

RAVE IT UP

MEDIA AND SPONSORSHIP KIT





Our responsibility and commitment to our listeners is to broadcast engaging radio content that is inspiring and entertaining.



Who
Are We?

WHO IS RAVE IT UP?

Rave It Up is a popular radio show on SWR-FM 99.9 which services mainly the Blacktown, Fairfield and Holroyd area, although its broadcast coverage extends to 80% of the Sydney metropolitan area. It is also available for download online via podcast on our website www.raveituptv.com.

*Started in 2013, Rave It Up has grown to become one of the stations most successful, **broadcasting during the prime time slot of 6-7pm** every Tuesday night.*

*It is a fun upbeat show with a positive, inspiring message to it's target audience. For many listeners, Rave It Up is a **refreshing antidote to the usual top 40 radio shows** that dominate the airwaves. The main attraction lies with the in-depth interviews that showcase some of Australia's biggest celebrities and up and coming talent.*

Where
Are We?

*The 2 minute Hot Seat is a popular segment that keeps listeners entertained by putting guests through a fast paced Q&A session aimed at **getting to know the 'real' them**.*

Interspersed with the latest popular music, Rave It Up also features competitions and listener participation through on-air calls and social media such as Facebook, Twitter & Instagram.



Target
Demographic

YOUR TARGET AUDIENCE — OUR LISTENERS!

*Rave It Up gives you direct access to the Gen Y market with our main listener base coming from the **16-35 age group**. We can deliver a highly targeted audience who are actively listening to your sponsorship message.*

Listener
Loyalty

WHAT MAKES RAVE IT UP DIFFERENT?

*Because of our family friendly content, listener's decision to tune in each week is "value based". **Our listeners tune into us very week, and stay** because we broadcast engaging radio content that is inspiring & entertaining. Rave It Up listeners are also **keen to support businesses & organisations they hear on the radio.***

Better Cut
Through

YOUR MESSAGE ON RAVE IT UP STANDS OUT!

*SWR-FM's Community Licence dictates that sponsorship time is limited to just **2 minutes per hour** (that's just 4 x 30 second spots). Your message on Rave It Up stands out! Great cut through to your potential customers. **No Clutter — No Long Breaks!***



Our Talent

OUR TALENT

Lauren Yeates is passionate about entertainment reporting via radio broadcasting and television.

*At only 21, it is hard to believe that Lauren already has **5 years experience** as a budding journalist. Her **love affair with radio** developed back in 2011 when she plucked up the courage to ask a local radio show if they needed an assistant to help out behind the scenes. Lauren was given a small trial period and made full use of the opportunity by quickly making herself indispensable, contributing research topics and new segment ideas. Listeners numbers increased phenomenally and Lauren's dedication was rewarded with a co-host spot on the show.*

Now bitten by the bug, Lauren wholeheartedly jumped at an opportunity to be trained at operating the panel and learning media law. This additional training later led her to develop a proposal for her own show, Rave It Up. The show was accepted and quickly garnered a strong following.

*To round out her hands-on experience, Lauren went on to obtain a **Bachelor in Journalism** from Macleay College in Sydney at the end of 2014.*

*In her spare time Lauren loves being a **mentor and role model for young teens** and can often be found assisting with young development programs such as Tomorrow's Youth 'Empower U'.*





“Engage & delight your audience with branded content in multiple channels”

**SOCIAL
MEDIA
EXPOSURE**

In an ever changing world, web and social media needs to become a part of every successful marketing strategy. Our website and social media channels give us direct access to our listeners and keeps them up to date with the latest entertainment news, reviews and interviews. This active participation with our listeners makes it a great opportunity for your brand message to reach its targeted audience.

The Rave It Up social media channels can put you in front of our listeners each and every week. Our website however can put you front of them each and every day.

<i>Website Stats for</i>	HITS PER MONTH	UNIQUE VISITORS	YEARLY HITS
MAY 2016	373,899	5,779	4.0 MILLION

**ONLINE
TRAFFIC**

**COMMUNITY
CONNECTION**

At Rave It Up, we are more than just about playing music and entertainment news. Through SWR-FM’s outside broadcasts we are out and about meeting and engaging the community. Your association with us will increase your brand awareness through this connection to the community as well.



