

## OUTDOOR MEDIA ASSOCIATION SPONSORSHIP GUIDELINES



### Overview

The Outdoor Media Association (OMA) is a not-for-profit, peak industry body representing Australian companies involved in, or associated with the display of outdoor advertising. Its key role is to educate and raise awareness of the role of outdoor media within the community, to build and sustain relations with its key stakeholders, and to provide services to its members.

Each year, the OMA receives numerous requests from organisations or interest groups seeking financial or in-kind support for their activities. Over the years, the OMA has sponsored a number of worthy causes such as the Salvation Army's Red Shield Appeal, Keep Australia Beautiful, The Big Issue and the Melbourne 2008 Homeless World Cup.

Since 2009, the OMA has donated free outdoor advertising space for 'National Missing Person's Week'. The OMA has also sponsored the Australian Literacy & Numeracy Foundations 'Wall of Hands' campaign since 2012 – this has included the donating of free advertising space as well as launches around the country. In addition OMA members individually sponsor events and charities, including arts festivals, dance companies, humanitarian aid and national celebrations.

The OMA also supports communities in times of crises. In 2009 the industry assisted with pallets being sent to Gaza and Somalia for relief in refugee camps and also to the bushfire victims in Victoria. In March 2006, the industry supplied recyclable tarpaulins to Far North Queensland communities devastated by Cyclone Larry. Similarly, the industry sent loads of recyclable skins to the South East Asian islands hit by the Boxing Day tsunami which left hundreds of thousands of people without shelter in 2004.

The OMA is presently reviewing its sponsorship activities as part of its business planning and has prepared the following guidelines to assist organisations or other interested parties in preparing their applications.

#### Outdoor Media Association

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## **OMA Sponsorship Guidelines**

### **1.1 Sponsorship criteria**

As a national body, the OMA will only support activities or causes with state or national significance, rather than local events. Such activities must meet the following criteria:

- Not-for-profit. The event or activity under consideration cannot be for the commercial gain of individuals or companies
- Government endorsed. The event or activity must meet all regulatory obligations, and ideally be endorsed or supported by government at the local, state or federal level
- Ethical. The event or activity must not breach any of the usual ethical standards or potentially offend any segment of the community
- Compliant. Any in-kind support provided through display advertising as part of an OMA sponsorship arrangement must be fully compliant with the industry's own Code of Ethics in terms of content, quality of structure etc
- Strategic fit. Sponsorship applications will be considered only for those activities or causes that align with the OMA's strategic direction around good corporate citizenship
- Exclusivity. Priority will be given to worthy causes/activities which provide the OMA with exclusive display media sponsorship rights.

### **1.2 Sponsorship type**

There are two main types of sponsorship that the OMA will consider, however "in-kind" sponsorship applications will be given priority assessment due to the nature of the industry and the value of the support.

- In-kind – provision of goods and services (primarily media space) in return for sponsorship benefits
- Financial and in-kind – combination of the above in return for sponsorship benefits

### **1.3 Sponsorship proposal**

Organisations and groups applying for sponsorship support from the OMA must provide the following details:

- Covering letter, stating the purpose of the application, relevant background on the applicant and on the activity/cause for which sponsorship is being sought, ABN (if company has one) and main contact details
- Background of organisation/group, including names of any relevant Board or Executive members, and main financial source, for example Charity organisation, self-funded, membership fees, government funded etc
- Overview of event or activity, including length of time it has been in existence and prior success rates (if relevant), as well as its main aims and goals
- Target audience and proposed geographic coverage, for example Adelaide only, national, etc
- Sponsorship proposal type – financial/in-kind, exclusivity, level of sponsorship (primary, secondary etc), benefits to OMA, promotional activities associated with sponsorship

- Proposed value of sponsorship
- Other event/activity sponsors and relevant funding sources
- Proposed evaluation and measurement feedback on sponsorship activity
- Anticipated resource requirements of OMA

#### **1.4 Sponsorship benefits**

The OMA will be seeking appropriate benefits in return for providing sponsorship to an event or activity. These include, but are not limited to:

- Exclusivity in the media display sponsorship category
- Access to key contributors/supporters of event/activity
- Project naming rights or high priority listing
- Involvement at functions/ceremonial events associated with sponsorship activity
- Industry logo and appropriate descriptions on all promotional materials, including website, stage backdrops, brochures, invitations etc
- Promotional opportunities/acknowledgement in unpaid media
- Right to run own promotional, advertising, and/or editorial in relation to sponsorship
- Free/discounted tickets to event and/or functions if appropriate.
- Potential involvement in event organisation or related company activities for example through workshops, presentations at industry events, Board functions etc

#### **1.5 Sponsorship assessment**

The OMA will ideally require eight weeks to consider a sponsorship application. Assessment will be based on the criteria outlined above.

They will be assessed on a case-by-case basis with final decision to be made at the discretion of the OMA Board of Directors.

Sponsorship applications must be well researched, thoroughly scoped and costed and clearly presented.

All sponsorship applications need to be addressed to the Outdoor Media Association, Suite 504, 80 William Street, East Sydney, NSW 2011 or by email to [info@oma.org.au](mailto:info@oma.org.au)