

Sponsorship Guidelines

Huon Valley **Community Bank**[®] branches are proud to support our local communities through our funding programs.

Since the opening of our first branch in Geeveston in 2003, followed by Dover, Huonville and Cygnet in 2014, HVFS has distributed over \$2,000,000 back to the local community. As the number of banking customers grows, so too will the capacity to sponsor more organisations into the future.

We encourage a diverse range of organisations to access this community funding.

Please find below an overview of our sponsorship guidelines, which should assist you in completing an application form. All sponsorship requests should be completed using the application form.

What is a sponsorship?

In general terms, a sponsorship is a partnership whereby funding is provided for a club or activities that benefits both the local community, and provides exposure and opportunities for the Huon Valley **Community Bank**[®] branches to spread the word on how **Community Bank**[®] branches differ from mainstream banks and directly benefit the local community.

Please note: Direct advertising is not considered sponsorship

Objectives

We look for sponsorships that are mutually beneficial. The funds we are able to distribute back to the local community relate directly to the success of our banking business – that is, the more banking business we have, the more funds to go back into the local community.

Specifically, the Huon Valley **Community Bank**[®] branches look for sponsorships that offer:

- Community visibility (signage, logos on shirts)
- Opportunities for a representative from our Bank to address a large number of people from the community
- Strong support of our Bank from committee, members, parents, etc
- Opportunities to include messages and advertisements in newsletters and other community correspondence
- Opportunities to distribute letters and offers to your members
- Media opportunities that demonstrate how the bank is supporting your organisation

Things to consider when completing your application

Prior to submitting your sponsorship proposal, please consider the following:

- Will this sponsorship benefit the Huon Valley communities?
- How will the Huon Valley **Community Bank**[®] branches benefit from the association?
- How will your event/organisation benefit by our involvement?
- How will our support be promoted (media, signage, direct mail to membership group, speaking opportunities)
- What designation rights will we receive? (I.e. naming rights?)
- How many other sponsors are involved? Who are they?
- Are Huon Valley **Community Bank**[®] branch account holders.
- Have not applied to any other financial institution for support.

Projects that are not eligible

- Projects that rely solely on recurrent/ongoing grant funding to continue.
- Projects that are considered of a commercial nature.
- Projects that cannot demonstrate community support and benefit.
- Political organisations.
- Events or programs that denigrate, exclude or offend minority groups.
- Events associated with gambling.
- Events that create environmental hazards.
- Programs that may present a hazard to the community.
- Programs that do not reflect community standards.
- Programs sponsored by competitors.

Review of Requests

Sponsorships are assessed by a committee monthly, and are considered on the following basis:

- How wide the reach of the sponsorship is.
- What benefits the sponsored organisation can offer.
- Current level of support for the bank demonstrated by requesting club.
- Locality of club or event.
- Our policy is to support local organisations who support our **Community Bank**[®] branch. It will be a pre-requisite for an organisation to hold an account with one of our **Community Bank**[®] branches, or who are in the process of opening an account.
- If you don't have an account, please speak to your local branch regarding what our **Community Bank**[®] can offer your organisation.

Sponsorship Reports

Some groups that receive sponsorship funding will be required to complete a sponsorship report at the completion of the sponsorship. This is used to assist in measuring the success of the sponsorship. Applications where this applies will be notified at the time of sponsorship confirmation.

Application Form

Sponsorship application packages are available from each of our Community Bank Branches.

Dates

Applications must be received 60 days prior to the event being held.

As our Board meets monthly, it is recommended that requests reach us no later than the 15th of each month to be tabled (if processed) accordingly.

Where to send

Completed sponsorship applications may be returned by mail or delivered to any Bendigo Community Bank® Branch in Geeveston, Dover, Huonville or Cygnet.

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