the same as the Local Band Rate
- To receive this special rate, you must be a NFP/Arts subscriber
- Three D Radio reserves the right to decline any subscription that it determines, at its sole discretion, does not align with the station's core values, mission, or ethos. This policy ensures that the station maintains its commitment to fostering an inclusive, creative, and community-focused environment
- Subscriptions may be declined if they:
  - Promote content or activities that conflict with the station's support for diversity, equality, and social justice
  - Are associated with organisations or entities that engage in harmful practices, such as discrimination, environmental degradation, or unethical business conduct.
  - Conflict with the station's goal of providing a platform for independent, non-commercial, and community-driven content
- If you are a South Australian not-for-profit or charity, we may ask for your details as they appear on the [ACNC Charity Register](#)
- And lastly, if you are larger arts organisation please get in touch with us directly to talk about sponsorship opportunities

# Production

## IT'S PART OF THE PACKAGE



Three D Radio listeners are a discerning bunch.

When they are happy, you are happy!  
We want sponsorship messages that our listeners want to listen to.

All sponsorship messages need to be consistent with the sound of Three D Radio. For this reason, we will not broadcast pre-made advertisements meant for commercial radio.

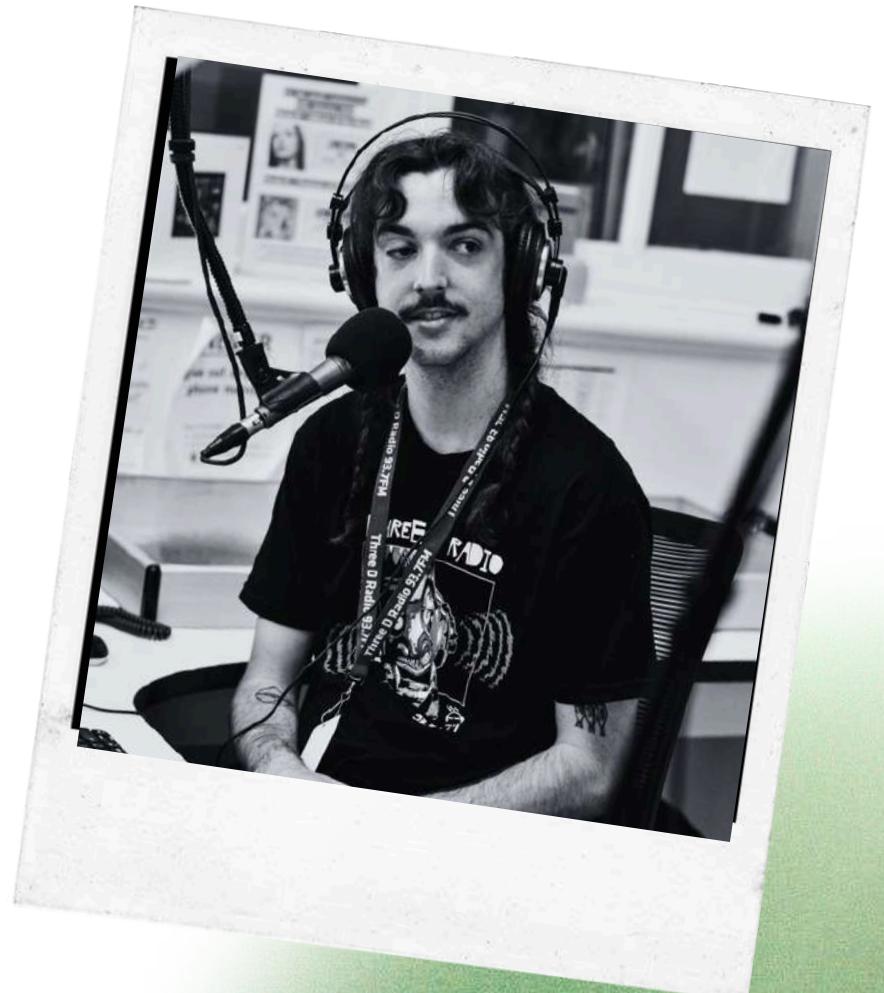
We also prefer not to broadcast jingles or messages that incorporate repetitive sounds and other gimmicks.

# Radiothon

## GET INVOLVED!

- Radiothon is our annual 10-day fundraising event every August
- It's a time when we ask our community of listeners to subscribe or renew their support to help keep Three D Radio independent
- Led by our passionate announcers, Radiothon features on-air giveaways and a major prize draw for individual and band subscribers that adds to the fun and excitement
- By donating a prize, your business will be part of the celebration — with promotion on-air, online, and across our social media channels throughout the Radiothon period
- During Radiothon your business will be regularly mentioned on-air, putting top of mind to our loyal, music-loving audience
- Most importantly, you'll be helping to support local artists and the community spirit that makes Three D Radio what it is

**Support the station you love!**



# Outside Broadcast

## WE LOVE COLLABORATING

- We love connecting with our community—wherever you are!
- From the iconic WOMADelaide to Froth and Fury at the Port, or down to the mid-coast for A Nice Day To Go To The Club, we're always up for getting out, interviewing artists, and sharing the music we love
- Our Outside Broadcast (OB) team are keen to get involved and go to where the action is
- Events, gigs, festivals, even rallies are our thing
- This engagement comes with a big presence and promotion for all stakeholders involved
- If you are a venue, talk to us about an OB!
- If you have an event or festival coming up, talk to us about an OB!
- If you are a regular sponsor and would love to do an OB, talk to us!



# OTHER OPPS

## Discounter program

Becoming a Three D Discounter is a great way to show your support for the station, and is a great way to attract customers to your business. By offering our valued subscribers a discount on your goods and services, you provide an important incentive for our listeners to subscribe to the station.

## On-air giveaways

We have discerning listeners, who love that they are not bombarded with too much information, and can just kick back and enjoy the tunes. Sometimes though, we need to jolt the listener and remind them to support us. On-air giveaways can be a way of fostering a relationship between the listener, the station and your business. Opportunities exist to discuss the range of possibilities that may provide a win for all involved.

# Get In Touch

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