

March 2021

Community Bank Flemington Sponsorship and Grants Program Information Guide

INTRODUCTION

The primary aim of the Community Bank Flemington Grant & Sponsorship Program is to provide funding and sponsorship for community based groups and initiatives that support and advance our local community. The community banking model is designed to provide funding to local community organisations and in return, receive recognition and support to develop mutually beneficial outcomes to create stronger and more sustainable community partners.

Thankyou for your interest in making application in our Community Sponsorship and Grants Program. The following information will assist you in determining if your application will fit the criteria and the requirements for the program.

WHO CAN APPLY?

The 4 key criteria for applications are set out below.

1. Location

The areas of Flemington, Kensington and Ascot Vale are our core community areas. We will consider applications from immediately outside our core area that meet the key criteria and provide service within our core local area.

2. Organisational Structure

Organisations must be incorporated, have an ABN and fit within structure below:

- Not-for-profit (incorporated association), or allied with an incorporated association
- Community Group
- Sporting Club
- School or educational facility
- Community Support Group (eg: Rotary, Lions Club)
- Ethnically Diverse Organisations

We are keen to support projects and organisations that promote:

- Youth-focused activities
- Education
- Capital Community Projects
- Social Enterprise

We will not consider applications supporting individuals or private enterprise.

3. All applicants must have their primary account with Community Bank Flemington

We are a community bank and we rely on our customers to earn our revenue. It is essential that our customers understand that we are able to support the organisations that contribute to the profits we make. Therefore, we will only sponsor clubs and organisations that have their main banking with the Community Bank Flemington. Growing our customer base and banking business enables us to provide more funds back to the community.

The more our community supports our bank, the more our bank can support our Community.

4. **Community Bank Flemington Recognition**

There will be a requirement for applicants to detail how they would promote their partnership with Community Bank Flemington. The following are some ideas you may wish to include but are not limited to:

- Email campaign to database of members and associates
- Newsletters
- Website
- Social Media – Facebook, Instagram, Twitter
- Opportunity to present at committee meetings, Annual Functions, Presentations, Awards Nights
- Naming rights
- Signage
- Apparel and Equipment branding
- Introduce Community Bank Flemington to other sponsors and partners

APPLICATION TIMELINE

The Community Bank Flemington Sponsorship and Grants Program is in **quarterly cycles**. Each new application quarter opens the day after each application closure date

Applications Open	Applications close	Board consideration	Notifications and approved funds released
2 December	1 March	March	April - June
2 March	1 June	June	July – September
2 June	1 September	September	October - December
2 September	1 December	February	March – May

APPLICATION GUIDE

STEP 1 – Check eligibility

Ensure your organisation fits the 4 key criteria. If you are unsure of the criteria or your organisation is not currently banking with Community Bank Flemington, please contact our Branch Manager, **(03) 9326 1645** OR email: **ffsecretary@gmail.com**

STEP 2 – Apply Online

To apply, please fill out the application form online. Only online applications will be considered.

You will need to contact our Bank Manager or **ffsecretary@gmail.com** to obtain the application forms or if you want to discuss further details about your application. Additional documents can be attached to the application as long as they are in an acceptable format (eg: Word, Excel, PDF or jpeg) and don't exceed maximum file size of 5MB

Further detailed information and funding requirements will be provided when you contact us to make application. We are here to help you step by step through the process.

Flemington Financial Services Ltd