

RADIO PROMO APPLICATION

bfbs

The free-to-use promotion service for not-for-profit organisations, forces events or command messages

Thank you for your interest in BFBS Radio Promos!

BFBS Radio Promos are 40-second publicity messages that are professionally written and produced to deliver your message in a creative, engaging way. They're played several times per hour on the global BFBS Radio network or can be targeted to a local area.

Here's how it works:

- 1 We assess your application's eligibility against the Eligibility Criteria below.
- 2 If your service, message or event is eligible, we'll check all the information you've given us and may ask you to resubmit your form with some extra details or clarifications.
- 3 We produce your radio promo and you'll first hear it on BFBS Radio. Unfortunately, we cannot offer script or audio approval.

Thank you for your interest in BFBS Radio Promos. If you have any queries, please email radiopromos@bfbs.com

Eligibility Criteria and Checklist

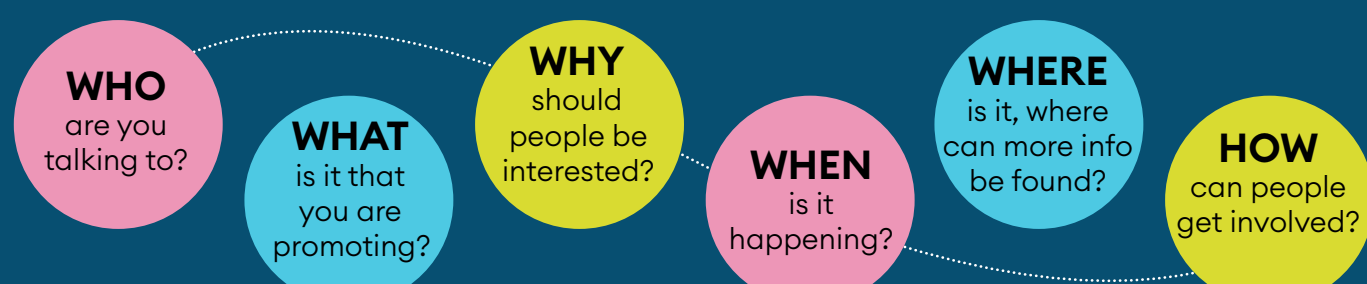
Please tick each box to confirm your event or service qualifies for a free promo.

The service, message, or event is:

Q. Directly related to the British Armed Forces	☐
Q. Not for profit	☐
Q. Free to access (or requires very minimal spend)	☐
Q. Not fundraising	☐
Q. Taking place at least three weeks away from now	☐

If you have five ticks, please continue to the next section and complete ALL the boxes.

To help you complete the form, please consider the following:



PLEASE COMPLETE EVERY BOX

Today's Date	Your Name
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What dates would you like the Promo to be on the Radio?

Your Phone Number (Please no Military numbers)	Your Email Address	Where in the world are you?
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What would you like us to promote?

Where would you like your promo to be heard?
(e.g. worldwide, UK-wide, or in a specific area)

Date/Time/Location of your service or event
(If Applicable)

What is your single most important message?
(This should be the SINGLE core aim of the messaging campaign)

What would you like the Promo to achieve?
(e.g. Inform, Educate, Influence, A specific action, visit and event, brand awareness, change of behaviour etc)

Please give us more background
(The more we know, the more effective your promo could be)

Is there any cost involved in participating? If so please specify.
(We must declare all costs in the promo)

Call to action - How can listeners find out more, or do the thing you want them to do?
Choose one for the promo
MOST EFFECTIVE - Website - This needs to be a simple and short URL
SECOND MOST EFFECTIVE - Phone Number. A memorable number is more effective if possible...or
LOCATION - Where can the listener visit to find out more?

Please save this file and email as a PDF attachment to radiopromos@bfbs.com
You will be contacted by a member of the team, or our production partner Wright Communicators.