

Sponsorship application.

Bendigo and Adelaide Bank has long considered sponsorship to be an important part of our continued support of Australian communities.

Our decentralised structure means that we make sponsorship decisions on a corporate, state, regional and branch level. This ensures that we remain committed to the communities in which we serve and partner with organisations that are important to our business.

Sponsorship defined

At Bendigo and Adelaide Bank we define sponsorship as a business relationship whereby all parties involved – Bendigo and Adelaide Bank, our sponsorship partner and the associated target markets - aim to receive a financial or mutually beneficial return. We aim to understand the needs of the target market and deliver value through a trusted relationship with the sponsee in order to make positive brand connections.

Activities that are not sponsorship

Philanthropic activity (e.g. donations, grants, appeals, fundraising, etc), community engagement activities and business investments (such as networking, conferences and trade shows) are not considered as sponsorship activities. If your application is for one of these activities then it is not classed as sponsorship and the online sponsorship application is not suitable.

However, as a Group we do engage in various other community contribution methods. These are not classed as sponsorships but these activities do form a part of how we aim to support communities. Please [click here](#) for more information.

Sponsorship applications

Before applying we ask that you refer to the [Sponsorship Guidelines](#) for information relating to our Sponsorship program.

To complete your Sponsorship Application please proceed to the [sponsorship page](#) and then to the online application form.

We would like to encourage as many applications to be completed online but if you would prefer to make an in person approach and have a few initial queries for your local event, then please feel free to drop into your local branch to discuss your sponsorship application with our friendly staff. (Please use our [branch locator](#) if needed).

Thank you for your interest in Bendigo and Adelaide Bank.