

Sponsorship Guidelines



THE UNIVERSITY
of ADELAIDE

At the University of Adelaide, we support initiatives which help us:

- Develop and deliver meaningful engagement programs to enhance our reputation.
- Connect with our students, future students, staff, and alumni.
- Collaborate with government and industry thought leaders.
- Reflect the diversity of our community.

The University of Adelaide:

- Aligns its sponsorships to the five aspirational pillars outlined in its strategic plan.
- Views its sponsorships as important investments in its commitment to the community.
- Uses sponsorship to build its profile, rankings, and reputation within the community of South Australia, Australia and internationally.
- Supports initiatives which reflect the diversity, social inclusion of its staff and students and enhances their experience.

Our sponsorship program aims to:

- Build an inclusive and engaged staff and student community and increase advocacy by staff, students, and alumni.
- Develop an external engagement portfolio of partnerships to build brand reputation and enhance our corporate citizen credentials.

Thank you for considering us for your Opportunity and we look forward to receiving your application.

These guidelines cover the following sections:

1. Before applying – what you need to know.
2. What we will and won't consider sponsoring.
3. What we'll be looking for in your application.
4. Assessment Process.

Section 1: Before applying – what you need to know.

- All sponsorship requests must be submitted [online](#).
- Sponsorship requests can be submitted at any time.
- All approved sponsorships will require an evaluation against agreed objectives.

Section 2: What we will, and won't consider sponsoring.

The University of Adelaide will consider sponsorships which:

- Are aligned to the University's vision, purpose, and goals and which enhance its corporate citizen credentials.
- Enhance the rankings and reputation of the University and strengthen brand awareness.
- Offer mutual benefit for the University and the community.
- Contribute toward enhancing the staff and student experience.

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The University of Adelaide will NOT consider sponsorships which:

- Do not reflect the University's core values, vision, purpose, strategic direction, and goals.
- May be construed as racially prejudicial or discriminatory.
- Benefit an individual or family who seeks support or funding, and/or is a community event which its primary purpose is to raise funds (such as fetes or quiz night). This excludes charitable causes.
- Support or condone illegal activities, tobacco, gambling, fireworks, harm towards the environment, adult-related industries, racist organisations, political organisations, or religious activities.
- Do not have specific objectives, activities, or measurable outcomes or that do not meet the sponsorship criteria.

Section 3: What we'll be looking for in your application.

We have a number of strategic pillars and objectives so the application process will ask you some questions about how your Opportunity best fits with them:

The five University of Adelaide Strategic Pillars:

- Connected to the global world of ideas.
- A magnet for talent.
- Research that shapes the future.
- A 21st century education for a growing community of learners.
- The beating heart of Adelaide.

You can find out more about them in the University of Adelaide's current [strategic plan](#).

The four University of Adelaide FAME missions:

- Sustainability – of our energy and environment.
- Agrifood and wine – ensuring economic value-add and food security.
- Health and society – integrating health with Indigenous and societal wellbeing.
- Digi+ – breakthrough technologies for new industries and sovereign capability.

You can find out more about them [here](#).

We'll also ask you which of the following criteria your Opportunity fits best with:

Align – synergy with strategic goals, direction, and outcomes.

- Consistent with the University's strategic vision, purpose, aspirational pillars, and values.
- Enhances visibility, credibility, rankings, and reputation of the University's brand, domestically and internationally.
- Falls into the categories of STEM or entrepreneurship.
- Exclusivity in the tertiary education sector.

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Connect – types of opportunities for engagement.

- Enhances the student experience and contributes towards their teaching and learning.
- Creates opportunities for experiential learning and linkages to industry, community and government networks.
- Creates vibrant, inclusive, and people-centred environments on campus by fostering a sense of community and belonging.
- Provides access to thought leadership for academics, researchers, students, and staff.

Reach – connection with relevant audience groups through numerous channels.

- Provides opportunities to reach, communicate, interact, and connect with the University's target markets.
- Increases engagement for all key stakeholders.

Impact – positive social, economic, and environmental outcomes locally, nationally, and globally.

- Provides opportunities to showcase the work of students, faculty, or institute.
- Enables the development of new ideas and intellectual property, through access to complementary expertise / testbed for applying ideas.
- Demonstrates a commitment to environmental and social justice causes.
- Presents opportunities to enhance or integrate into the curriculum.
- Connects South Australia to the world.
- Attracts world class talent.

Section 4: Assessment Process

- We consider every application carefully through a sponsorship committee.
- We receive a lot of requests, and we aim to get back to you with a decision within 8 weeks. For more complex sponsorship requests, this may take longer, however we use our best endeavours to come back to you as early as possible. Please consider this timeline when submitting your application.
- You will receive an email letting you know the outcome.
- When you submit a sponsorship request, we may collect personal information and your browsing history. You can find our Privacy Statement [here](#).

Further Enquiries

Email: CorpRelations@adelaide.edu.au

Web: <https://www.adelaide.edu.au/sponsorships/>