



# Sponsorship Application Form

**APPLY NOW.**

## Special Conditions for Applying for Sponsorship

- All requests must be approved by the Board of Beaufort Community Financial Services Limited
- All outcomes of the requests for sponsorships will be notified in writing
- All applicants must be an appropriately incorporated body or auspiced by an incorporated body
- All applications must be received no later than 45 days prior to the event
- All successful applicants must allow representatives of the Beaufort **Community Bank**<sup>®</sup> to present to the committee at a meeting or the AGM

**Please attach any additional information you believe will add to the assessment of your application.**

## Applications are to be returned to:

17 Lawrence St  
Beaufort  
VIC 3373

## Your contact information

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

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

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone (Wk): \_\_\_\_\_ Phone (Hm): \_\_\_\_\_ Phone (M): \_\_\_\_\_

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

## Your organisation

Organisation name \_\_\_\_\_

Sponsorship amount request (inc. GST) \_\_\_\_\_

Your role in the organisation \_\_\_\_\_

Overview of your organisation \_\_\_\_\_

How long has the organisation existed for?

ABN Number

Does your organisation currently bank with Beaufort **Community Bank**<sup>®</sup> Branch?  Yes  No

If no, will you be opening an account?  Yes  No

### Sponsorship Information

Name of event/proposal

Date of event/proposal

Location of event (if applicable)

When is payment due?

### Sponsorship Objectives

Please outline the main objectives of the proposed sponsorship/event

### General Information

What level of sponsorship is being sought? (e.g. Naming Rights, Official Sponsor)

Please describe the level of community involvement this sponsorship will involve  
(e.g. businesses, education groups, social groups, etc.)

### Target audience

Define the target audience of the event/program. Please include:

- Size of event
- Target market
- Expected attendance numbers
- Potential product synergies

Will target market research be conducted both pre and post event? And if so, how?

**Marketing**

Please provide details of how you plan to market/publicise your event/program

Please provide details of how you will promote Beaufort **Community Bank**<sup>®</sup> Branch

Please provide details of how Beaufort **Community Bank**<sup>®</sup> Branch can promote your organisation/event

**Community and stakeholder benefits**

Outline the benefits of the sponsorship (e.g. ticketing allocation and networking opportunities)

Will Beaufort **Community Bank**<sup>®</sup> Branch be the only financial institution to sponsor your event/organisation?  Yes  No

Which other businesses/organisations will be sponsoring your event/organisation?

Please detail any previous association with Beaufort **Community Bank**<sup>®</sup> Branch or the Bendigo Bank in the area

**Resources and Timing**

Please detail any other resources required to support the sponsorship (e.g. Bannerbug, marquee, banner, promotional cheque, Piggy mascot, account vouchers, balloons)

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Date .....

Signed .....

Full Name (please print) .....

Privacy Bendigo and Adelaide Bank Limited is committed to ensuring your privacy is protected and understands your concerns regarding the confidentiality and security of the personal information you provide. The information contained in this form will be held by the Beaufort **Community Bank**<sup>®</sup> Branch and may be disclosed to Bendigo Bank and organisations that carry out functions on behalf of Bendigo Bank. Our full privacy policy is available online at [www.bendigobank.com.au](http://www.bendigobank.com.au). Bendigo and Adelaide Bank Limited. ABN 11 068 049 178 AFSL 237879. S53565 (289831\_v2) (29/01/2016)