

DALES RADIO

SHOW SPONSORSHIP



ABOUT OUR STATION

Available on 109.4FM, 103FM, 936AM, Online & Smart Speakers, Dales Radio is firmly established as the go-to Radio Station for the Yorkshire Dales National Park.

On Air 24/7, our listeners love Dales Radio - they tell us every day. You can't buy loyalty like it. Until now...

DALESRADIO.CO | JULIAN@DALESRADIO.CO | 01756 799 698

SHOW SPONSORSHIP

Sponsorship is a great way of building brand credibility. Where spot advertising is a great way to inform the consumer about your product or service with some detail, sponsorship is most effective as a brand builder with a short message or strapline within the sponsor credit. Sponsorship works well alongside traditional spot advertising. As with spot advertising, repetition builds reputation – repeating the same strap line is a powerful way to reinforce your brand message.

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SHOW SPONSORSHIP

We are a key source of information for our Yorkshire Dales community with loyal listeners and an ABC1 audience. All commercial show sponsors will benefit from the marketing we do to ensure you reach our audiences across all our channels (live on-air, on the website and social media channels).

All sponsors will have an image, logo and weblink promoting you to our thousands of listeners and web visitors.

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A row of wrapped gifts on a wooden surface with a blurred background of trees.

DALES COMPETITIONS

INTRODUCTION

Running a sponsored competition on the radio is a great way to promote a new product or service, engage the audience and create talkability. Everyone loves to win something great for nothing and a competition always creates interest. The mechanic is created to work with the product and the station. Chosen to be seasonal or product-led.

**100 CREDITS ACROSS 2 WEEKS
ONLY £250 + PRIZE FUND**



DALES COMPETITIONS

INTRODUCTION

A two-week competition mechanic with a week of pre-promotion and week of gameplay/activity on air. Week 1: Pre-promotion. During this week the audience are introduced to the product and the promotion mechanic with pre-recorded trails and presenter live reads signposting the following week's activity. Week 2: Gameplay the mechanic is executed in the chosen programme(s) and the winning begins! Throughout the week the presenters engage the audience with more chances to win and build the excitement. With data capture and PCA on completion.

**100 CREDITS ACROSS 2 WEEKS
ONLY £250 + PRIZE FUND**



DALES BREAKFAST

INTRODUCTION

The flagship show on Dales Radio is the regular morning wake up. Julian wakes up the Dales with a mix of chat, local stories and great music.

Each morning from 7 until 10 it's the best way to wake up and an opportunity to reach the breakfast audience as they start the day – a broad cross section of listeners – from the family audience to business people, farming families. In fact, Dales folk in general.

45 SHOW CREDITS PER WEEK
35 PROMO CREDITS PER WEEK
ONLY £75 PER WEEK



DALES DAYTIME

INTRODUCTION

A great way to reach the Dales workforce during the daytime. Lee Mouldsdales takes you through the workday morning including the coffee break guess the year competition, guest interviews and Number 1s at 1 over lunch break.

This traditionally is the time of most consistent long-term workplace listening, with a captive daytime audience. The perfect way to reach people of working age in the workplace and those now working at home.

**50 SHOW CREDITS PER WEEK
21 PROMO CREDITS PER WEEK
ONLY £50 PER WEEK**



DALES DRIVE HOME

INTRODUCTION

Join Keith Fletcher each weekday afternoon for the best way to get you home safely.

The latest on the roads, some great music and chat.

It's our afternoon peak audience as the Dales makes its way home.

45 SHOW CREDITS PER WEEK
15 PROMO CREDITS PER WEEK
ONLY £50 PER WEEK

DALES WEATHER



INTRODUCTION

Catch up with the all-important weather for the Dales each hour daytime. The forecast is vital for Dales people at work or at leisure, where the ever changing weather is often the decision maker.

It's as important during winter snowstorms and high winds, as it is with summer rain and flooding.

Also included is web sponsorship of the five-day forecast.

**60 SHOW CREDITS PER WEEK
18 PROMO CREDITS PER WEEK
ONLY £50 PER WEEK**



DALES TRAVEL

INTRODUCTION

Travel problems vary greatly in the Dales – sometimes there are very few issues and at other times bad weather influences road conditions and public transport. We react to that with lesser or more travel bulletins as needed.

There will always be updates at breakfast and drivetime, plus others as necessary. We have costed this sponsorship assuming only these credits. All additional credits will be a bonus!

**20 SHOW CREDITS PER WEEK
18 PROMO CREDITS PER WEEK
ONLY £50 PER WEEK**



DALES SHOWS

INTRODUCTION

- The Weekend Breakfast
- The Saturday Afternoon Show
- The Saturday Night Party
- The Evening Show
- The Time Machine
- StressBusters
- Stuck In The 80s
- Sunday Soul Sessions
- Sports News
- Business News
- Farming Today
- Dales Diary
- Events

**FOR MORE INFORMATION ON
ADDITIONAL SHOW SPONSORSHIP
OPPORTUNITIES, PLEASE CONTACT
OUR TEAM**



01756 799 698

JULIAN@DALESRADIO.CO

WE RECOMMEND

A minimum of a **3 month campaign** with us. Why? So our audience **learn** about **you** and get the **message** you're putting out.

COMMERCIAL PRODUCTION - FROM £65

Let the **professionals** do the hard work. Our **writers** and **producers** will **collaborate** with you and **create** promotional **credits** for you that is **clear** and **promotes** what you do.



WHAT'S A CREDIT?

A **show credit** is an on-air reference made by our radio hosts during the show you sponsor. For example, "The Dales Radio weather is brought to you by Hudsons Blinds".

A **promotional credit** promotes your brand and creates fantastic awareness of it. These are played during the show you sponsor. For example, "Brought to you by Hudsons Blinds - top quality blinds at affordable prices. Buy online".

A DJ is shown from the side, wearing a dark t-shirt and a watch, with one arm raised in the air. The background is a vibrant, out-of-focus stage light display with blue, purple, and white bokeh lights.

AUDIENCE PROFILE

OUR LISTENERS

Dales Radio listeners enjoy shopping, going out, having fun and spending time with their friends and family in their local community. Listeners connect with Dales Radio because it stays in tune with their needs and emotions all day, every day.

25 - 55 YEAR OLDS

Dales Radio appeals to a wide audience of local listeners. Our main target audience are fun, socialising people who buy local.

40% MALE

60% FEMALE

43% ADULTS WITH CHILD

87% MAIN SHOPPER

93% EMPLOYED

60% LISTEN IN CAR



ON AIR

HOW IT WORKS.

BOOK YOUR SPONSORSHIP

Book your sponsorship with Julian by emailing julian@dalesradio.co, by phoning us on **01756 799 698** or by completing a booking form on our website www.dalesradio.co. We'll do all the hard work and send you all the info you need to get you on-air.

PRODUCING YOUR ADS

We'll work with you to understand what **messages** you want to **advertise** and get your **script** written before moving into radio commercial **production**. We'll send you all the drafts for **approval** before going **live**.

GOING LIVE ON-AIR

Once we've got your **approval**, **tune** in and hear your **adverts** played on our **Dales Radio** station. Let our **listeners** find out about you and see them **convert** as a **sales lead** in no time at all.

*Terms & Conditions apply, which will need to be approved by you before committing to advertising with us.