

Sponsorship Program

'Support the Bank that supports your community'

As a committed community contributor, we offer sponsorship to many local clubs, teams and events. Your application will go through a review process with our Board of directors (Cloveley Community Financial Services Limited), and is subject to the information outlined below.

Please take time to read this application information carefully and if you are able to fulfil the obligations required of our sponsored community groups, please complete the application form below and submit as required by the due date.

Wishing you the very best of luck with your application!

Guidelines for applying for sponsorship from the Community Bank Clovelly

The core idea of the Community Bank Clovelly

We are a philanthropic bank and our remit is to give up to 80% of our profits directly back to community organisations such as yourselves. We are the only bank of its kind in the Eastern Suburbs and we need your help to spread the message of what we do and how we operate. We need your help to share this fact with the members and participants of your community groups. We are run by a voluntary board of directors who give up their time to ensure the bank is run in an efficient, fair, cost-effective and professional manner. The board operate this business as a franchise of the Bendigo Bank.

Before you begin you should ask yourself these questions. "How will this project benefit the local community in the long term and how many members of the community will benefit from it?" These are the questions that each Board member will have in the front of their mind when assessing your application. One of the stated aims of community banking is "To develop the long term prosperity of the community" Keep this in mind when formulating your request.

What we ask of you, our community groups

We choose not to have an advertising budget as this would take funds away from our supported community groups. We therefore rely on the community groups that we support to do our advertising for us and effectively do their best to market and advertise our community bank to their members and supporters.

When you complete your sponsorship application form, please consider this and think of all areas where you would be able to expose our bank to your members and ultimately drive more business to our bank.

The more business we do, the more profits we make and the more profits we have to give back to the community. To date we have given over \$1.35 million back to our community via sponsorships, grants and donations.

We are also an eco-friendly bank and we do not lend to companies for whom the core activity is the exploration, mining, manufacture or export of thermal coal or coal seam gas. We have a strong environmentalist group of supporters as a result of our ethical ethos.

Application Guidelines:

Sponsorship applications are invited twice a year: Round 1 applications open on 1st March with a deadline of 31st March. Round 2 applications open on 1st September with a deadline of 30th September. Application dates are fixed unless you are advised otherwise. In fairness to all our community groups, no applications will be accepted after the deadline has passed.

When completing your application, please provide all quotes, costs and detailed workings for any sponsorship requests for materials i.e. project costs, tent quotes, what membership costs would be without the bank's sponsorships if being requested to reduce fees, etc. The rule of thumb is, if you are asking for it, we need to see evidence of the raw costs of these funding requests.

All successful sponsorship applicants are required to submit a Sponsorship Acquittal Form within [six] months of receiving sponsorship approval. This is an important governance requirement to ensure sponsorship funding is used for the purpose in which it is represented and intended. We will not accept applications for continued sponsorship if Sponsorship Acquittals for past sponsorship has not been provided.

Managing Applicants' Expectations

Applicants are to specify in detail how you will expose the bank branch and how we operate to your members (please do not write 'as before' in your application).

Some helpful examples of the kind of exposure we are looking for to enable you to promote the bank branch:

- We will ask our members to consider the Community Bank Clovelly when looking for a new home loan, term deposit, credit card, or simply if they want to do the right thing and move their banking over to a philanthropic bank!
- We will acknowledge the bank's sponsorship support on our web page, FB page, team app, acknowledge verbally your support at our award ceremonies, season launches, charity events, etc.
- We will like your Facebook page
- We will share your FB stories to our FB page
- We will put up your CCB banner up at every Sat/ Sunday game
- We will print your logo on our playing shirts and/ or shorts
- We will email all our members of the bank's renewed/ new sponsorship
- We will acknowledge the bank's sponsorship at our annual events/ AGM, etc.

Please be specific in what you will do to drive business to our Bank:

- Spread the word about our community banking model to your members
- Speak to your committee, team members, event attendees and supporters about our community banking model

Support of the Community Bank Clovelly

Your organisation will either need to be currently banking with us or you will need to move your main business accounts over to us in order to receive your successful sponsorship funding into your working account.

Number of Applications

Any NFP community group can only be given sponsorship once per year. So if you are successful in the March application round, please wait until the following March to apply again for sponsorship.

Timing of Applications

Seasonal sporting codes should apply in the season prior. i.e. winter sporting codes such as football and rugby should apply in the September round of applications. Summer sporting codes such as cricket should apply in the March round of applications. This enables you to plan for your season ahead knowing you have our full sponsorship support, and hence include us in these seasons with our logo on your shirts, balls, banners, etc.

Competitive Advertisers

The Community Bank Clovelly requires 100% category exclusivity in the banking/ mortgage lending/ finance sector. If you have another supporter in this category, please state the competitor, the level of investment, the duration of sponsorship and how you will differentiate our exposure to that of our competitor. This will enable the board to assess your application on its merits. Please be aware that this may affect your chances of a successful sponsorship application.

222-226 Clovelly Road, Coogee NSW 2034 ABN 69 097 378 740
 Clovelly Community Financial Services Limited (CCFSL) who own
 and operate Community Bank Clovelly, part of Bendigo Bank.

