

EASTBOURNE YOUTH RADIO 2022

CALL FOR SPONSORS

Introduction

Eastbourne Youth Radio broadcast for over 50 hours on 87.7FM from studios at East Sussex College last November. About 1000 young people aged 5-19 from 14 schools and colleges took part together with representatives from business and the local community. EYR was registered with both Global Entrepreneurship Week and Parliament Week and helped to promote "One Kind Word" as part of Anti-Bullying Week.

- *"It was a great experience! I loved being in a real studio and performing live" (primary student)*
- *"Students get to develop broadcasting skills, create content and work in a professional setting" (college lecturer)*
- *"I have been doing this for 2-years now and I love the opportunity that the school has provided for me to do this. I can't wait until next year" (secondary student)*
- *"An amazing whole school project that inspired and engaged our Year 6 to produce some top-quality real-life writing" (primary teacher)*
- *"EYR was an amazing experience that enabled me to explore different opportunities and skills including: interviewing, running a radio desk and presenting a live show" (college media student)*
- *"A great opportunity for students to experience radio production. From the script writing, determining the run time and the programme order. The students all had a great time putting it together and presenting" (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.

2022 Planning

EYR will broadcast for the 22nd year from 16th - 18th November 2022. Programmes will contain the usual mix of live performance work, interviews and music. Highlights will include, 'Answer Back', 'Meet the Media' and our hospitality event. We will, once again, be promoting Anti-Bullying Week and issues around mental health and emotional wellbeing. The lead programme partner (available) will receive additional marketing 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 of course, 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 the hospitality event on Thursday 17th 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 your community work across the area.

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