



Sponsorship Application Form

Special Conditions for Applying for Sponsorship

- All requests must be approved by the Board of Goodwood/Highgate Community Financial Services Limited
- All outcomes of the requests for sponsorships will be notified in writing
- Please allow up to 60 days for a response
- Approved funds will only be provided once a Tax Invoice has been received

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

Applications are to be returned to:

97 Goodwood Road
Goodwood SA 5034

Your contact information

Title: _____ First Name: _____
Surname: _____
Address: _____
State: _____ Postcode: _____
Phone (Wk): _____ Phone (Hm): _____ Phone (M): _____
Email: _____

Your organisation

Does your organisation currently bank with Goodwood **Community Bank**[®] Branch? Yes No

Your role in the organisation _____

Organisation name _____

Overview of your organisation _____

How long has the organisation existed for? _____

ABN Number _____

Sponsorship Information

Name of event/proposal

Date of event/proposal

Sponsorship Location

Please specify the main town(s)/suburb(s) in which your event/proposal will take place

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.)

Will Goodwood **Community Bank**® Branch be the only financial institution sponsor of your event? Yes No

Please provide a full list of your current sponsors.

Please detail any previous association with the Goodwood **Community Bank**® Branch

Target audience

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

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

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

Objectives

Please outline the main objectives of the proposed sponsorship or event

Marketing

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

Community and stakeholder benefits

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

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)

Financials

How much is the sponsorship amount you wish to apply for (incl. GST)?

When is payment due?

Are there any in-kind costs associated with this sponsorship?

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 Goodwood **Community Bank**® 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. Bendigo and Adelaide Bank Limited. ABN 11 068 049 178 AFSL 237879. S40202BB (168963_v2) (29/10/2012)