Sponsorship & Partnership Opportunities
About Orienteering

Using a map and compass, the basic aim in an orienteering competition is to move through the forest from one control (checkpoint) to another in the shortest time possible. Orienteering can be undertaken as a leisure activity or pursued as an athletic sport at World Championship level. Further information about the sport can be found online, see New to Orienteering.

About Orienteering Australia

www.orienteering.asn.au

Orienteering Australia is the national body responsible for the organisation and promotion of orienteering throughout Australia. Orienteering comes in several flavours, including Foot-Orienteering, Mountain bike Orienteering (MTBO), Ski-Orienteering (SkiO) and Trail-Orienteering.

Participant Profile

Orienteering is a growing sport with over 85,000 participations in 2007. Events are held all over Australia and the world. There are around 8500 registered orienteers in Australia but that number is expected to be much higher in coming years with a restructure of memberships and communications with casual participants.

Orienteers have an ideal profile for consumer markets. Participants in the sport typically have higher than average disposable incomes and are extremely well travelled, are heavy users of computers and the internet, as well as sporting (running) equipment and associated products. Orienteers often travel all over the world.

It is an ideal avenue to reach markets covering 5 broad areas:

- Individuals seeking to keep healthy – both mind and body
- Individuals who are prepared to travel to pursue their sporting interests
- Individuals who are environmentally conscious and spend time outdoors
- Individuals who are involved in competitive sport
- Individuals who are social covering the full range of age-classes, the old and the young (typically from 8 to 80 years old)

See our Media Kit for further information on our participant and media profile.
Sponsorship Properties with Orienteering Australia

**Principal**
Incorporates all properties below

**Events**
National Orienteering League
National Mountain Bike Orienteering League
Orienteering Championships
Oceania Orienteering Championships
Mountain Bike Orienteering Championships

**Teams**
International Orienteering Teams
International Mountain Bike Orienteering Teams
International Junior Orienteering Teams

**Other**
Junior Sport
Development and Promotion

**Partnerships with Orienteering Australia**
Marketing Partner
Media Partner
Online Partner
Technology Partner
Principal Sponsorship of Orienteering Australia would provide comprehensive exposure and infiltration into this desirable market.

Indicative Benefits:

Orienteering Australia Principal sponsors enjoy the benefit of being involved in most of the benefits listed under other sponsorship properties.

Exposure to, and association with, Australian orienteering at both national and international level;
Association with an international world-class level sporting body;
Promotion of your organisation as a major player committed to supporting Orienteering Australia and its objectives; and
Sponsorship exposure through networking, and via printed materials, signage and announcements.

Association with Orienteering Australia will provide essential marketing and good-will opportunities such as:

Brand position and image association
Differentiation from competitors
Awareness and goodwill within defined target audiences
Brand loyalty and product sampling at events
Increase brand, product and corporate awareness
Media coverage and publicity opportunities
Increased sales and networking opportunities
Signage rights
Use of orienteers for advertising and promotion
Orienteering is a mass participation event with most events including courses for all ages and levels, including the elite events allowing everyone to get involved.

www.orienteering.asn.au/nationalleague/
www.orienteering.asn.au/events/
www.orienteering.asn.au/mountainbike/MTBOEvents/

Available Properties:

- National Orienteering League
- National Orienteering Series
- National Mountain Bike Orienteering League
- National Championships
- Oceania Championships (every fourth year, next 2011)

Indicative Benefits:

- Naming rights, and brand exposure on event signage, promotional material, competition map, competitor numbers, website and publications
- Brand exposure through Orienteering Australia publications (website, e-bulletins, and national magazine).
- Advertising through The Australian Orienteer (quarterly magazine sent to all members Australia-wide)
- Acknowledgement and opportunity to be involved in prize-givings
- Opportunity for product/service sampling at events
- Opportunity to arrange a corporate orienteering day with an elite Australian athlete.

