

## SPONSORSHIP GUIDELINES EXCLUSIVITY CLARIFICATION

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The following clarifications are provided in relation to sponsor exclusivity, hosting events and street parties with relation to the Superloop Adelaide 500 deemed as a Major Event Under the *Major Events Act 2013*.

**These rulings come into effect from Midnight on the 27<sup>th</sup> February conclude on Midnight on the 3<sup>rd</sup> March**

### **Sponsor Exclusivity:**

Businesses that operate within 200 meters of the race route, or associated event, on the day of the event, are free to continue to do so "normally" without any ramifications. This includes:

- Selling beverages (soft drink, water, coffee, beer and wine) which are not from the exclusive Superloop Adelaide 500 Event Partners within the existing, licenced designated confines of their business space
- *Example:* A supermarket which is on the route (within 200 meters of the route) sells "Brand B" soft drink within the designated store/retail area, and the Superloop Adelaide 500 has an exclusive arrangement with "Brand A"
- The supermarket is free to continue selling "Brand B" on the day of Event without any ramifications, so long as they continue to sell "Brand B" within the designated store/retail area and do not make any special provisions outside of this area to sell "Brand B".

However, the supermarket would contravene the *Major Events Act 2013* if they undertook the following which fall outside their "normal" actions of trade:

- A supermarket which is on the route (within 200 meters of the route) sells "Brand B" soft drink and the Superloop ADL500 has an exclusive arrangement with "Brand A". The supermarket wishes to attract more customers and sells "Brand B" from a temporary retail site adjacent the supermarket, which is within 200 meters of the route
- As this is not part of the supermarket's "normal" actions of trade, or within the designated store/retail area, they are conflicting with "Brand A" which has exclusive rights for their soft drink category under the *Major Events Act 2013*.

The same principle can be applied to other traders which sell products other than those determined under exclusive categories.



### Hosting Private Events or Functions:

Businesses that operate within 200 meters of the route on the day of the Stage or event, are free to conduct private events or functions of a commercial nature that coincide with the Superloop Adelaide 500, so long as the event takes place in a private space and is done so within the designated store/retail area under their "normal" actions of trade.

Businesses cannot however utilise or reference Superloop Adelaide 500 branding or intellectual property to promote or during these these private events or functions. Examples:

The following private event or function *would not be* contravening their *Major Events Act 2013*:

- The Superloop Adelaide 500 passes a hotel within 200 meters of the route. The hotel would like to host an event in their private outdoor area or indoor function room on the same day
- Promotion of the event does not reference Superloop Adelaide 500 and/or utilise any Superloop Adelaide 500 intellectual properties, including logos

The same private event or function *would be* contravening their *Major Events Act 2013*:

- Promotion of the event references Superloop Adelaide 500, and/or utilises any Superloop Adelaide 500 intellectual properties, including any logos
- The event is not deemed an official associated event of the Superloop Adelaide 500.
- Under this example, the event cannot proceed.

More information relating to the *Major Events Act 2013* can be found here:

<https://www.legislation.sa.gov.au/LZ/C/A/MAJOR%20EVENTS%20ACT%202013.aspx>

A map of the 2019 Superloop Adelaide 500 Route, including the 200 meter control area has been provided below:

For any questions, please contact:

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MAP OF CONTROLLED AREA 2019 EVENT

