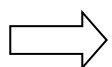




info@palaceradio.net

By Post: Selhurst Park, London, SE25 6PU By Phone: 07876 405 605

1278am <http://www.palaceradio.net/>





Contents

PAGE	DETAILS
Cover	Contact Details
Page 3	What is Palace Radio? Audience
Page 4	Sponsorship Options (1) Show Sponsorship & Spot Advertising (2) Features & Competition Sponsorship
Page 5	Palace Radio Investment Current Inputs Planned Investment
Page 6	Programme Schedule (An example of the schedule for a Saturday Home Match)



What is Palace Radio?

- Crystal Palace Football Club's match day radio station
- On-air for 24 hours on the day of home matches played at Selhurst Park, London SE25
- Full match commentary of League, Cup and Play-off games
- On 1278AM broadcasting to Croydon and South East London areas – the heart of Crystal Palace support
- Run by a team of dedicated fans, many with previous broadcasting experience

Audience

- An average of 15,703 people attend Crystal Palace's home league matches¹
- With capacity crowds of 26,000 for the biggest matches
- 97% brand awareness amongst fans²
- 10,000 listeners during the course of each broadcast²
- Reaching armchair fans who do not attend Selhurst Park

¹ Average Match Attendance from CPFC/Football League for season 2007/2008 as at 12/10/07

² Listener survey results: conducted on-line during August 2007

² Listener survey as above



SPONSORSHIP OPTIONS

The following is not an exhaustive list of ways the station could work with your business – please contact us to discuss your requirements

(1) SHOW SPONSORSHIP & SPOT ADVERTISING

On-Air: SPOT ADVERTS

Agreed duration and frequency throughout the day

SHOW SPONSORSHIP

“Match Commentary in association with/sponsored by” and pre-recorded show jingles and trailers

On-line: ADVERTISEMENT & LINK

on Palace Radio’s sponsors’ page, and Programme Guide page for show sponsorship

* Provide pre-recorded adverts or work with us to produce them for you at no extra cost

(2) FEATURES & COMPETITION SPONSORSHIP

On-Air: SHOW FEATURES

Sponsor segments of a show, for example the *New Top Ten* on the Breakfast Show, the *Beat The Don Prize Quiz*, or “*The End*” of Bill & Chris’s show!

* Idents & Jingles used during the feature.

On-line: ADVERTISEMENT & LINK

on Palace Radio’s sponsors’ page, and Programme Guide page

ADVERTISING COSTS

Please see the covering letter for details of costs, or alternatively e-mail info@palaceradio.net or telephone 07876 405 605.



PALACE RADIO INVESTMENT

Why has Palace Radio now decided to seek sponsorship?

CURRENT INPUTS:

Broadcasting License (Sports "RSL" Restricted Service License)

£2,000 from Crystal Palace FC

Studio Space: Heat, Light, Telephone, and Programme Advert

£ In-kind from Crystal Palace FC

Equipment, including key resources: Transmitter and Mixing Desk; **Technical Expertise** and the website; **Consumables**: video logging tapes, minidisks; **Studio Refurbishment**

£ In-kind from Palace Radio's own volunteer staff

INVESTMENT	OUTCOME
Improved studio equipment Improved transmitting equipment	- better output, live e-mail - clearer signal
On-Line Broadcast	- National/Worldwide audience
Purchase consumable stock	- minidisks for interviews, DVDs for compulsory output logging
Broadcasting License	- guarantee Palace Radio gets on air, ensure the station remains an unbiased medium for debate
Publicity Material	- widen the audience, increase media coverage

! Palace Radio's staff will remain unpaid volunteers



PALACE RADIO SCHEDULE

(Saturday Home Match Days)

- Midnight – 08:00 **NON-STOP MUSIC MIX** (Pre-recorded)
Chart Tunes from the 60's – present day
- 08:00 – 09:00 **THE GOLDEN HOUR**
Guess the year from the music and news
- 09:00 – 11:30 **LATE AND LAZY BREAKFAST SHOW**
New Music, Latest News, Comedy Chat
- 11:30 – 13:00 **THE WIBBLY WOBBLY WORLD**
A left-field look at the goings on in football at Selhurst Park and beyond!
- 13:00 – 14:15 **FIXTURE FOCUS**
Match Preview, Latest News, Phone-In, & Player Interviews.
- 14:15 – 17:00 **45 LIVE**
First for team news & Match Build-up:
FULL LIVE MATCH COMMENTARY from 3pm
Half-Time & Full-Time Scores and Discussion
- 17:00 – 18:00 **YOUR SHOUT**
Fans' Post-Match Phone-In
Live coverage of the Managers' Press Conference
- 18:00 – Close **NON-STOP MUSIC MIX (Pre-recorded)**