



Melbourne

C31 Melbourne and Victoria is a not-for-profit television service providing locally-based entertainment, education and information. C31 provides access and representation to the many diverse communities within Victoria. Transmitted from Mount Dandenong, C31's signal reaches homes throughout Melbourne and Geelong, and is also transmitted via Neighbourhood Cable to regional Victoria.

Broadcasting in over 20 different languages, you can find faces, voices and issues which are not present in mainstream television, including Somali TV, Deaf TV, Bent TV (representing Melbourne's Queer community) and SYN TV (students and youth).

C31 has been servicing Melbourne's communities since October 1994, via a temporary broadcasting licence. The Australian Broadcast Authority recognised C31's role as an essential contributor to Melbourne's media scene, awarding the Station the full-time community broadcasting licence on 30 July, 2004.

C31 broadcasts twenty-two hours of programming every day, with over 1.3 million Melburnians tuning in each month. For further information on community television in Melbourne and Australia, you can visit the stations web site.

www.c31.org.au



Northern Access Television Association Inc. is a community based non-profit television production group. NAT is a full member of the Melbourne Community Television Consortium which holds the license for C31 Melbourne and Victoria.

We are a volunteer based group that receives no regular sources of funding. We rely on the support of our members and the general public to keep producing Community based Television programs.

We need the support of the community to be able to continue producing our wide variety of programs for Channel 31, and to continue to have access to a free to air broadcast TV signal with the transition to digital TV.

For more information see our web site:

www.nat.org.au

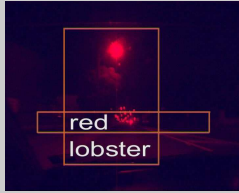


<http://redlobster.nat.org.au>

Your opportunity to Sponsor Australia's only television program dedicated to performance poetry

Sponsorship Invitation

ABOUT OUR PROGRAM



Red Lobster is a Melbourne Channel 31 program produced through Northern Access Television (NAT), a member group of **C31 Melbourne**.

It is a program about Poetry, featuring performances by a wide range of poets, published and unpublished, from all walks of life. It goes to air **Thursday nights at 11pm**.

The program is being produced by **David McLauchlan**, an experienced Channel 31 Producer, along with three other Poets from the local poetry scene, **Michael Ward** and **Ted Lord**.

The program is being filmed in various venues around the city. There are around thirty regular poetry readings, monthly, fortnightly and weekly, that take place in various venues all over Melbourne.

Over the last 3 years the reaction to the program from the local poetry community has been very positive. Some of the highlights of the program have included the Regular "Dan Poetry Sessions", and the Montsalvat and Overload Poetry Festivals.

Though the program is about poetry some prose readings, music, and even a play, have been included from time to time. We have also occasionally included interviews with poets in the program.

We also have streaming video of current and past programs available on our web site.

<http://redlobster.nat.org.au>

For more information contact the programs senior producer:

David McLauchlan
Ph: 0412 166 563

SPONSORSHIP RATES

In order to ensure ongoing financial support for our program we have devised a multi level sponsorship proposal with four levels of sponsorship commitment.

Sponsorship is per week for a 13 week season, sponsors may sign up for one or more seasons.

Silver - \$1-10 per week

This level is designed so that individuals who wish to support our program can do so.

As acknowledgement of their support of the program Silver sponsors get a mention on our website as well as 10% off any DVD's of the program they may purchase

Gold - \$11-50 per week

This level is designed so that individuals who have a business, as well as small community groups, who wish to support our program can do so and account for their sponsorship of our program as an advertising expense.

As acknowledgement of their support of the program Gold sponsors get a mention in the Closing Billboard of the program each week as well as on our website, and 15% off any DVD's of the program they may purchase.

Platinum - \$51-249 per week

This level is designed for larger small business and City Councils.

As acknowledgement of their support of the program Platinum sponsors get a mention in the Closing Billboard of the program each week, with their business logo displayed, as well as on our website, and 20% off any DVD's of the program they may purchase.

Diamond - \$250 per week or more

This level is designed for businesses or City Councils who wish to make a major contribution to our program

There will be a maximum of two Diamond sponsors.

As acknowledgement of their support of the program Diamond sponsors get their details and Logo displayed for at least half of the 10 seconds of the opening Billboard, along with a voiceover thanking them specifically for their support.

Their business Logo and name will also be displayed in the Closing Billboard of the program each week, as well as on our website. They will also get a complimentary DVD copy of each program they sponsor.

NOTE:

If there are no Diamond Sponsors in a season the top three or four Gold and/or Platinum sponsors will share the opening Billboard

This program makes a major contribution to an under recognized area of the arts in Melbourne and is well worth the support of the local business community