



Sponsorship & Partnership Opportunities



# Orienteering Australia



## About

### 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](http://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

# Sponsorship Properties with Orienteering Australia



## Principal

Principal Sponsorship of Orienteering Australia would provide comprehensive exposure and infiltration into this desirable market.

### Properties

*Orienteering Australia  
Principal  
Focus: All  
Valued: \$80,000*

[www.orienteeing.asn.au](http://www.orienteeing.asn.au)

### 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



# Sponsorship Properties with Orienteering Australia



## Events

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.orienteeing.asn.au/nationalleague/](http://www.orienteeing.asn.au/nationalleague/)  
[www.orienteeing.asn.au/events/](http://www.orienteeing.asn.au/events/)  
[www.orienteeing.asn.au/mountainbike/MTBOEvents/](http://www.orienteeing.asn.au/mountainbike/MTBOEvents/)

### Properties

National League  
Naming Rights  
Focus: Elite Event  
Valued: \$15,000

National League  
Other  
Focus: Elite Event  
Valued: Neg.

National MTB League  
Naming Rights  
Focus: Elite Event  
Valued: \$15,000

National MTB League  
Other  
Focus: Elite Event  
Valued: Neg.

Championships  
Other  
Focus: Major Events  
Valued: Neg.

### 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 Orienter (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
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2010

Easter National 3-Day	ACT
National Championships	SA

# Sponsorship Properties with Orienteering Australia



## Teams

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.

### Properties

*National Team*  
*Naming Rights*  
*Focus: World Elite*  
*Valued: \$15,000*

*National Team*  
*Other*  
*Focus: World Elite*  
*Valued: Neg.*

*National MTB Team*  
*Naming Rights*  
*Focus: World Elite*  
*Valued: \$15,000*

*National MTB Team*  
*Other*  
*Focus: World Elite*  
*Valued: Neg.*

*National Junior Team*  
*Naming Rights*  
*Focus: World Elite*  
*Valued: \$10,000*

*National Junior Team*  
*Other*  
*Focus: World Elite*  
*Valued: Neg.*

### 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 Orienter (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



## Other

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

### Available Properties:

#### Properties

*Junior Sport*

*Other*

*Focus: Junior*

*Participation*

*Valued: Neg.*

#### Junior Sport

includes the Junior Sports Policy, National Development squads and various Schools initiatives.

#### Participation Initiatives

includes National Club Development Awards, National Orienteering Day, National Development Conference and promotional material .

*Participation*

*Other*

*Focus: Participation*

*Valued: Neg.*

### 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 Orienter (quarterly magazine sent to all members Australia-wide)

Opportunity to arrange a corporate orienteering day with an elite Australian athlete.



# Partnerships with Orienteering Australia



## Partnerships

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 Orienteer

[www.orienteing.asn.au/australianorienteer/](http://www.orienteing.asn.au/australianorienteer/)

Sponsors may also be interested to advertise in the Australian Orienteer, 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](mailto: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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