

The SBS Foundation Guidelines



Overview

The SBS Foundation supports Australia charities and community organisations by providing advertising time on television to promote their activities. SBS invites eligible organisations to apply to be an SBS Foundation partner (“Partner/s”).

SBS will select Partners whose applications: **clearly demonstrate an alignment with the SBS Charter**; demonstrate a need for television promotion; and show they can provide SBS with a good quality television commercial (TVC).

Eligibility

Partnership is open to Australian charities and community organisations only. The SBS Foundation **does not** provide partnerships for any of the following:

- Individuals
- Commercial entities
- Organisations whose aims and objectives are not aligned with the SBS Charter.
- Political causes, candidates, organisations or campaigns
- Existing commercial clients of SBS
- Organisations that are not Australian entities
- Organisations whose primary purpose is to influence legislation, or
- Endowments or capital campaigns (e.g. building programs).

Criteria

In order to be considered, you’ll need to demonstrate your organisation’s:

- Alignment with the SBS Charter
- Purpose, objective and activities
- Measureable campaign objectives and plans
- Need for television promotion.

Applicants must either:

- a. Have a TVC available to be broadcast as part of the advertising campaign to support their activities; or
- b. Demonstrate ability to produce a TVC by way of a detailed **production plan**.



How to apply

1. To be considered to be a Partner you will need to follow these Guidelines and refer to the associated Terms and Conditions, which set out information regarding the application process and supporting material that may accompany your application.
2. You must address each of the following points in your application:
 - a. Provide detailed background information regarding your organisation including ownership, structure, entity, mission, purpose and main activities undertaken.
 - b. Demonstrate that your organisation meets the SBS Foundation eligibility criteria.
 - c. What are your organisational objectives and how do these align with the objectives of SBS?
 - d. How would a campaign on SBS Television support your organisations objectives?
 - e. How would you utilise the promotional airtime on SBS TV? Please provide details of your campaign including objectives, plus provide a link to your TVC (if existing) or your detailed communications plan (if TVC is not yet created) to foundation@sbs.com.au Please note that SBS is not able to provide creative, production creative or production resources to partners.
 - f. Information about when, within the partnership period, you would be seeking SBS advertising support.

GENERAL

Partners will be announced on the SBS website by 5pm (AEST) Friday 21 July 2017.

The partnership period commences on the 1 August 2017 and ends 31 July 2018. SBS will work with the selected Partners to timetable their promotional activities within that period to suit campaign objectives and the SBS schedule.

Selected Partners will be required to enter into a formal agreement with SBS before receiving the advertising time. SBS will select Partners at its discretion; and is not obliged to enter into a formal agreement with any applicant.

For any further enquiries please email foundation@sbs.com.au