

Sponsorship program guidelines

For eligible organisations in our community

Version 4.0

Prepared: 24 February 2025

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

'Support the Bank that supports your community'

Introduction

As a committed community contributor, we offer sponsorship to many local clubs, teams and events.

Your application will go through a review process with our Board of directors and is subject to the information outlined below.

Please take time to read this application information carefully and if you are able to fulfil the obligations required of our sponsored community groups, please complete the application form below and submit as required by the due date.

Wishing you the very best of luck with your application!

We are a profit-for-purpose bank, and our remit is to give up to 80% of our profits directly back to community organisations such as yourselves. We are the only bank of its kind in the Eastern Suburbs, and we need your help to spread the message of what we do and how we operate.

We need your help to share this fact with the members and participants of your community groups. We are run by a voluntary board of directors who give up their time to ensure the bank is run in an efficient, fair, cost-effective and professional manner.

The board operate this business as a franchise of the Bendigo Bank. Before you begin you should ask yourself these questions. "How will this project benefit the local community in the long term and how many members of the community will benefit from it?"

These are the questions that each Board member will have in the front of their mind when assessing your application. One of the stated aims of community banking is "To develop the long term prosperity of the community"

Keep this in mind when formulating your request. What we ask of you, our community groups We choose not to have an advertising budget as this would take funds away from our supported community groups.

We therefore rely on the community groups that we support to do our advertising for us and effectively do their best to market and advertise our community bank to their members and supporters.

When you complete your sponsorship application form, please consider this and think of all areas where you would be able to expose our bank to your members and ultimately drive more business to our bank.

The more business we do, the more profits we make and the more profits we must give back to the community. To date we have given over \$1.9 million back to our community via sponsorships, grants and donations.

We are also an eco-friendly bank and we do not lend to companies for whom the core activity is the exploration, mining, manufacture or export of thermal coal or coal seam gas. We have a strong environmentalist group of supporters as a result of our ethical ethos.

Application Guidelines

Sponsorship applications are invited twice a year:

Round 1 applications open on 1st March with a deadline of 31st March.

Round 2 applications open on 1st September with a deadline of 30th September.

Application dates are fixed unless you are advised otherwise.

In fairness to all our community groups, no applications will be accepted after the deadline has passed.

When completing your application, please provide all quotes, costs and detailed workings for any sponsorship requests for materials i.e. project costs, tent quotes, what membership costs would be without the banks sponsorships if being requested to reduce fees, etc.

The rule of thumb is, if you are asking for it, we need to see evidence of the raw costs of these funding requests.

All successful sponsorship applicants are required to submit a Sponsorship Acquittal Form within [six] months of receiving sponsorship approval.

This is an important governance requirement to ensure sponsorship funding is used for the purpose in which it is represented and intended.

We will not accept applications for continued sponsorship if Sponsorship Acquittals for past sponsorship has not been provided.

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 Community Bank Clovelly customer, or willing to become a customer.
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored initiatives must be located in Clovelly and surrounds
- Sponsored initiatives must deliver clear business acquisition outcomes for Clovelly and surrounds

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 won't 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 managed outside our area
- 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.

Managing Applicants' Expectations

Applicants are to specify in detail how you will expose the bank branch and how we operate to your members (please do not write 'as before' in your application).

Some helpful examples of the kind of exposure we are looking for to enable you to promote the bank branch:

- We will ask our members to consider the Community Bank Clovelly when looking for a new home loan, term deposit, credit card, or simply if they want to do the right thing and move their banking over to a philanthropic bank!
- We will acknowledge the bank's sponsorship support on our web page, FB page, team app, acknowledge verbally your support at our award ceremonies, season launches, charity events, etc.
- We will like you and follow your Facebook and Instagram accounts @communitybankclovelly
- We will put up your banner or tent up at every Sat/ Sunday game/ gala day where appropriate
- We will print your logo on our playing shirts and/ or shorts
- We will email all our members of the bank's renewed/ new sponsorship
- We will acknowledge the bank's sponsorship at our annual events/ AGM, etc.

Please be specific in what you will do to drive business to our Bank:

- Spread the word about our community banking model to your members
- Speak to your committee, team members, event attendees and supporters about our community banking mode

Support of the Community Bank Clovelly

Your organisation will either need to be currently banking with us or you will need to move your main business accounts over to us in order to receive your successful sponsorship funding into your working account.

Number of Applications

Any NFP community group can only be given sponsorship once per year. So if you are successful in the March application round, please wait until the following March to apply again for sponsorship.

Timing of Applications

Seasonal sporting codes should apply in the season prior. i.e. winter sporting codes such as football and rugby should apply in the September round of applications. Summer sporting codes such as cricket should apply in the March round of applications.

This enables you to plan for your season ahead knowing you have our full sponsorship support, and hence include us in these seasons with our logo on your shirts, balls, banners, etc.

Competitive Advertisers

The Community Bank Clovelly requires 100% category exclusivity in the banking/ mortgage lending/ finance sector.

If you have another supporter in this category, please state the competitor, the level of investment, the duration of sponsorship and how you will differentiate our exposure to that of our competitor.

This will enable the board to assess your application on its merits. Please be aware that this may affect your chances of a successful sponsorship application.

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: <https://communitybankclovelly.smartygrants.com.au/>

You must submit your sponsorship application at least eight weeks prior to any proposed events.

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 grant 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 eg. recent annual report, audited financials, bank statements.

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 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 eight weeks 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 from before, during and after your initiative.

Privacy information

[View our privacy policy.](#)

Enquiries

Application queries

Nicola Powell
Community Bank Clovelly
Phone: (02) 96650099
Email: nicola.powell@bendigoadelaide.com.au

For technical support with application hub

SmartyGrants—Our Community
Phone: 03 9320 6888
Email: service@smartygrants.com.au