



# Sponsorship Guidelines

**Community Bank Augusta Margaret River** branch is proud to support our local communities through our sponsorship funding program.

As the number of banking customers grows, so too will the capacity to sponsor more organisations into the future. We rely on our community getting behind us so that we can return the benefits to the community. Think about this as a two-way engagement.

We encourage a diverse range of organisations to access this community funding but as we can't fund everything, we have selected four areas during the current financial year.

1. Business organisations (e.g. Chamber of Commerce).
2. Youth/Sport.
3. Environment.
4. Unique opportunities, making a difference in our community.

Yes, you can apply if you are not one of these categories but we are just giving you the "heads up". You might be a club which has a unique opportunity and we will consider all applications.

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 **Community Bank Augusta Margaret River** branches to spread the word on how Community Banks differ from mainstream banks and directly benefit the local community.

## 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 **Community Bank Augusta Margaret River** branch looks for sponsorships that offer:

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

## Helping with Referrals

We rely on "word of mouth" referrals from our community to help us grow our banking business. You can be our best advocate and remind people to contact our branch and see what banking we can provide. We have a wide range of competitive banking services and also insurances. Are you willing to spread the word via your group by referring people to our branch?

## Things to consider when completing your application

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

- Will this sponsorship benefit the Augusta Margaret River (Augusta Margaret River Shire) communities?
- How will the **Community Bank Augusta Margaret River** branch 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?
- Is **Community Bank Augusta Margaret River** your bank account holder?
- Have you 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.
- Events which have already commenced or have been completed.
- Organisation that have not fulfilled the Board's requirements for previous funding.
- Projects which have funding from another banking or finance organisation.

## Review of Requests

Sponsorships are assessed by a Marketing committee monthly and then sent to the Board meeting for final approval and are considered on the following basis:

- How wide the is the reach of the sponsorship?
- What benefits can the sponsored organisation offer?
- What is the current level of support for the bank demonstrated by the requesting club?
- Where is the locality of the club or event (50% of members need to reside in the Augusta Margaret River Shire).
- 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 our Community Bank® or to be in the process of opening an account. If you don't have an account, you will need to make a case for this. (Please speak to the Branch Manager regarding what our Community Banks® can offer your organisation.)

## Sponsorship Reports

Most groups (expect minor grants) that receive sponsorship funding will be required to complete a sponsorship report at the completion of the sponsorship.

For larger amounts there may be a Memorandum of Understanding created to detail the partnership and a half yearly review as well as a final acquittal.

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

An electronic version is available here on our [website](#) or you can get a form from our Community Bank.

## Dates

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

As our Board meets monthly, it is recommended that requests are submitted by the 1<sup>st</sup> of the month.

## Further Information

For further information, please contact  
Jennifer Gherardi  
jennifer@communitybankamr.com.au  
0419 890 008

## Where to send your application by email

Once complete send your application to  
mel@communitybankamr.com.au