

EASTBOURNE YOUTH RADIO 2021

CALL FOR SPONSORS

Introduction

Eastbourne Youth Radio broadcast for 50+ hours on 87.7FM from studios at East Sussex College in June to (finally) celebrate its 20th anniversary. Over 1000 young people aged 5-19 from 12 schools and colleges took part together with representatives from business and the local community. EYR supports both Global Entrepreneurship Week and Parliament Week and helped to promote “United Against Bullying” as part of Anti-Bullying Week.

- *“I liked writing the script in my group, making decisions about what to include and how to perform it. I was bit nervous on the day but it was fun” (primary student)*
- *“A unique broadcast experience made by young people giving them a voice and a platform for their talents” (college lecturer)*
- *“Being involved as a presenter on EYR was an exciting and educational experience, and I feel so lucky to have had the opportunity. Everyone at the studio made us feel really welcome and relaxed. I would definitely do it again, and recommend others take the opportunity if they are offered it” (secondary student)*
- *“This was an invaluable experience, which had so many benefits. The children learnt how to research and write scripts, as well as present them to a live audience. It was fantastic seeing the children light up with enthusiasm as they began their live broadcasts in the recording studio” (primary teacher)*
- *“It was a great experience that revealed the work and immediacy of a live broadcast – I’d love to do it again” (college media student)*
- *“Another year another excellent EYR experience. The students all had a great time and really want to do it again. Not only a great experience for the students but a fantastic opportunity to share the work we do with the wider community” (secondary teacher)*

The EYR website www.eyr.org.uk received many visits – you can listen again too. Significant media coverage was received for the Eastbourne area and the participants including links with BBC South East, More Radio Eastbourne, Bournefree, Eastbourne Herald and social media.

2021 Planning

EYR will broadcast for the 21st year from 17th - 19th November 2021 subject to any Covid-19 conditions remaining at the time. Programmes will contain a mix of live performance work, interviews and music. Special features will include, ‘Answer Back’, ‘Meet the Media’ and our hospitality event. We will be promoting Anti-Bullying Week and related issues around mental health and emotional wellbeing. The lead programme partner (available) will receive additional profile in the lead up and during EYR.

About Sponsorship

Funding for EYR will come from Eastbourne EBP, East Sussex College, the participating schools/colleges and your kind sponsorship ☺

The broadcast schedule provides various sponsorship/donation opportunities with rates from £175.00 - £365.00 (plus VAT)). The sponsor package includes: on-air promotion, inclusion on website, social media and press coverage, programme interview, acknowledgement in the programme booklet and an invitation to a special hospitality event on Thursday 18th November.

We are sure that you will consider this opportunity to be great value for your organisation as well as helping to support young people and community work across the area.

Please email tim@sorenlearningsolutions.co.uk or call 07890 388624 for further information.