



Seymour Puckapunyal Community Radio Inc.

## **Sponsorship & Fundraising Report 2020/2021**

Despite the extremely difficult circumstances faced by the overall Victorian business and retail community, our sponsorship level only fell slightly compared to last year. Many of our sponsors have done it very tough and pursuit of new sponsors has been a challenge considering the lack of trade possible during this period. There were a few new sponsors who joined us and we welcome them to our radio family. Please see the list of our sponsors attached.

During this reporting period much effort was placed into the fundraising component of this role which has not occurred before. We needed to raise funds for the Granite Park transmission tower rebuild and went about setting up the GiveNow donation platform and also placed transparent, acrylic donation boxes around Seymour. We are in absolute awe at the show of support we received throughout 2020 and 2021 to get our transmission tower rebuilt. The list of in-kind goods and services has been noted elsewhere in this report but I would also like to extend my thanks to all the generous businesses who supported us.

We wish to make special acknowledgement and offer our thanks to the following supporters; Mitchelton Wines, Nagambie Brewery, Board Games and Battlegrounds, Focus Cards, EMFM, OneFM, Seymour Goulburn Lions Club, Seymour Agricultural and Pastoral Society, Doug's Hot bread and BEAM Mitchell Environment Group and Rotary Club of Seymour. Overall we set a target of \$50,000 and reached 84% of the target, this amount included two grants from ARTC and Cherry Tree Wind Farm. At that stage the committee of Seymour FM decided to cease the fundraiser once our insurance claim value was known.

For the first time we placed donation boxes around Seymour and these were regularly filled with loose change that amounted to generous dollars and we sincerely thank O'Keefe's IGA Plus Liquor, Seymour Kebab House, Meraki Hair & Beauty, Cafe Beanito's, Blues Central Coffee Shop and Rook's Pizza & Diner for giving us counter space. Special thanks also goes to Ferguson Plarre for their pie fundraiser, The Brewers Table for their hash-brown fundraiser, Baba's Kitchen for their dine-in fundraiser and Avenel Meats for their doggy bone tin

fundraiser. Thanks to Roger Lawrence who handled the distribution, collection and banking for this project.

CommunityService Announcements for a discounted rate or free continue to be offered to our community. These special messages for community based programs and services were sparse during this reporting period as so much was postponed or cancelled. We hope this situation changes in 2022. Work in setting up an online request form and guidelines for these requests were fine tuned during 2021.

We look forward to growing our sponsorship base when better days return and more financial confidence is experienced by in our community.

Cynthia Lim  
Sponsorship and Fundraising Coordinator

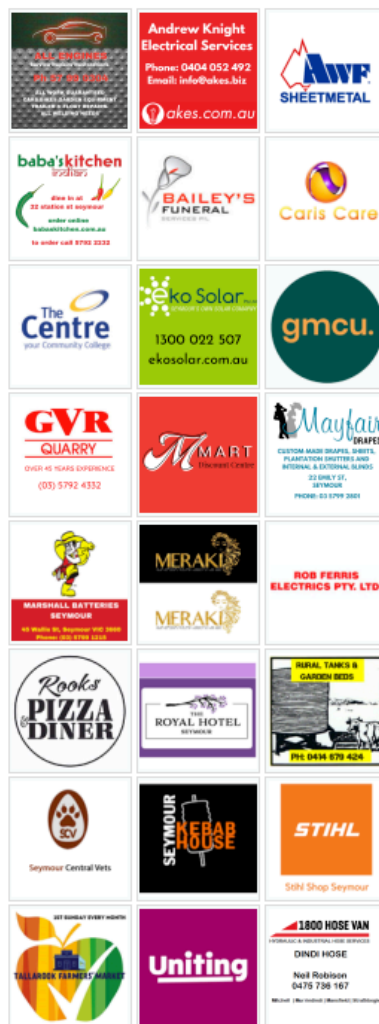
**Premium Sponsors**



Nobody beats Beers. Phone: 5792 4777



**Business Sponsors**



**Associate Sponsors**



**Our Supporters**



We acknowledge the support of Inland Rail for our transmission tower rehab project.

*Image of sponsorship page from website - note this does not include all 2020-201 sponsors as page is regularly updated.*

## OUR VALUED SPONSORS

1800 Hose Van	Mitchell Shire Council
All Engines	M-Mart
Arnie Roscoe Tree Clearing	Personnel Group
ARTC Inland Rail (Ikon)	Primary Care Connect
Autopro Seymour (Bapcor Retail)	O'Keefe's IGA Plus Liquor
AWF Sheet Metal	Rural Tanks and Garden Beds
Bailey's Funeral Services	Seymour Mini Mix
Baba's Kitchen	Rob Ferris Electrics
Beer Auto Group	Rooks Pizza & Diner
Brenmak Industries	Seymour Central Vets
Cafe Beanitos	Seymour Kebab House
Caris Care	Spots & Space - Level crossing
Cherry Tree Wind Farm	Seymour Timber and Hardware
Cottonfields	Stihl Shop
Goulburn Murray Credit Union	Tallarook Farmers Market
GVR Quarry	The Centre for Continuing Education
Joyce Automotive	The Harely Club of Victoria
Karvel Automotive	The Royal Hotel
Mayfair Drapes and Blinds	Trawool Estate
Marshall Batteries	Uniting Vic Tas
Meraki Hair and Beauty	Victorian Seniors Festival
Mitchell Irrigation	Yea Racing Club