

Sponsorships & Grants Criteria

Community Bank Aspendale Gardens - Edithvale

Sponsorships:

The branch manager will list the sponsorship opportunities. The CEC will review and present outcome to the Board for approval.

Sponsorship Approval Dates

- There are three rounds of sponsorships/grants allocations each year.
- Application submissions received by end of February, June, October.
- March, July, November – Presented to CEC for discussion/approval
- April, August, December – Board Approval
- Board decision response within 2 weeks of Board review

Sponsorship Criteria:

- Mutually beneficial – funds distributed back into the local community
- Sponsor organisations rather than individuals
- Be a local not for profit organisation
- Not be fundraising for a secondary cause or organisation
- Not be a political party or organisation
- Be an incorporated association, have a DGR status, or be a community, not for profit organisation (evidence to be provided)
- Be geographically located and operate in the wider Aspendale Gardens community
- Be applying for funding as the recipient of that funding (i.e., not be fundraising on behalf of a third-party organisation)
- Not be a political party or organisation
- Applicants either are an active customer or become an active customer of the branch
- The organisation must provide the bank with community visibility (e.g., signage, logos on shirts, jackets, team bags, etc) and promotion of Bank's branding on newsletters and websites with links
- Opportunities for a representative from our Bank to address and/or present to members
- Opportunities to include messages and advertisements in newsletters, Facebook/Instagram pages, other social media, notifications team app and other membership correspondence
- Opportunities to distribute letters and offers to your members, including online referral form through electronic marketing efforts (if possible)

Assessment

- When assessing your sponsorship application, our local Board of Directors considers:
- the value and benefit to the community
- the relevance to the community
- being consistent with the vision, mission, and values of Aspendale Gardens Community Bank
- protecting the integrity of both Aspendale Gardens Community Bank and Bendigo Bank
- the application being non-politically motivated
- how the application will help grow the business of Community Bank Aspendale Gardens Community Bank, its brand, and its image.