

# RADIOREVERB

Reverbathon April 27th & 28th 2024  
*We are Brighton ... We are RadioReverb ...  
The Sound of Your City!*



IT'S BACK... IT'S LIVE ! APRIL 27-28 2024

▶▶▶▶ **REVERBATHON**

**20** **RadioReverb** **24**  
97.2FM

▶ **SATURDAY**  
**APRIL 27**  
live from the  
Open Market

▶ **SUNDAY**  
**APRIL 28**  
live from the  
Hope & Ruin Pub

## What is RadioReverb?

RadioReverb is Brighton's not-for-profit community radio station, broadcasting to Brighton and beyond on 97.2FM, on DAB+ and online.

Our team of home-grown broadcasters are 'the sound of your city', producing a vibrant mix of speech and music programmes that reflect our community.

RadioReverb first broadcast in 2004 for two weeks during the Brighton Festival. We were awarded a full FM and DAB+ broadcasting licence in 2007. Since then we have built exceptional brand recognition, with 40% of residents knowing who we are.

RadioReverb was founded to bring the kind of news, voices and music unheard on any other local media, and focusing on social groups who are often unrepresented by mainstream media. Think a cross between BBC 6 Music and a hyper-local Radio 4. There is no other station doing what we do locally!

***Partnering with us brings positive brand association as well as audience reach.***

## **About the Reverbathon**

The Reverbathon is the weekend when we break the normal rules, mix up our programming and bring local businesses on board as sponsors and ask our listeners and supporters to donate to our costs.

**On Saturday Saturday April 27th we'll be broadcasting live from the Open Market and on Sunday 28th at the Hope and Ruin pub in Queen's Road.** We'll be encouraging listeners to come and meet us, and promoting local independent businesses and services.

We'd love you to be a part of this!

## **What do you receive?**

£100 gives you sole exclusive sponsorship of a show of your choice. You will have the option of a live or pre-recorded interview during the programme, along with endorsement of your events, listings, or services and additionally associated social media advertising through our @radioreverb Instagram, Facebook, Threads and Twitter accounts, with a combined following of over 16.5k followers.

£50 gives you joint sponsorship of a show of your choice. You will have the option of a live or pre-recorded interview during the show, endorsement of your events, listings, or services during the show, alongside other sponsors.

Other arrangements, such as additional interview spots, features or listings read out by our presenters, are all negotiable.

## **How do I become a sponsor?**

Please email [office@radioreverb.com](mailto:office@radioreverb.com) to discuss becoming a RadioReverb Sponsor, or to find out more without any commitment.

We look forward to hearing from you!