

QUADRANT SPONSORSHIP GUIDELINES

Quadrant is committed to supporting the Tasmanian community through commercial sponsorships as well as sponsorship of a variety of community organisations, charitable initiatives and events.

We receive a number of proposals and support is given to sponsorship proposals that adequately fulfil our requirements as a sponsored partnership. In selecting sponsorship partners, we pursue proposals that clearly enhance the Quadrant brand and complement our integrated marketing activities.

Some of the things considered when selecting potential sponsorship opportunities include the relevance to our target audience, a link to our core brand values and the opportunity to help achieve our objectives as a leading provider of superannuation and retirement services.

What are we looking for in a sponsorship proposal?

When Quadrant evaluates a sponsorship proposal, there are a number of questions asked by the people deciding on the proposal. Some of these questions include:

- What are the dates and location of the sponsorship?
- Is it a one off thing or something that happens regularly?
- Is there a full list of sponsorship benefits? How will Quadrant be promoted (details of promotional material, logo and banner inclusion, weblinks)
- Can Quadrant staff be involved and how? What speaking or networking opportunities exist?
- Is there any hospitality, entertainment or general involvement for our clients?
- Which media partners have been confirmed and what will be the media exposure?
- Is there any current or potential business the organisation does or can do with Quadrant? Can we have access to your event / project attendance database to promote Quadrant?
- How many people see, attend or are involved in the event or activity?
- How many other sponsors are involved? Who are they?
- What will the sponsorship funds be predominantly used for?
- What is the proposed cost and method of payment?
- How will the sponsorship be measured and reported to us?

Need more information? **Call 1800 222 209**
or visit our website at www.quadrantsuper.com.au

Quadrant Superannuation Pty Ltd | ABN 82 067 516 938 | AFSL no. 290812 | GPO Box 863, Hobart TAS 7001
Quadrant Superannuation Scheme | ABN 12 727 521 796 | Scheme Registration no. R1000269
Personal financial advice is provided by Quadrant First Pty Ltd AFSL no. 284443



- Are we the only superannuation or financial services company involved?

How to submit a sponsorship proposal

Once you have looked over our guidelines, fill in the Quadrant application form and attach any accompanying information or documents as required. In order to be considered, all applications must include the following details:

- A list of the key values of your organisation
- Your target market / audience
- How you plan to advertise and promote your event/program
- A list of current sponsors
- Your contact details

When can you expect to hear from Quadrant?

Proposals are reviewed by the sponsorship committee to assess suitability, feasibility and resources required. A response is typically provided within four weeks.

Quadrant is not able to consider sponsorship or support of organisations that promote gambling, smoking, alcohol or substance abuse, organisations affiliated with a political party or any organisation / activity that may be considered discriminatory or of poor repute.

For further information please contact: Amanda Turner, Marketing & Public Relations on (03) 6230 6924 or email Amanda.turner@quadrantsuper.com.au.

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