

SUPPORTER RECOGNITION checklist, Version 08/1(January 2008)

The purpose of this paper is to summarise responsibilities and expectations for promotion of national sponsorships of orienteering. It is not exhaustive and it does not aim to go into small detail. Any queries or suggestions should be sent to:

Ben Rattray, Director (Development). PO Box 284 MITCHELL ACT 2911 email oa_development@netspeed.com.au

Items are rated: *** Contract and/or OA requirement. ** Highly desirable. * To be done whenever possible

Supporter	Ansvar Insurance	AROC	ACTAS	Silva	ASC
We receive → We provide ↓	Commission deal; OA is "agent".	Cross-promotion (general and major events)	National Training Centre	Financial and prize support for NOL	Federal Govt. sport funding agency.
Publications					
Australian Orienteer	Ad or insert each issue, at reduced rate***		Recognition through small advert	Reports on Silva NOL***	Page monotone ad. each issue, n/c to ASC. OA covers part cost to magazine***
OA Website	Link patch to ansvar: www.ansvarinsurance.com.au/contact-affinity.html?Id=e4fgvx	Advert and link www.arocsport.com.au	Advert and link	Advert and link*** www.silva.se	Advert and link *** www.ausport.gov.au
OA e-newsletter	Logo and link***	Logo and link		Logo and link*	Logo and link***
State newsletters	Ad, A5 size. In at least half of issues in year ***	Ad. *		Test advertisement as provided through OA***	
State website	Link patch to ansvar: www.ansvarinsurance.com.au/contact-affinity.html?Id=e4fgvx	Logo and link** (NSW and ACT)		Log logo and link *	Logo and link***
State e-newsletter	NO MENTION TO APPEAR	Ad each issue** (NSW and ACT)		Logo and link***	
Squad newsletters	Ad. each issue*				Ad each issue**
Club newsletters	Ad. each issue*				
State fixture lists	Ad.*			Reference to SILVA National Orienteering Leagues	

Supporter	Ansvar Insurance	AROC	ACTAS	Silva	ASC
Events					
Aust 3-Days, Aus. Champs. Carnival	Logo and link on carnival webpage** Page ad in programme and results book.***	Logo and link on carnival webpage* (NSW and ACT)		ALL NOL events, Banner well displayed*** Naming of SILVA NOL in flyers, programme & results.*** Allowance for prize-givings at Silva selected events***	All NOL events, ASC Galaxy (of stars): Banner well displayed*** Recognition of ASC in flyers, programme & results.*** National teams: badges on tracksuits & competition suits*** Logo & link on carnival webpage**
NOL races, inc. above.	Ad. in all event handouts **.			See above ***	See above.***
State League (OY) events	Ad. in all event handouts *.				
National Squads and NL teams					
Clothing	Ansvar logo **		Optional		Logo***
State senior and junior teams/squads					
Clothing	Ansvar logo*		Optional		Logo***

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Supporter	ASF	ASADA
We receive → We provide ↓	Federal Govt. sport donation agency.	Federal Govt. anti-doping agency.
Publications		
Australian Orienteer	Small monotone advert (see page 36 AO Dec 06) OA covers part cost to magazine***	Small monotone advert (see page 46 AO Dec 06) OA covers part cost to magazine***
OA Website	Advert and link***	
OA e-newsletter	Logo and link***	
State newsletters		
State website		
State e-newsletter	Ad each issue**	
Squad newsletters		
Club newsletters		
State fixture lists		
Events		
Aust 3-Days, Aus. Champs. Carnival	Recognition of ASF in flyers, programme and results.***	
National Orienteering League, inc. above.		
State League (OY) events		
National Squads and NL teams		
Clothing		
State senior and junior teams/squads		
Clothing		

Sources for materials:

Advertisements: artwork is available from OA web site

www.orienteeing.asn.au/promotion/devel/existsponsors

Minor enlargement or reduction of material to fit space size is OK, say plus or minus 15%. **Do not use any unauthorised material.** There are heavy fines for breaches of the law relating to promotion of financial products.

Peter Cusworth, email cusworth@bigpond.net.au can prepare ads to your individual requirements. There may be a charge for repeats of materials supplied previously and/or for specials.

States, clubs, organisers etc are not to contact sponsors directly. Interested parties should contact OA, or in the case of Ansvr Insurance, Ian Baker (iantheb@optusnet.com.au; if you have problems check OA or phone Ian Baker on 03 9589 1467 bh)

Banners: Bob Mouatt - phone 02 6231 2463

robert.mouatt@netspeed.com.au

ORIENTEERING AUSTRALIA

Distribution; states ps ensure this is complete
Newsletter, e-newsletter; all states

Hon. Sec. all states to *copy and distribute* to: P&D officer
State senior and junior squad managers
Organisers upcoming major events
All clubs
Councillor

OA National Coach:
To *copy and distribute* to: All National Team and Squad coaches
Manager, Junior Squad
D. Lotty, R. Mouatt

P. Cusworth

From: Ben Rattray, Director (Development)

20 January, 2008

Sponsorship Promotion Guidelines

This is an updated edition of a simple paper to summarise our sponsorship promotion obligations and requirements. The aim is to have one concise document which is circulated universally with updates as they are needed.

Artwork of sponsor ads.

Advertising works by repetition and by reminder: so by publishing our sponsor ads prominently, frequently and widely, we help ourselves.

We now have an up-to-date file of sponsor advertisements on the OA web site. These are the only advertisements which should be used without specific authorisation. There will be new ads from time to time and some may be deleted or amended. So please check the site whenever you use material; it may not be safe to assume an ad which ran last issue is still current.

You should not alter the advertisements or devise your own variants without consulting me please. The reason is you may unwittingly contravene our sponsors' design rules and that the ads. are not passed to the sponsor for approval e.g. Trade Practices, legal, management. Minor enlargement or reduction to fit space size is OK, say plus or minus 15%.

Banners.

Please see information over page.

BANNERS TO BE DISPLAYED AT ALL AUSTRALIAN CHAMPIONSHIPS AND OTHER NATIONAL LEAGUE EVENTS

There are five banners that should be displayed at the **Australian 3-Days, the Australian Championships and other National League events**. Each banner is rolled individually and carried as a set in a large blue carry bag. The banners are to be displayed prominently, either individually or in a line. It is not necessary for them to be in the finish chute; as a backdrop to presentations is equally suitable. They should be affixed to strong posts, eg standard star pickets (or longer for high banners) and pulled taut to create a good impression.

Orienteering Australia banner. 1.5 metres long by 0.5 metres high. Requires end posts to display it or above NOL banner on extra long pickets. **(If displayed separately, requires two standard pickets)**

Silva banner. 2 metres long by 1 metre high. . Requires end posts and maybe a mid post to display it. **(Requires two standard pickets)**. THIS SHOULD BE PROMINENT BEHIND PODIUM. TBC.

Ansvar banner. we do not have one now. The previous “EIG-Ansvar” banner was out-of-date and has been destroyed. A new banner may be provided in the future as business grows.

Australian Sports Commission banner. 3.6 metres long by 1 metre high. Requires end posts and a middle post to display it. **(Requires three standard pickets)**

If the banners are strung tautly in a line; see example below, the optimum means of display is:

- five (5) extra long pickets, or
- two (2) extra long pickets plus four (4) standard star pickets, or
- seven (7) standard star pickets.

At the end of the day, the banners are to be rolled. **[THEY ARE NOT TO BE FOLDED]** And then placed in the blue carry bag.