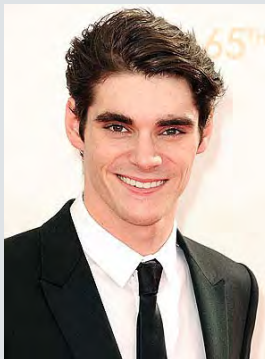
What people say about

RAVE IT UP

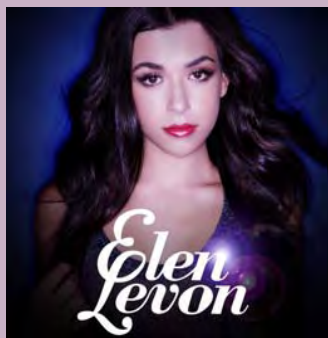
Rave It Up has been fortunate to share the microphone with some of Australia's most talented people. We are pleased to share some of our favourite feedback and testimonials from those guests, and our listeners.



"Lauren you are a legend. It's been fantastic, and I'm not just saying that. I do a lot of radio interviews but it's lovely to just be able to be relaxed and just flow, and you're so effervescent and so passionate about what you do, and I love it!" - Wayne McDaniel, actor from Superman Returns



RJ Mitte, Breaking Bad



"Great Interview. Really fun. I liked it. Bouncy and Good" - Elen Levon, Recording Artist



"We're raving it up" - Hugh Jackman



"Lauren has a real on-air ability to connect with her audience"

Wayne Buscombe,
SWR-FM Breakfast Announcer



"I've never been asked that question before!" - Robert Buckley, US Actor, iZombie



Craig Bennett, Channel 10

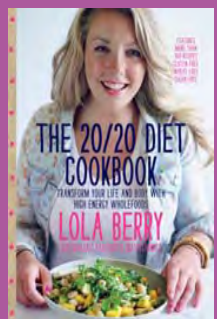


Ita Buttrose, Channel 10

Always so much fun!

Adam Sevani
US Actor, Step Up Movies

"Thanks for having me Lauren. It was so much fun. Loved the game!" - Lola Berry, nutritionist and author



"I do a lot of interviews & it was just such a fun, relaxed, chilled out interview!" - Todd McKenney, Dancing with the Stars



Adrian Richardson, Good Chef Bad Chef



Kevin Nealon, US Actor

SOME OF OUR PREVIOUS GUESTS

Hugh Jackman (Actor)

Robert Buckley (US Actor, iZombie)

Ita Buttrose (Studio 10, Founder Cleo Magazine)

Kevin Nealon (US Actor, Weeds)

RJ Mitte (US Actor, Breaking Bad)

Elen Levon (Recording Artist)

Todd McKenney (Dancing with the Stars)

Wayne McDaniell (Actor, Sapphires & Superman Returns)

Janine Allis (Founder Boost Juice)

Catriona Rowntree (Presenter Getaway)

Craig Bennett (Entertainment Reporter, Studio 10)

Rob Mills (Australian entertainer)

Adam Sevani (US Actor, Step Up movies)

Justice Crew (2010 Australia's Got Talent winners)

Miguel Maestre (Chef, Living Room, Channel 10)

Reece Mastin (X Factor winner 2011)

Lachlan Cosgrove (2011 Beauty & the Geek winner)

Adrian Richardson (Good Chef Bad Chef)

Daniel Churchill (Masterchef)

Matt Newell (My Kitchen Rules)

Lola Berry (Nutritionist)

Josh Massoud (Reporter, Channel Seven News)

Megan Castran (Oprah Winfrey's Australian friend)

Brothers 3 (Australia's X Factor 2014)

Naomi Sequeira (Disney Channel)

Sam Rouen (Australia's Biggest Loser 2008 winner)

Jason Owen (Australia's X Factor 2012)

Paul de Gelder (Motivational speaker & shark attack survivor)

Roxanna (Canadian singer & songwriter)

Leigh Westren (Australia's Biggest Loser 2011)

Gretel Scarlett (Grease The Musical)

Dan Spillane (Australian Idol)

Justin Herald (Founder Attitude brand)

Timmy Lala (Australian DJ)

Kimberley Woodward (costumer, Great Gatsby, Underbelly)

John Morrison (Jazz drummer)

Alex Van Os (stylist for Ricky Martin, Australia's X Factor)

Joel Seaton (lifeguard on set of Home & Away)

Connor Benn (son of world champion Boxer Nigel Benn)

Cassandra Kay (recording artist)

Ben Dessen (animal activist, Rise of the Eco-Warriors)

Sarah Tarca (Editor, Girlfriend Magazine)

Mark Da Costa (Australian Idol, The Voice)

Carl Riseley (Australian Idol)

SPONSORSHIP OPTIONS

NOTE: Term of Sponsorship is for one semester (6 months) and can be extended for longer upon mutual agreement.



