

# Sponsorship program guidelines

For eligible organisations in our community

Prepared 24 April 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, our aim is 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 as an arrangement with Community Bank Elwood to support an event, activity, 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 considered sponsorships (these may qualify via our grants program)
- Direct advertising is not considered a sponsorship
- We sponsor organisations rather than individuals

## Sponsorship program objectives

The objectives of our sponsorship program are to:

To reinvest in our local Elwood community and surrounds, including Port Melbourne, Southbank through to Brighton. Supporting clubs and organisations through sponsorship, enabling initiatives that strengthen community connection, wellbeing, and long-term sustainability.

## Key dates

Check the website to determine whether sponsorship rounds have opening dates or all accepted all year around.

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

## Eligibility

You must meet eligibility criteria to be eligible for our sponsorship program.

- Be incorporated organisation (or supported by a project partner who meets these requirements).
- Be a current Bendigo Bank customer, or willing to become a Bendigo Bank customer.
- Have an Australian bank account.
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored events/organisations must be located in the Elwood and surrounding districts
- Sponsored initiatives must deliver clear business acquisition outcomes for Community Bank Elwood.

## Ineligible entities

The following entities are ineligible for funding:

- Individuals or unincorporated organisations without an eligible project partner
- For-profit organisations
- Applicant organisations (or partner organisations - if applicable) which have an unsatisfactory result to the Anti Money Laundering/Know Your Customer search.

## Ineligible projects

We won't sponsor organisations or projects that:

- do not fit with our values and objectives
- 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 also not sponsor any initiatives which:

- take place outside of Elwood & surrounding districts
- 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

### Alignment with objectives (5%)

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

### Feasibility (40%)

- Is there adequate lead time to for the sponsorship to be effectively activated/leveraged?
- Is the initiative realistic and achievable (permits/insurance etc.)?
- The extent to which the applicant has demonstrated clear, realistic and measurable project goals and objectives (Has a project/event plan been provided)?
- The applicant has demonstrated capacity to deliver the project (e.g. track record delivering similar projects, adequate resources and staff).
- Evidence of community/key stakeholder support.

### Program activation potential (40%)

- Target markets and audience reach – who and how many people will the proposed initiative reach?
- 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 community bank involvement in project/event.

#### Value for Money (15%)

- Sponsorship support offered vs benefits offered by applicant.
- Project sustainability - other funding/support and degree to which the initiative is likely to rely solely on recurrent/ongoing funding to continue.

## How to apply

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 Elwood \(smartygrants.com.au\)](http://smartygrants.com.au)

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

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

To ensure a fair process we will not accept late applications or provide extensions of time.

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

## Supporting documentation

You must provide the following supporting documentation in your application:

- A current bank statement for your organisation
- A project budget which clearly shows how you will spend the funds, and quotes for all budget items greater than \$5,000
- Letters of support:
  - from project partner(s)—contact us for a template letter
  - to demonstrate community need and benefit (optional)
  - from key stakeholders which evidence your claims against the assessment criteria (optional)
- Information / demographics about the proposed target audience and number of expected attendees/participants, including the results of any research undertaken to date (if applicable)
- Proof of other approved funding or your own funds to put towards the project. (including in-kind support)
- Evidence 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, evidence that relevant personnel have working with children checks.

You may at our discretion also need to provide:

- a current signed audited financial statements for the applicant organisation or project partner
- a profit and loss statement as a minimum and a balance sheet if available.

## Decisions on applications

Timing of notifications will vary; however, applicants are usually notified of the outcome of their application by email within 8 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 don't always go 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.

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

### Privacy information

[View our privacy policy.](#)

## Enquiries

### **Application queries**

Community Bank Elwood

Phone: 0426 457 326

### **For technical support with application hub**

SmartyGrants–Our Community

Phone: 03 9320 6888

Email: [service@smartygrants.com.au](mailto:service@smartygrants.com.au)