

**Liverpool Hospital Broadcasting
Service**

Registered Charity Number 508557

**Programme
Sponsorship/Radio
Advertising**



Radio Broadgreen

2025

Radio Broadgreen is part of The Liverpool Hospital Radio Service (LHBS), a registered charity (Eng/Wales 508557) that started life back in 1975.

We are the only hospital radio service based in the Liverpool area, providing programmes to hospitals in the Liverpool area using the modern mycareTV system as well as available online throughout the UK.

It is staffed entirely by volunteers with no paid staff and is funded by donations.

Your charitable donation will be working for your business! By sponsoring a programme or feature and supporting us, we can also promote your business.

We broadcast music based entertainment and informative programmes 24 hours a day. Most live programmes are also available as on-demand content via our website Playback Service.

The image shows a patient service interface with a dark blue background. At the top left is the NHS logo and text: "NHS Liverpool University Hospitals NHS Foundation Trust". In the center, the time is "10:27 am" and the date is "Friday 28th November 2023". At the top right, it says "Ward: P Room: 021". Below this are six rounded rectangular buttons: "Watch TV" (green), "Listen to RADIO" (white), "Cast your CONTENT" (white), "Meal ORDERING" (white), "Request ASSISTANCE" (white), and "Hospital INFORMATION" (white). At the bottom left is a red button for "Patient Surveys". At the bottom right, there is a link: "Click here to provide anonymous feedback on staff, services or facilities."

Radio Broadgreen's Service

Radio Broadgreen broadcast everyday to the hospitals we serve well as online.

Previous advertisers/sponsors include:

A Mobility Shop, SONY Computer Entertainment, Michael Wafer Solicitors, Davy Liver Taxi's, PF Signs, ComCab Taxi's, Harrison Dairy's, Inscript Engraving Services, Eric G Milton Jewellers, Supacove Systems, Print Services Ltd, Sainsbury's East Prescot Road, Lancashire Embroidery, Irish Music co uk, Ear Wax removal services (Wirral), Carer Hub, Emporia Marketing Ltd



L.H.B.S Radio Broadgreen is in all intents and purposes a fully functioning local community radio station. Like all UK radio services, we follow OFCOM Radio Broadcast guidelines, BCAP advertising standards and are fully broadcast PRS & PPL licensed.

General radio advertising packages.

Radio Broadgreen uses the latest computerized radio playout system. Your radio commercial will be arranged to run (trafficked) using the latest Myriad Advert Manager software for maximum coverage.

Package 1 Standard rotation: £30/month. 4plays/day x 7days/week
30 second standard radio advert played 4 times per day/ 7 days per week (maximum 28 plays per week). Trafficked to run during peak listener hours. Minimum 2 month term.

Package 2 Standard rotation: £300/year. 4plays/day x 7 days/week
30 second standard radio advert (**can be updated through the duration of term at extra cost*) played 4 times per day/7 days per week. Trafficked to during peak listener hours for a full 12 month period. Minimum 12 month term.

Package 3 Heavy rotation: £50/month. Approximately 12plays/day x 7 days/week
30 second standard radio advert played on heavy rotation approx once per hour with exceptions. Trafficked to run throughout the day. Minimum 2 month term.

Package 4 Heavy rotation: £550/year. Approximately 12plays/day x 7 days/week
30 second standard radio advert (**can be updated through the duration of term at extra cost*) played on heavy rotation. Trafficked to run throughout the day. Minimum 12 month term.

Commercial Production: A standard 30 second advert can be produced by us for free as part of your package but you can expect to pay more than £125 if you use an external company.

**Additional production costs will be incurred if changes to your advert are required within the agreed term. External copy acceptable but may require re-licensing.*

General radio sponsorship.

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Programme Sponsorship – Duration 3 month minimum

Radio Broadgreen have a range of programmes that can be sponsored. Show your support to this charity AND build your business association with us for as little as £1 per day or £150 per year!

Cost depends on time of day (breakfast/drive-time) and duration of programme (1 or 2 hour). Contact for details.

Radio Broadgreen



- “Dinner & A Movie” with Thomas Nevitt



Saturday 12 noon – 2pm

Join our resident film buff Tom every Saturday at noon for some movie trivia, the latest film releases and a couple of quizzes to keep you entertained.

Programme sponsorship is a great way to get your business association with Radio Broadgreen. Our popular RBG Sport is a great way to show your support to this charity – whether you support Red or Blue!

Radio Broadgreen Sport – Duration per season

RBG Sport provide full commentaries of all Everton or Liverpool home fixtures to the hospitals we serve from Anfield and Hill Dickinson Stadium. Including Premier League, League Cup, FA Cup and European fixtures. Want to be part of it?

Main Sport Sponsor: £600/season. As the main sponsor your business will be associated with every RBG Sport broadcast. Your support will fund the broadcast lines needed to bring RBG Sport on air.

Everton Home fixtures partnership: £250/season. As a broadcast partner you will be supporting bringing every Blues fixture on air.

Liverpool Home fixtures partnership: £250/season. As a broadcast partner you will be supporting bringing every Reds fixture on air.

NB. Not all live commentaries may be available online due to broadcast restrictions.



Commercial Production

A basic 30 second radio commercial (script, single voice, music bed, sound FX and production) could be free as part of your package.

The script, story line and the voice overs are the copyright of LHBS/Radio Broadgreen and are for its exclusive use only. Its use on any other radio stations, video's or films etc. is strictly forbidden and would require re-licensing.



Notices, Terms & Conditions

The “Costs” advertised in this brochure are requested minimum cash donations for the “sponsorship deal” listed.

All “sponsorships” and “sponsored deals” are classed as a “thank you” to you & your business in return of your donation to this registered charity.

LHBS/Radio Broadgreen follow guidelines set out by OFCOM, BCAP and ASA. We have the right to refuse any advert, sponsor or advertiser such as funeral services, gambling/betting service, substitute tobacco/vaping products, health insurance, some private healthcare services, some insurance services, etc.

LHBS/Radio Broadgreen will make every effort to honour sponsorship deals and sponsored hours contained within.

LHBS/Radio Broadgreen cannot be held responsible for failure to broadcast due to conditions beyond our control.

Not all programmes are available to the public via the Radio Broadgreen on-line web stream.

“Paid for” adverts and announcements will take preference over Public Service Announcements during trafficking of commercial advert breaks.

All adverts/announcements are trafficked by Myriad Advert Manager software.

All programmes remain the sole copyright of LHBS/Radio Broadgreen.

All production and production elements remain the copyright/property of LHBS-Radio Broadgreen.

Terms & Conditions can change without notice. Please ask for a copy of our Advertisement Agreement

E&OE

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