SILVER

ON-LINE —WEBSITE & SOCIAL MEDIA PACKAGE DEAL *(\$700 value)*

\$550

- *Online Sidebar Advertisement (stationary) on all Rave It Up website pages at www.raveituptv.com (300px x 250px)* **\$300**
- *1 x Sponsored Post on Rave It Up Facebook Page each week (may include image if provided)* **\$150**
- *1 x Sponsor Post on Rave It Up Instagram Page each week* **\$150**
- *1 x Sponsored Tweet on Rave It Up Twitter Page each week* **\$100**



BRONZE

ON-LINE —WEBSITE & SOCIAL MEDIA

\$ cost per ad/Semester

- *Online Sidebar Advertisement (stationary) on all Rave It Up website pages at www.raveituptv.com (300px x 250px)* **\$300**
- *1 x Sponsored Post on Rave It Up Facebook Page each week (may include image if provided)* **\$150**
- *1 x Sponsor Post on Rave It Up Instagram Page each week* **\$150**
- *1 x Sponsored Tweet on Rave It Up Twitter Page each week* **\$100**



“ At an age when most young people are still searching for their path in life, Lauren is busy carving out a niche for herself and Rave It Up in the competitive world of broadcasting and entertainment journalism. She is the face behind the microphone and in the media. ”

inside today



◀ Listen to the radio

Kellyville woman Lauren Yeates interviews celebrities on her weekly community radio show as she builds a career in the media. Page 17

COMMUNITY RADIO

PRESENTER AIMS HIGH ON THE AIR

LAUREN'S GOAL TO HOST ON 2DAYFM

Lawrence Machado

KELLYVILLE woman Lauren Yeates, who presents her own show on Blacktown community radio station, SWR FM 99.9, now wants to host one on 2DayFM.

The 20-year-old journalism graduate has been steadily building a fan base with her weekly show where she interviews celebrities like Justice Crew, Todd McKenney – “one of the nicest people” – and Rob Mills and Hollywood actors, R.J. Mitte and Kevin Nealon.

“Though my show comes on one night, a lot of effort goes into it,” Lauren said.

“I have booked guests up to February and while some are recorded interviews, most are live.”

“During my show, I play music, present facts and try to be different.”

Having got her first break at 2DayFM, where she still works, Lauren, however, is keen to present a show at the Southern Cross station.

“However, I am willing to have a go in one of the regional stations as it will be a great learning experience

for me,” Lauren said. “I have done other media but prefer the radio.”

Four years ago, Lauren appeared in this newspaper, posing with Justin Bieber, and was surprised when asked about it.

“Ha, that was then and I won a 2DayFM competition



Kellyville's Lauren Yeates working at 2Day FM. Below: Lauren meeting pop star Justin Bieber.



Lauren Yeates presents her radio show on SWR FM 99.9 on Mondays from 6pm

to meet Justin,” she said. However, she still runs a website dedicated to the Canadian pop star – lovejustinbieber.org.

Lauren, who would also like to present *ENews* in the US, did her Bachelor of Journalism at Macleay College, which led to an internship at 2DayFM.

After just two months 2DayFM offered her a paid role as a panel operator.

She also runs her own website, raveitup.com.

Lauren Yeates presents her radio show on SWR FM 99.9 on Mondays from 6pm

Bieber fever stays in town

heard in the hills



Castle Hill Justin Bieber fan Lauren Yeates with Charli and Pacey from 2Day FM's Hot 30 Countdown and her prized Bieber drinking glass.

IT seems the Bieber fever has not left town.

A piece of Justin Bieber DNA is in the Hills. For those who don't know, he is a teenage crooner from Canada.

Dedicated Bieber fan Lauren Yeates, of Castle Hill, has once again beaten the odds by winning the drinking glass Bieber used while in Sydney recently.

