



## **Optus – Sponsorship Criteria**

Optus partners with properties that reflect our brand values and communicates these to existing and potential customers in a meaningful way. As sponsorship is an important part of our marketing communications, it is essential that each partnership strengthens the communities that Optus operates within.

To ensure that our sponsorships derive the maximum benefit for both Optus and the community, key criteria have been developed to evaluate all current and future sponsorship activities.

If you are considering approaching Optus for sponsorship, you can evaluate your proposal against the key criteria listed below.

### **Brand Alignment**

The Optus brand is known as the champion of competition, challenging the telecommunications landscape by delivering customer focused, innovative products and services.

Optus looks at communications through the eyes of its customers. It is dedicated to providing solutions that are fair, honest, flexible and creative. Our challenge is to deliver products and services that go beyond customers' expectations.

### **Target Audience**

The sponsorship should fit with the Optus target audience - in particular, forward-thinking consumers who embrace technology and are keen to understand how they can gain maximum benefit from their telecommunications life.

### **Geography**

Sydney and Melbourne are Optus' largest customer bases and proposed programs must include activity in these centres. It is preferable that all programs deliver national opportunities and have the capacity to touch consumers in all states and regional areas.

### **High Impact**

The programs, activities or organisation should have a prominent standing within the community.

### **Optus Business Benefits**

- Supply - deliver telecommunications and associated business opportunities.
- Unique experiences - provide highly appealing and memorable 'money can't buy experiences'.
- Stakeholder relations - create dialogue and enhance relationships with community, government and business leaders.
- Networking - opportunities to interact with and engage prospective new business customers.



- Technology Showcase - demonstrate how Optus technology helps make a tangible difference to the program's success or the organisation's ability to better service its members and the community.

### **Optus Consumer Benefits**

- Mass Appeal - appeal to the general public, media and other relevant consumers.
- Intellectual Property - provide rights to the use of personalities, music, imagery and communications activity that reaches and inspires target audiences.
- Volume Promotional Benefits - with more than 2 million customers, the sponsorship should contain sufficient benefits that will appeal to consumers and enable Optus to effectively market the activity to its customer base.
- Consumer Product Links - the program should easily lend itself to linkages to specific Optus products.
- Product promotions - have the capacity to deliver opportunities to create consumer or media promotions or cause related marketing applications.

### **Dominant Stance**

Optus must be the sole principal sponsor or if not, a significant major sponsor so that it can stand out clearly from others within the program.

### **Campaign-Able**

Provide ongoing, year-round benefits, rather than one-off events.

### **Category Exclusivity**

It is mandatory that no competitor is associated in any service categories within which Optus is active including: residential, business or mobile telephony (including SMS, WAP or 3G), Internet service provision or content, PAY-TV or Interactive Television.

### **Quality Marketing Resources**

The organisation needs to have sufficient marketing expertise and personnel to effectively implement the programs proposed and help Optus achieve its key objectives.

### **Performance Based Elements**

Partnerships and their programs must have the ability to undertake performance-based activities where successful outcomes and achievement of objectives will be rewarded.

### **Employee Involvement**

Optus utilises sponsorship to motivate and reward its staff and properties must help to meet this objective.

### **Funds for Cause**

Excluding charity-based sponsorship, a sponsored property should be able to help make a contribution to fundraising activities for other Optus sponsorships - e.g. Starlight or Kids Help Line (where a large part of the company's contribution is to raise additional funds).

### **Measurement**



It is essential that the organisations are able to measure (or assist Optus to measure) the effectiveness of the partnership through market research, customer engagement, direct sales etc.

### **Cost**

Does it represent value for money given other comparable investments across the sponsorship marketplace?