



## AT CHIR.FM, WE MEAN BUSINESS

**CHIR.fm** wants to work with local businesses to help improve the business climate on Salt Spring Island and the other Southern Gulf Islands. We have a plan to achieve this, but we need your help.

In January 2022, Gulf Islands Community Radio Society was granted our CRTC license to run a Community FM radio station. The CRTC gave us two years to get **CHIR.fm** on the air. We need about \$50,000 to buy the equipment to get our main transmitter up and running. Since February, 2022, we have raised more than \$37,000 towards this target, so we are well on our way.

With the help of local businesses, we can raise the rest of what we need, so that we can get on the air by end of 2023. We are also looking for continuing support to help us meet our ongoing operating costs.

What can **CHIR.fm** do for you? Our vision is to become the voice of the Gulf Islands, creating and producing local audio content for broadcasting, podcasting, on demand, and streaming. We represent a brand-new promotional outlet for businesses located on the Gulf Islands, providing innovative and different types of audio programming to fit different business objectives. We are community-owned, meaning that we are responsive to local issues and are different than commercial radio stations.

We want to make it flexible and easy to work with us, so we created a renewable subscription model with the ability to tailor our offerings to each business's needs. We call this program **Business Club 107.9**, after our FM frequency.

We have 3 subscription levels, ranging from a basic support package to a considerable promotional partnership so that each business can decide which one is right for them. For larger organizations who want even more promotional opportunities, we can negotiate a separate package. This is explained on our website at [chir.fm/forbusiness](http://chir.fm/forbusiness). You can register directly online, quoting your Chamber membership number to receive special Chamber deal, or you can contact [president@gicrs.ca](mailto:president@gicrs.ca) or call Damian 250-221-1766 for more information.

- ***Silver Business Club 107.9.*** For a contribution of \$107.90 per year, each business will receive the following benefits:
  - A **Sponsor Snapshot** on our website that features your logo on our homepage, as well as a short organizational biography including a link back to your website
  - A **Sponsored Station Identification** recorded in your own voice identifying your business brand and CHiR.fm (roughly 45 seconds). It will run a minimum of 5 times per week on both broadcast (when FM broadcasting starts) and streaming channels
  - A **Sponsor Acknowledgement** once per month on one of our hosted programs (roughly 30 seconds). 1
- ***Gold Business Club 107.9.*** For a contribution of \$107.90 per quarter (or \$400 annually), each business will receive all of the Silver Business Club 107.9 benefits **plus**:
  - Your choice of one of the following business special features:
    - **On-Air Interviewee:** Be interviewed for approximately 10 minutes once per year on one of our live programs. This is great for promotions or special events
    - **Business Spotlight:** Twice per year featured on a 5-minute radio piece highlighting a relevant aspect of your business
    - **Business Roundtable:** Once per year participate on a Business Roundtable program which deals with local topics of interest to Gulf Island businesses
  - The first 5 subscribers **get all three choices**

***Platinum Business Club 107.9.*** For a contribution of \$1079.00 per year, each business will receive all of the Gold Business Club 107.9 benefits **plus**:

- A **Feature podcast** about your business that will be part of our new Business Club 107.9 podcast series (series name to be chosen). It will be available through all major podcast services as well as on our website. You can then link to it via our website or your favourite podcast service.
- **All choices** of the 3 business special features
- **Social Media** coverage: your business will be referred to and linked on our social media channels
- The first 5 subscribers will be named as **Major Sponsors** of one of our Top programs. This includes
  - The program including your business title in the name
  - Names checks during the program
  - Any special information you want disseminated during the program

The graphic below shows the comparison of the 3 different levels:

CHiR FM Feature	Silver	Gold	Platinum
Sponsor Snapshot	✓	✓	✓
Sponsored Station ID	✓	✓	✓
Sponsor Acknowledgement	✓	✓	✓
Business Specials: On-Air Interviews Business Spotlight Business Roundtable		✓ Choice of 1	✓ All 3
Feature Podcast			✓
Social Media Coverage			✓
Major Sponsor benefits			First 5 Subscribers only
Renewable Annual Contribution	\$107.90	\$107.90 / quarter or (\$400 annually)	\$1079.00

Certain organizations may be large enough or have a large promotional budget that they might want to pursue a unique packages custom tailored to fit their needs. This is individually negotiated in terms of contribution and are dependent on the package that is developed. Here are some of the additional promotional features that we can offer, over and above the Platinum level services:

- Podcast ads: a 60 second ad voiced by the host on one of our regular podcasts, as they are added to our programming.
- A special podcast or podcast series dealing with a specific topic of interest to your business. For instance, a grocery store might want a cooking show, a building supplies firm might want a DIY building show, or a nursery might want a gardening program. The possibilities are endless.
- On location broadcasts, to help promote special events or sales at your business.
- Sponsoring a particular program. For instance, the ABC Company's Morning Drive program.

- Special live programs tying into a key business theme. For instance, for a 10<sup>th</sup> year business anniversary having top music from the past 10 years played.

In fact, we are only limited but our imaginations in putting together specific and unique audio content for your business. Contact us now to discuss this further.