

# Sponsorship program guidelines

For eligible organisations in our community

Version 4.0

Prepared: 10 November 2023

This assessment process has been designed to help organisations in our communities to apply for sponsorship funding.

## Introduction

Being part of Bendigo Bank is about being part of something bigger. While we provide excellent banking and financial services, we aim to give back to our community. By banking with us, our customers are also helping to support their communities through our sponsorship program.

Our community sponsorship program facilitates mutually beneficial partnerships with eligible organisations in our community.

## What is a sponsorship?

A sponsorship is an arrangement with **Community Bank Gingin & Lancelin** to support an event, activity, individual or organisation through the provision of money, goods, or services.

Our sponsorships typically provide a tangible benefit to both the recipient (which benefits through receiving material support) and the sponsor (which benefits via enhanced public image and access to a wider audience). The recipient is required to provide some service back to the sponsor, such as advertising or tickets.

Note:

- Charitable donations are not sponsorships. Please talk to us about whether these may qualify via our grants program.
- Direct advertising is not considered a sponsorship.

## Sponsorship program objectives

The objectives of our sponsorship program are to:

- 1. To distribute part of the bank's profits in the form of Sponsorship & Minor Grants**
- 2. To help improve the standards of living in the Shire of Gingin in areas including recreation, education, and entertainment.**
- 3. To assist members of the community in need**
- 4. Provide financial assistance for community groups to develop well-planned events & projects to further benefit their members and the community.**
- 5. Create a positive Bendigo Bank brand association with new and existing customers within our community**

## Key dates

Sponsorship applications are accepted all year around and are assessed monthly. For your application to be considered, submissions need to be received by close of business on the 2<sup>nd</sup> Tuesday of the month.

You must submit your sponsorship applications at least **90 days** before the event or activity is scheduled to allow it to be effectively activated/leveraged.

## Eligibility

You must meet the eligibility criteria for our sponsorship program:

- Be an Australian organisation/Australian citizen with a valid Australian bank account.
- Be a current Bendigo Bank customer, or willing to become a Bendigo Bank customer.

- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored initiatives must be located **within the Shire of Gingin**
- Sponsored initiatives must deliver clear business acquisition outcomes for **Community Bank Gingin & Lancelin**.

### Ineligible entities

The following entities are ineligible for funding:

- Applicant organisations which have an unsatisfactory result to an 'Anti Money Laundering/Know Your Customer' search.

### Ineligible projects

We will not sponsor organisations or projects that:

- are also sponsored by a competitor financial institution e.g. banks, brokers, insurance providers.
- do not deliver clear business acquisition outcomes for our Community Bank.

We will not sponsor any initiatives which:

- take place outside of or is not managed in **the Shire of Gingin**
- are illegal, attempt to change the law or direct political donations.
- claim retrospective funding – paying for costs already incurred.
- involve gambling.
- exclude or offend any part of the community.
- encourage violence or involve the use of weapons.
- mistreat, exploit, or harm animals.
- create environmental hazards.
- present a danger to public health or safety.
- contribute to modern slavery.
- take place solely outside of Australia.

## Assessment

We will assess your application against our sponsorship criteria.

### Objectives (5%)

- The extent to which the proposed initiative aligns with the Community Bank's vision, values, and objectives.
- The potential for community benefit.

### Feasibility (40%)

- There is adequate lead time for the sponsorship to be effectively activated/leveraged.
- The initiative is realistic and achievable (e.g. timeframes).
- The required permits/insurances are in place.
- The extent that the applicant has demonstrated clear, realistic, and measurable project goals and objectives for the defined audience.
- The extent that the applicant has demonstrated capacity to deliver the proposed initiative (e.g. track record delivering similar projects, adequate resources, and staff).

### Program activation potential (40%)

- Potential for the sponsorship to deliver business acquisition outcomes.
- Potential for the sponsorship to deliver increased brand awareness/recognition.
- The extent to which the proposed initiative aligns with our marketing objectives.
- Opportunities for our involvement in project/event.
- A clear demonstration of who the proposed initiative will reach.

### Value for money (15%)

- Sponsorship support requested versus benefits offered by applicant.

## How to apply

It is essential that you contact Community Bank Gingin & Lancelin Community Engagement Advisors, Elle Armitage, before starting your application. They can ensure you are applying for the correct funding and give extra guidance on the application process.

Elle Armitage

[elle.armitage@bendigoadelaide.com.au](mailto:elle.armitage@bendigoadelaide.com.au)

0499 087 990

You should read and understand these guidelines before beginning your application.

You must use our application hub to complete and submit your online application.

Access our application hub here: [Home Page - Community Bank Gingin & Lancelin](#)

You must submit your sponsorship application at least **90 days** prior to any proposed events.

To ensure your application is considered for funding, all applications need to be submitted by close of business on the 2<sup>nd</sup> Tuesday of the month.

We will confirm receipt of your application submission via an email to your registered email address.

We may contact you during the assessment process to request more information, evidence or to clarify information provided in your sponsorship application.

## Supporting documentation

You may be asked to provide the following supporting documentation in your application:

- A current bank statement for your organisation.
- Information/demographics about the proposed target audience and number of expected attendees/participants, including the results of any research undertaken to date (if applicable).
- Confirmation of all necessary licences permits and insurances which will enable you to run your project/event (e.g. public liability insurance, local council permits).
- For projects involving children, confirmation that relevant personnel have Working with Children Checks.
- Project budget details which clearly show how you will spend the funds.
- Financial details about your organisation e.g. recent annual report, audited financials, bank statements.

## Decisions on applications

Timing of notifications will vary; however, applicants are usually notified of the outcome of their application by email within eight weeks of the program closing date.

## Managing your sponsorship

### Keeping us informed

You must notify us about anything which is likely to impact your organisation or its ability to deliver your project. This may include, but is not limited to, changes to your organisation's name, address, financial situation, senior staffing arrangements, or significant changes to the project initiative.

You must also notify us if:

- any other parties become sponsors of the event.
- you are planning any other initiatives in addition to the sponsored event.
- if you become aware of any incident that has the potential to damage the reputation or image of the Sponsored Party, the Sponsored Events, the Sponsor, any Related Company of the Sponsor or Sponsored Party (Notifiable Conduct). More information is provided in our funding agreements.

### Sponsorship agreement variations

We understand that circumstances change, and things do not always go to according to plan. If there has been a change that will impact your project, you can request a variation to your sponsorship agreement by contacting us.

We will consider your request, and if we decide to accept your proposed changes, we will issue a deed of variation for your signature.

### Reporting requirements

You will be required to complete a sponsorship acquittal form within **60 days** of your nominated project end date. The acquittal report must be submitted electronically through the application hub.

The report includes information about how the funds were spent, the benefits delivered, participant/recipient information, achievements of the project, and any lessons learned.

We ask that any photos of your event/season are included in this acquittal form so that we can use them for future marketing/advertising opportunities.

You should identify key internal stakeholders who will be responsible for collecting and reporting data from before, during and after your initiative.

### Privacy information

[View our privacy policy.](#)

## Enquiries

### Application queries

Community Bank Gingin

Phone: 08 9575 1560

Community Bank Lancelin  
Phone: 08 9655 2973

Elle Armitage  
Community Engagement Advisor  
Phone: 0499 087 990  
Email: [elle.armitage@bendigoadelaide.com.au](mailto:elle.armitage@bendigoadelaide.com.au)

**For technical support with application hub**

SmartyGrants–Our Community  
Phone: 03 9320 6888  
Email: [service@smartygrants.com.au](mailto:service@smartygrants.com.au)