

Hobart Airport Sponsorship Guidelines



Hobart Airport
TASMANIA

*Connecting
Communities*

Proudly on board

As the gateway to the state, we're on board with taking Tasmania to new heights. Be it through sport, business, the arts, community improvement or beyond. We're proud to be landing a better Tasmania for all.

Each year, Hobart Airport engages with various sponsorship activities and events across Tasmania, ranging from small community-driven projects to major regional initiatives. We receive numerous proposals for sponsorship and have developed guidelines to assist potential applicants in preparing submissions for our consideration.

Connecting Communities

Hobart Airport is the major gateway to Tasmania; we are privately owned by three investors: QIC, Royal Schiphol Group and Care Super.

Our sponsorship and community initiatives are designed to foster active, mutually beneficial relationships with local organisations and communities. By Connecting Communities, and making a positive impact, we are more than just an airport. We are a host, a caretaker, a friend, and a genuine member of the countless communities that make up Tasmania and the world.



Types of sponsorship

In-kind

- **Brand takeover and activation space**
In-kind sponsorship may include floor space within Hobart Airport terminal or forecourt to activate your campaign or project. This could include handing out promotional or educational materials in the terminal, collecting donations or other.
- **Parking space**
- **Commercial pick-up area access**
- **Signage**

Note

Digital screens in our airport terminal are managed by [Bishopp](#) and are not a part of in-kind sponsorship offerings.



Community Grants Program

Our annual Community Grants Program supports local organisations undertaking projects with a charitable component that positively impact social, economic, or environmental outcomes in Tasmania.

- Applications open in October each year
- Cash grants of up to \$15,000 are available
- In-kind support through billboard advertising and terminal space for brand activations

For more information about our Community Grants Program, go to

hobartairport.com.au/communitygrants



Sponsorship and partnership

Our sponsorship and partnership opportunities include financial support alongside tailored in-kind contributions. These collaborations are designed to align with shared objectives, driving value for both partners and the community.



Sponsorship and partnership criteria

We view our sponsorship activity as important investments in our commitment in Connecting Communities.

We carefully consider every sponsorship request to ensure alignment with our values, relationships with the community, and long-term vision. Not all criteria below will apply to every proposal, but we ask that applicants address what is relevant to their activity or event.

When submitting a proposal, please address the following criteria:

1. **Demonstrates a positive social, environmental, and/or economic impact** for the Tasmanian community.
2. **Builds meaningful connections** between Hobart Airport, our stakeholders, and the community.
3. **Contributes to a vibrant calendar of events** that ensures Hobart is a thriving place to live and an appealing destination for travellers year-round.
4. **Encourages travel to Tasmania**, especially from interstate or international markets.
5. **Supports emerging or grassroots local events** that might not otherwise continue without support.
6. **Delivers measurable value and returns on investment** for Hobart Airport and our shareholders.

To be considered, a partnership proposal should also include:

- A summary of the event including key objectives
- Expected attendance numbers – please include a breakdown of projected interstate visitors
- Audience details including reach and demographics
- Calendar of events and key dates
- A list of the key benefits to the community
- Confirmed sponsors and whether exclusivity is offered
- Sponsorship packages, levels of investment, and associated benefits
- Creative ideas on how Hobart Airport can be integrated into the event or program
- Any opportunities for customer engagement or access to customer and business databases
- Opportunities for Hobart Airport team members to be involved in the event/activity
- Opportunities for business networking or engagement with members of the community

Applying for sponsorship

Applications are accepted online via

hobartairport.com.au/sponsorships

Proposal documents prepared by your organisation can also be accepted through the online form. Please ensure the sponsorship criteria are addressed.



We appreciate the effort and thought that goes into every sponsorship proposal. While we may not be able to support every opportunity, we thank you for considering a partnership with Hobart Airport.

Lead time

Hobart Airport requires appropriate lead time to the event or activity to consider the proposal. All proposals will be reviewed to assess the suitability and resources required. The Sponsorship Guidelines are intended as a general reference and should not be considered an offer or commitment by Hobart Airport.

If a sponsorship request is successful, Hobart Airport's marketing team will confirm in writing and liaise with the nominated contact person within the sponsee's organisation to actively manage the sponsorship and conduct pre-event planning to effectively leverage the activity.

**If you have questions about Sponsorships
or need help with your application, please
contact Head of Marketing, Hobart Airport.**

Email

marketing@hobartairport.com.au

Website

hobartairport.com.au/sponsorships