The glass was used during an interview Bieber gave with Charli and Pacey from 2Day FM's Hot 30 Countdown. It was offered as a competition prize to one lucky Bieber fan later on air.

“Now I really have Bieber fever because he was fighting off a cold when he drank from the glass,” Lauren said.

The glass has been safely tucked away behind glass in a display case which also showcases photos of Bieber with Charli and Pacey during the interview. Lauren was also one of 10 lucky competition winners who met Bieber during his recent visit. She has a website dedicated to Bieber at www.lovejustinbieber.org

cent. It's good to know we live in such a boring but safe place.

AND back to names that match careers.

Last week we told you about Olivia Greentree

FIGURES from the Bureau of Crime Statistics show the local government area with the “most favourable trends” in crime is the Hills Shire.

We reported our bottom of the rung status in crime stats some weeks ago but we thought it was worth a re-visit after the recent public endorsement by the NSW Bureau of Crime Statistics and Research. Figures from the 24 months leading up to March show the Hills Shire has seven categories of crime “trending downwards”, namely: non-domestic indecent assault down 47.5 per cent, break and enter dwelling down 27.4 per cent, motor vehicle theft down 23 per cent, steal from motor vehicle down 25.3 per cent, assault down by 19.1 per cent, malicious damage to property down 17.9 per cent and fraud down 17.8 per

manager of of public affairs with the Environment, Climate Change and Water Department. This week we introduce Derek Woodlands who has grown up surrounded by plants.

His dad Earl opened Woodlands Nursery at West Pennant Hills Valley after the war. Derek himself has owned and run the Three Bears Nursery on Castle Hill Rd for 41 years. He tells us his two siblings are close to the land too – brother Jon grows herbs in Queensland and sister Jill is an environmentalist in South Australia.

■ We're always keen to hear your quirky stories and funny facts, so if you have a story or a sighting you want to share with readers email them to Heard in the Hills at editor@hillshiresetimes.com.au

RAVE IT UP

CELEBRITY NEWS, REVIEWS & INTERVIEWS

IN THE MEDIA

NEWS

hillshiresetimes.com.au

Lauren leaves it for Bieber

heard in the hills



Lauren Yeates with Justin Bieber, whom she met in the flesh through winning a 2DayFM competition.

A HILLS teenager had her dream come true last Tuesday when she met her singing idol, Justin Bieber, during his visit to Sydney. Lauren Yeates, of Castle Hill, was one of 10 lucky winners from a 2DayFM competition who won the chance to meet and greet Bieber.

She had to submit a 15 second video about why she was his number one fan.

“There was so much I wanted to say,” she said. “My video started out being about two minutes long, so there was a lot we had to edit out.”

The meet and greet brought Lauren face to face with the pop sensation where she got a hug and had a chat with him.

“I also got one of my posters signed and he even put a heart under his name. I felt so special,” she said.

As part of the prize package she also received a signed copy of his new CD *My Worlds*.

“Now I have met him, I'm an even bigger fan, and I just want to help make him even bigger than he already is, in any way I can.”

She has been a fan for a couple of years and has taken to promoting him through her website www.lovejustinbieber.org. During her meet and greet with Bieber, she

managed to get a second signed copy of his CD which she plans to give away through her website.

A READER wants to know why there was a pair of beautiful leather men's shoes in the middle of Windsor Rd yesterday morning. She saw the dejected pair just before she reached the turn off to Norwest Blvd at 8am. Were they chucked out of a window in disgust? Did they fall off the roof of the car where they were left by a distracted driver before leaving home?

Did anyone turn up to work yesterday morning minus his slip-on leather shoes?

CALLING all entertainers. The Hills Relay For Life organising committee would love to hear from any balloon artists or jugglers willing to donate an hour or two of their time and talent as a volunteer for the Hills Relay For Life. The fundraising event for the Cancer Council is at Castle Hill Showground on May 15. There are already face-painters lined up plus an amazing magician. If you can help on the day call Bev Jordan on 0438 822 262.

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Twitter
Catch all our latest news by following us on Twitter at www.twitter.com/hillshiresetimes.

Online
See all the latest photo galleries at www.hillshiresetimes.com.au



Alive
Wondering what to do next weekend? Don't miss our entertainment guide.

RAVE IT UP

CELEBRITY NEWS, REVIEWS & INTERVIEWS

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