



Clipsal 500 Adelaide – Charity Donations

How to apply for donations (in-kind / merchandise / collateral)

The Clipsal 500 Adelaide recognises there will be many local non-for-profit organisations that will not be eligible for the Official Charity partnership and therefore have very minimal additional means to support requests outside of the Official Charity. To ensure that donations derive the maximum benefit for both Clipsal 500 Adelaide and the requesting organisation, donation criteria have been developed to evaluate all proposals.

If you are interested in approaching the Clipsal 500 Adelaide for a donation, you can evaluate your request against the criteria listed below:

Donation Criteria

Brand Alignment

Clipsal 500 Adelaide is a leader in the field of Motorsport Events and has been recognised on four occasions as the winner of the 'Major Festivals & Events' category at the Australian Tourism Awards (2003/04, 2005, 2007 and 2008), demonstrating the event is more than a motor race, comparing with the best the country has to offer in the fields of the arts, sports, or once-off spectaculars.

Organisations seeking donations from Clipsal 500 Adelaide should have a prominent standing within the community and provide a platform for organisers to promote the event to one of the following target audiences.

Target Audiences

The Clipsal 500 Adelaide has identified four key markets that it communicates to:

- Motor Sport Enthusiasts
- Family Enthusiasts
- Corporate Sector
- Youth Market

Marketing Opportunities

Fundraising events should provide the Clipsal 500 Adelaide with the opportunity to engage with our target audience and provide branding opportunities where possible.

When to expect a response

As the Clipsal 500 Adelaide receives a large number of requests for donations we endeavour to provide you with a response within 4-8weeks.

Who we won't support

Unfortunately the Clipsal 500 Adelaide has only a very minimal inventory of donations across the year to be allocated to individual requests outside of the designated charity. As such charities that have received support over a number of years will now be reviewed in order to share the support to other worthwhile organisations.