



SPONSORSHIP GUIDELINES

Adam Internet is a proudly South Australian company with over 20 years experience in providing internet services to homes and businesses. Adam Internet view sponsorships as unique opportunities to connect with existing and potential customers through an event, activity or organisation. Adam Internet invests in sponsorship agreements which are mutually beneficial to each organisation and add value to the company, its products and the brand.

By investing in strategic sponsorships we aim to achieve one or more of the following

- Increased brand recognition for Adam Internet
- Position Adam Internet as innovative leader in the Communications Industry
- Increase the residential and business customer base
- Position Adam Internet as ISP of choice for South Australian's
- Showcase Adam Internet products to existing and potential customers

Adam Internet is a results driven organisation, therefore to ensure each sponsorship we enter into is effective each agreement needs to be measured to ensure value of investment. The following information is intended to assist with the drafting of sponsorship requests.

Required Information

Adam Internet receives a large volume of sponsorship requests so to ensure we are able to properly evaluate each request on its own merits we ask that you include the below information in your submission

- Details of applicant
 - Name and contact details of organisation
- Summary of activity, event or organisation
 - Outline of sponsorship
 - Date, timing and duration of sponsorship
 - Support required
 - Benefits to Adam Internet
 - Outline credibility of organisation/event and related suppliers
- Reasons for activity and included benefits
 - Why/how has this sponsorship come about?
 - Aims and objectives of the activity, event, organisation?
 - What outcomes will sponsorship support help you achieve?
 - Benefits to Adam Internet and the wider community
- Funding requirements
 - Amount sought with option levels if applicable
 - Specify whether cash or in-kind sponsorship is sought

Sponsorship Guidelines

It is important that before submitting your request, you qualify whether your event, activity or organisation is offering a sponsorship which meets our sponsorship objectives. Adam Internet provides the following guidelines which outline the key points of a desirable sponsorship ;

- Event, activity or organisation is viewed favourably by the wider public
- Adds value to the people and/or South Australian community
- Provides an opportunity to showcase Adam Internet and our products
- Positively influences the perception and awareness of the Adam Internet brand
- Include elements of corporate hospitality/ticketing
- Expose Adam Internet and our products to new markets
- Position Adam Internet as innovative market leaders
- Adam Internet is the exclusive communications or ISP sponsor

Submission Process

If your event, activity or organisation meets Adam Internet's sponsorship guidelines, please submit your proposal to sponsorship@adam.com.au or via mail to:

Adam Internet
Attn: Marketing and Communications Manager
GPO Box 121
Adelaide 5001

For any additional enquires please call (08) 8423 4069.

The Marketing Manager reviews all proposals to assess suitability, feasibility and required resources.

You will be notified of the status of your proposal in writing or email within four weeks of receipt. We may contact you earlier if we require additional information.