

# Alice Springs Community Financial Services Ltd

# Community Sponsorships Application

Alice Springs Community Financial Services Limited ACN 122 893 449  
Franchisee of Bendigo and Adelaide Bank Limited ABN 11 068 049 178 AFSL 237879  
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(S40108) (04/12)

# Community Sponsorships Application

## Information for Applicants

The Alice Springs **Community Bank**<sup>®</sup> Branch of Bendigo Bank is operated by **Alice Springs Community Financial Services Limited** (ASCFSL). We are a social enterprise, a community-owned company that supports the Alice Springs community by investing profits from banking products and services.

**ASCFSL** supports the community financially by contributing to the development of community welfare, environmental, health, education and arts or cultural areas. We cannot do this without the support of our banking customers. The more successful our banking business is, the more funds can then be returned to the local community.

## Where does the money come from?

The Bendigo Bank products available through the Branch are the company's main form of income and part of the profits made are returned to the Alice Springs **Community Bank**<sup>®</sup> Branch Sponsorship Program. As the banking business grows so too will the Sponsorship Program and the company will be able to support more community groups.

## What is a sponsorship?

A sponsorship is a partnership whereby funding is provided to an individual, club, event or organisation which benefits the local community **and** provides opportunities such as publicity and new customer referrals that allow the Alice Springs **Community Bank**<sup>®</sup> Branch to grow its business.

## Sponsorships must

- Create tangible benefits to the Alice Springs community
- Support local initiatives that have long lasting positive benefits

## Sponsorships must not

- Promote political or religious organisations
- Denigrate or offend any other groups in the community
- Result in environmental destruction or animal cruelty
- create hazards to the community
- go against community standards
- be sponsored by our competitors, that is other banks or financial service providers
- promote gambling or alcohol
- promote violence or weapons

Note;

- We sponsor organisations NOT individuals

## Sponsorship Requests

Sponsorship applications are assessed by the **ASCFSL** Business Development and Marketing Committee. The following criteria are applied:

- The reach of the sponsorship across the community
- Benefits provided by the sponsored organisation
- Current level of support for the Alice Springs **Community Bank**<sup>®</sup> Branch ; demonstrated by the applicant through banking products and services used by the organisation and its members and affiliates

# Sponsorship Application Form

Alice Springs **Community Bank**® Branch of Bendigo Bank is proud to distribute its funds to address local issues and influence a positive change in the Alice Springs community.

Applications must be submitted on this form and signed by an authorised person. One original application should be submitted to the Branch Manager, Alice Springs **Community Bank**® Branch, [alicespringsmailbox@bendigoadelaide.com.au](mailto:alicespringsmailbox@bendigoadelaide.com.au).

If you have any questions please contact us at the branch on (08) 8952 7517

## Applicant Organisation's Details:

Name of applicant organisation: \_\_\_\_\_

ABN of applicant organisation: \_\_\_\_\_

Postal address: \_\_\_\_\_

Street address: \_\_\_\_\_

Daytime phone number: \_\_\_\_\_ Web address: \_\_\_\_\_

ABN: \_\_\_\_\_

Is your organisation registered with the Australian Tax Office as a deductible gift recipient (DGR)? Yes / No

## Contact Person for this Application:

Name: \_\_\_\_\_

Position Held: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Applicant Organisation's Information:

What is your organisations purpose or main activity/activities?: \_\_\_\_\_

How many people are part of your organisation?: \_\_\_\_\_

Members: \_\_\_\_\_

Staff (full time or part time): \_\_\_\_\_

Other (including volunteers, casual staff, students etc): \_\_\_\_\_

Does your organisation bank with Alice Springs **Community Bank**® Branch of Bendigo Bank? Yes / No

Are there other ways in which your organisation, members and staff support the Alice Springs **Community Bank**® Branch of Bendigo Bank. Yes / No

If Yes, please describe this support: \_\_\_\_\_

## Applicant Organisation's Information:

Have you received funding from us before? Yes / No

Briefly detail: \_\_\_\_\_

Has this been acquitted? Yes / No

If not, why? \_\_\_\_\_

## Funding Proposal:

Name of project/activity you are seeking sponsorship for: \_\_\_\_\_

Financial Sponsorship being requested from ASCFSL \$ \_\_\_\_\_

Other support sought from ASCFSL: \_\_\_\_\_

Please describe the project/activity: \_\_\_\_\_

What is the **total** cost/budget for the project/activity?: \_\_\_\_\_

When will the project/activity take place?: \_\_\_\_\_

Who will benefit directly from the project/activity and how? \_\_\_\_\_

How many people will benefit directly from the project/activity?: \_\_\_\_\_

What will the benefit of the project/activity be to your organisation?: \_\_\_\_\_