2009
Easter National 3-Day TAS
World Masters Orienteering Championships NSW
(Sponsorship pending approval from Sydney World Masters Games Organising Committee)
National Championships VIC

2010
Easter National 3-Day ACT
National Championships SA
Australian elite orienteering is the leading team outside Europe and well inside the World Top10. Recent individual highlights include a World Orienteering Champion, and a World Number One in World Mountain Bike Orienteering.

Available Properties:

National Orienteering Team
includes The Australian Boomerangs (World Championships Team) and The Bushrangers (NZ Test Match Team)

National Mountain Bike Orienteering Team
includes World Championships Team) and NZ Test Match Team

National Junior Orienteering Team

Indicative Benefits:

Team Naming rights, and brand exposure on team apparel, media releases, and publications
Brand exposure through Orienteering Australia publications (website, e-bulletins, and national magazine).
Advertising through The Australian Orienteer (quarterly magazine sent to all members Australia-wide)
Access to team members and officials for preparing promotional material for your company
Opportunity to arrange a corporate orienteering day with an elite Australian athlete.

World Orienteering Championships
2009 Hungary
2009 World Games Taiwan
2010 Norway
2011 France

World Mountain Bike Orienteering Championships
2009 Israel
2010 Portugal

World Junior Orienteering Championships
2009 Italy
2010 Denmark
## Sponsorship Properties with Orienteering Australia

Orienteering Australia values Junior Sport and Participation initiatives to assist in the opportunity for all Australians to take experience.

### Available Properties:

<table>
<thead>
<tr>
<th>Properties</th>
<th>Focus</th>
<th>Valued</th>
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<tbody>
<tr>
<td>Junior Sport</td>
<td>Junior</td>
<td>Neg.</td>
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<tr>
<td>Other</td>
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<td><strong>Participation</strong></td>
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<td><strong>Initiatives</strong></td>
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<td>Junior Sport</td>
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<td>includes the Junior Sports Policy, National Development squads and various Schools initiatives.</td>
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<tr>
<td>Participation Initiatives</td>
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<tr>
<td>includes National Club Development Awards, National Orienteering Day, National Development Conference and promotional material.</td>
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</tbody>
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### Indicative Benefits:

- Naming rights, and brand exposure on related published and advertising material.
- Brand exposure through Orienteering Australia publications (website, e-bulletins, and national magazine).
- Advertising through The Australian Orienteer (quarterly magazine sent to all members Australia-wide)
- Opportunity to arrange a corporate orienteering day with an elite Australian athlete.
Partnerships with Orienteering Australia

Orienteering Australia has developed a number of productive partnerships with groups and companies over time. Orienteering Australia is keen to develop more working relationships in any area. Of particular interest at present, orienteering is keen to develop partnerships in the areas of:

Marketing Partner

• Marketing initiatives - *example targetted participation encouragement to retirees, targetted participation encouragement to Adventure Sport enthusiasts*

Media Partner

• Publicity
• News stories

Online Partner

Web streaming
• Online entry and membership functionality - *development of online event registration and membership renewal / database*

Technology Partner

• Web streaming - *example live internet event feeds from remote areas*
• GPS technologies and integration
• Software integration - *example timing systems (SportIdent timing used most commonly)*
• In terrain communications - *example communication between remote timing points and assembly/finish arena*
• Mapping
Tailored Packages

We would be delighted to assist in the development of a tailored package for your company if none of the listed opportunities suit your promotional activities or marketing objectives. We believe the sponsorship experience can be as creative as you like.

Please contact us to discuss.

The Australian Orienter
www.orienteering.asn.au/australianorienteer/

Sponsors may also be interested to advertise in the Australian Orienter, a quarterly magazine sent to all orienteering members in Australia. Further details can be found at the website above by contacting the editor: mikehubbert@ozemail.com.au

Deadlines

Orienteering Australia will generally accept sponsorship interest year-round and believes in establishing tailored opportunities to maximise the benefits to both parties.

Sponsorship relating to events is generally negotiated in the 6-24 months prior to the event. Sponsor incorporated promotional material opportunities are reduced closer to the event.

Confirmation of existing opportunities will be provided upon expression of interest.

CONTACT US
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