APPLICATION FOR SPONSORSHIP

SECTION 1: ORGANISATION DETAILS

Name of Organisation						
Mailing address						
	Suburb		Postcode			
Operation address (if different from above)						
	Suburb		Postcode			
Website address						
Social Media address	Facebook					
	Instagram					
	Twitter					
	Other					
Primary Contact Person						
Name						
Position						
Email						
Phone	Mobile		Other			
Alternative Contact Person						
Name						
Position						
Email						
Phone	Mobile		Other			
Banking Details					Yes	No

Does your organisation have any existing accounts with Bendigo Bank?				
If the answer is No , please advise if you are prepared to transfer your organisations banking to Community Bank Clovelly branch?				
If Yes , please advise account/s details:				
BSB		Acc. no		
Is your organisation registered for GST?				
Does your organisation have an ABN?				
If Yes , the ABN is:				
Is your organisation a not-for-profit organisation?				
Provide a brief description of your organisation:				
Geographic area covered by your organisation:				

SECTION 2: SPONSORSHIP

Amount of Sponsorship requested	\$			
			Yes	No
Does your organisation have any sponsorship arrangements with any other Bank?				
If Yes , please provide details:				
Why is your organisation seeking sponsorship?				
Please provide details of how this sponsorship will be used and how it will benefit your organisation and the community:				

--

Approximately how many people will benefit from this sponsorship?

--

What exposure will the Community Bank Clovelly Branch be given as a result of this sponsorship? (e.g. advertising, media coverage, logo on signage or promotional materials, opportunity to display signage at event, opportunity to present a speech, opportunity to distribute publications etc.)

--

We supply various forms of promotional items for you to use at events; please tick the following items you could use:

<ul style="list-style-type: none"><input type="checkbox"/> ShadeTent/Canopy<input type="checkbox"/> Pull Up Banners<input type="checkbox"/> 4m x1 m Vinyl Banners<input type="checkbox"/> Teardrop Flags<input type="checkbox"/> Brochures<input type="checkbox"/> Newsletters<input type="checkbox"/> Logos for promotional materials/online

We would also like to participate in your events, award nights and fundraising activities. What opportunities are there for us to represent our business in person?

--

If your application is successful how will you promote the **Bank** involvement within your organisation?

--

If your organisation has received payment of sponsorship in the past, do you believe that your efforts to promote the Community Bank Clovelly branch have resulted in referrals of business to the branch?

--

Please provide details of other sponsorships received from other organisations, including other Banks and financial organisations:

--

SECTION 3: PROJECT BUDGET

In order to give us an understanding of how you have reached the requested sponsorship amount please complete a budget for the sponsorship project.

Project Expenses	Amount	Comments
Equipment	\$	
Materials	\$	
Promotions	\$	
Consumables	\$	
Labour	\$	
Other	\$	
Total Expenses	\$	

Project Funding	Amount	Comments
Fees Received	\$	
Other Funding	\$	
Own Contribution	\$	
In-Kind Support	\$	
Other	\$	

Total Funds	\$
-------------	----

Should your application be successful, please indicate your approval of the following sponsorship obligations:		Yes	No
a.	Agreement to use photographs relating to your sponsorship.		
b.	Agreement to invite CCFSL Directors, Managers and staff to attend functions and events as appropriate.		
c.	Agreement to use your organisations name in conjunction with CCFSL advertising and promotion.		
d.	Agreement to add your organisations name to the sponsor list for promotion of the Bank .		
e.	Agreement to promote the Bank to members and supporters, via newsletters, websites, social media promotional material, banners or signage.		
f.	Agreement to distribute the Bank promotional materials to members and supporters.		
g.	Agreement to link your social media to CCFSL, facebook.com/ClovellyCommunityBankBranch		
h.	Agreement to supply a 'testimonial' describing the benefits of the sponsorship support with photos.		
i.	Use of the Bank logos. Logo applications may include; sporting uniforms, advertising/ signage.		

SECTION 4: CONDITIONS OF SPONSORSHIP

In receiving funding, organisations should understand that they are entering into a business relationship whereby reciprocal benefits are returned to the Community Bank Clovelly, the sponsored group and the community and must therefore agree to:

i.	Only use the funds as outlined in the relevant application form.
ii.	Spend the allocated funds within six months of receipt.
iii.	All successful applicants must complete and submit the Sponsorship Acquittal Form within [six] months of receiving sponsorship approval. Applications for future sponsorship will not be accepted until Acquittals for past sponsorships have been received.
iv.	Return any funds unused within the six month period.
v.	Provide mutually agreed opportunities to promote the Community Bank Clovelly to stakeholders through speaking engagements etc.
vi.	Include the Community Bank Clovelly logo in your organisations promotional material, website and Facebook.
vii.	Ensure that any person associated with the organisation consents (or has a parent/guardian consent on their behalf) for their image or likeness to appear in media.

viii.	Receive correspondence from the Community Bank Clovelly; and
ix.	Participate in any surveys conducted by the Community Bank Clovelly regarding the funding.

AGREEMENT & SIGNING

I agree, I have read and understood the conditions and requirements of Sponsorship and that the information provided in this application is true and correct.

 Signature (your name will be considered your signature for electronic form lodgement)

Date

 Print Name

Position

COMPLETED APPLICATION FORMS SHOULD BE SUBMITTED TO NICOLA POWELL VIA EMAIL ON OR BEFORE THE DEADLINE. IN FAIRNESS TO ALL OUR GROUPS, APPLICATIONS RECEIVED AFTER THE DUE DATE CANNOT BE ACCEPTED.

Nicola Powell
Nicola.powell@bendigoadelaide.com.au

Privacy: Clovelly Community Financial Services Ltd ABN 69 097 378 740 who own and operate Community Bank Clovelly will collect, hold and use your personal information to assess your application and respond to your request. Your information may be shared with Bendigo Bank and organisations that carry out functions on behalf of Bendigo Bank. For information on how we handle your personal information or how you can access it please read our Privacy Policy www.bendigobank.com.au. Bendigo and Adelaide Bank Limited. ABN 11 068 049 178 AFSL/Australian Credit Licence 237879.