



**Online and 104.7fm
Part of the Community**

**YOUR VERY OWN LOCAL COMMUNITY RADIO STATION
BROADCASTING FROM SHERBORNE IN DORSET.**

**Abbey 104, Coombe Works, Coombe, Sherborne, Dorset DT9 4AU
Telephone: 01935 804669 email: studio@abbey104.com**



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INTRODUCTION TO ABBEY 104

Abbey 104 is your local community radio station which is run by a small team of dedicated volunteers and is a self-funding not-for-profit organisation.

We broadcast to the community 24 hours a day of which 12 hours a day are dedicated to community content and a mixture of great music....something for every taste; we provide hourly national and international news and travel updates in the local area.

We support local community outside events with hosting and also by recording interviews for broadcasting; our aim is to be a real contributor to the fabric of local communities. We work with education establishments to facilitate accessibility to a local radio station and we have some great plans to enhance these educational links in the coming months.

We have some fantastic business partners in the community, who we work closely with to ensure that the benefits of the Abbey 104 presence in the community are maximised. Details of our Partner Programme are enclosed within this brochure and this is a cornerstone of our development plan for the next few years.

On a personal note, I would welcome any contact from the community regarding Abbey 104; we are here to provide the very best broadcasting capability that we can and the views of our partners and the community are always very welcome.

We have had a new management team in place since April 2022 and we are making steady progress. Abbey 104 was established in February 2013 and we look forward to our next 10 years as part of the community.

Very best regards

John Shearing

Chairman



AREAS WHERE WE BROADCAST



We broadcast on 104.7 FM from the centre of Sherborne, which gives us a potential audience of 85,000 people.

Abbey 104 is also available online via the Abbey 104 website, as well as enabled smart speakers. This means that the radio station can be heard anywhere in Dorset, Somerset or the world for that matter!

We do have music shows with a strong international following but, of course, our primary focus is the local community.



Key Indicators

AUDIENCE SIZE

Our local audience is difficult to measure given the station's resources but our priority is serving the local community.

WEBSITE

We have an average of 4,000 views per month, and of course many of these will be using the website as an Internet gateway to receive Abbey 104 radio. Our website address is **abbey104.com**

FACEBOOK

We have over 6,000 followers on Facebook and Twitter which gives us excellent reach into homes and businesses in the community, which is especially important for our business partners.



Key Indicators

ABBEY 104 MEMBERS AND PRESENTERS

We have a membership of under 50 members, who are all volunteers in some capacity, whether that be presenting or technical support; we are always looking to attract new faces to our friendly radio station.

COMPANY STRUCTURE

Abbey 104 is a Community Interest Company with four directors, three of whom are Operational.



THE ABBEY 104 PARTNER PROGRAMME

OBJECTIVES

The Partner Programme is designed to provide a clear cost structure and benefits for working with Abbey 104 through sponsorship and advertising, whilst ensuring that we provide an inclusive scheme for all sizes of business wishing to become a part of the Abbey 104 community radio station. Partnership options begin from as little as £15 per month.

We have a dedicated Advertising & Marketing link which can be reached at **advertising@abbey104.com** so please drop an email for any further information.

The following pages outline the tier structures.



THE PARTNER TIERS

ABBEY BRONZE PARTNER

Our entry level for small organisations wishing to partner Abbey 104.

Includes a 10-15 second jingle, played at least twice weekly.

ABBEY SILVER PARTNER

Dedicated show sponsorship for the organisation. Includes four jingle plays of approximately 30 seconds in a two-hour show.

OR...

Hourly advertising with a 30 second partner advert.

ABBEY GOLD PARTNER

Dedicated show sponsorship for the organisation with the additional benefit of hourly advertising included.

Includes four jingle plays of approximately 30 seconds in a two-hour show and hourly advertising with a 30 second partner advert.



ABBEY PLATINUM PARTNER

This is our premium tier for our partners who have, or would like to form a longer term relationship with Abbey 104.

We will discuss your specific business needs in terms of sponsorship and/or advertising based on a three year relationship. Existing partners who have been with us for three years already, will automatically become a part of this tier.

Additional benefits will be discussed on a partner by partner basis to ensure we support specific business objectives, but would include a formal meeting with Abbey directors and provision of additional marketing collateral, cost by discussion.

PROGRAMME SUMMARY

Whether large or small, we want to ensure that we can be inclusive, hence the structure. We will, of course, discuss specific business needs with every partner.

We value every relationship and will afford the following benefits to all tiers as described:

All tiers :

- to feature a partner logo on our website*
- to play partner jingles frequently via our Music Selector as well*
- to be encouraged to use the Abbey 104 logo on their website*
- to have the ability to participate in on-air interviews*
- to receive support at outside events where relevant (discussion by partner)*
- to have social media facilitation via Abbey 104 for business*

WORKING IN PARTNERSHIP WITH BUSINESSES IN THE LOCAL COMMUNITY



CONTACT US



01935 804669



studio@abbey104.com



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