What will be the benefit to the Alice Springs community?: \_\_\_\_\_

Who else is contributing to the project/activity (indicate if contributions are confirmed or not): \_\_\_\_\_

Would our sponsorship be directed to a specific aspect of the project/activity? Yes/No. If Yes, please describe: \_\_\_\_\_

If we are unable to provide the full amount requested from us, would you accept a smaller contribution? Yes / No

Please provide a breakdown of how the funds will be used.

Please attach any additional relevant documents or supportive material to this application.

### **Promotional opportunities for Alice Springs Community Bank ® Branch of Bendigo Bank :**

If your application is successful, how will you promote the Alice Springs Community Bank ® Branch of Bendigo Bank through this project/activity?

(Please tick all that apply):

- Naming rights for your event or part of your event
- Advertising sign at your venue – permanent sign
- Advertising sign and material at your venue – temporary
- Acknowledge our sponsorship in publicity about the project/activity, with our logo included as far as possible. Please describe the publicity that you envisage: \_\_\_\_\_
- Provide photographs of your event to us and permission to use these in our marketing.
- Permission for us to use your club/group's name in conjunction with our marketing
- Invitation our representative(s) to attend function/event and introduce us to other attendees
- Willing to send a representative to Alice Springs Community Bank ® AGM or community forum and to present about the benefits from our sponsorship
- Other promotional opportunities (please describe)
- Any bank account associated with this sponsorship and/or mentioned in your promotional material will be an Alice Springs Community Bank® Branch account

### **Helping us build our business**

Our capacity to benefit the Alice Springs community, depends on our success as a business, now and for the long term. Can you help us grow our business and our business networks?

Here are some ways you can help us grow our business. Please tick any you are able to undertake.:

- If your organisation does not back with Bendigo Bank, would your organisation be interested in meeting with a Bank representative to discuss our Bank's comprehensive and competitive range of banking services? Yes / No
- Provide us with referrals – that is provide the names and contact details of people who you know and who would be happy to hear about our banking products and services. Our branch manager or business banker would then make contact direct with those people to discuss their banking needs at a mutually convenient time



## Acknowledgement and Publications

### Acknowledgment of Alice Springs Community Bank @ Bendigo Bank Funding (ASCB)

#### When do I need to acknowledge ASCB support?

If you receive funding through the ASCB Grants Program, you are required to prominently acknowledge this support in all media releases and promotional activity for funding agreement with the ASCB.

#### Where do I need to include the acknowledgement?

This can include:

- **media releases** about the funded activity or issued by a funded organisation
- **advertisements** to promote the funded activity or issued by a funded organisation
- **posters or flyers** for your funded activity or issued by a funded organisation
- **publications** for or about your funded activity or issued by a funded organisation
- **banners** printed that promote the funded activity or organisation
- **websites** for your funded activity or organisation
- **newsletters** from funded organisations
- your **email signatures** for funded organisations

Please note there should be no difference in sending out media releases or e-newsletters via email. Any information you distribute that promotes activities that have received support through the ASCB needs to include an acknowledgment.

#### Why is this important?

The inclusion of an acknowledgement links the outcomes of funding with the grant. This builds public consciousness of the value and importance of public funding.

#### How do I use the logo?

The placement of the ASCB logo may vary in size but must always be reproduced in appropriate proportion to the context in which it is being used. To ensure clarity, the logo must always be surrounded by adequate space, clear of text or images.

## Acquittals:

All Sponsorships/grants need to be acquitted back to the ASCB within one month of the date of the event.

All acquittals require:

- Financial breakdown of how the funds were spent
- A written report of the event that was held
- 6 x Still photo graphs of the event that can be used on media and marketing
- Copies of all marketing that were used – brochures/flyers/print out of Facebook/webpage etc.

**All previous sponsorships or grants must be acquitted prior to a new application; otherwise your application may be declined.**