

Community Sponsorship Guidelines 2021-22

Community Bank
Canning Vale

Gosnells Financial Services Limited

ABN 11 095 764 533

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Proudly supporting our Community

Being part of Bendigo Bank is about being part of something bigger. We're for the community, and while we provide excellent banking and financial services, our aim is to give back to our community.

By banking with us, you're helping to support your community through the community sponsorship program.

Our community sponsorship program facilitates partnerships and other opportunities to assist local clubs, groups, charities, and associations doing amazing things in our community.

Community Bank Canning Vale is proud to support our community through our sponsorship program. Like you, we have a strong and enduring commitment to our community.

We're proud that local people own the Community Bank and by banking with us, profits earned are re-invested back into our community.

Since opening in 2002 we have distributed more than \$500,000 back to the community.

Our funding pool is limited and requests for sponsorship always exceed our available funds, so applications are considered on their merits and in line with the Community Bank objectives. We encourage a diverse range of organisations to apply for sponsorship through the Community Sponsorship Program. Our focus is on projects providing direct benefits to the people in the Gosnells, Canning Vale and surrounding communities.

Community Bank Canning Vale offers a full suite of financial products like other banks, but our big difference is that the majority of our profits stay right here within the City of Gosnells and surrounds.

What is a Community Sponsorship?

In general terms, a community sponsorship is a partnership where funding is provided for a club or group that benefits both the local community and improves awareness and opportunities for the Community Bank.

Objectives

We look for community investments 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.

The Community Bank values applications that offer:

- Community visibility and public participation
- Localised projects that benefit the communities within the City of Gosnells and immediate surrounds
- Opportunities to promote the Community Bank and to tell our story
- A large membership/participant base
- Strong support from organising committees, encouraging members and parents to bank with the Community Bank Canning Vale.

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Items to consider when preparing and completing your application:

- How will your organisation and the Community benefit from the sponsorship?
- How will the Community Bank Canning Vale benefit from the sponsorship?
- Does the organisation bank with the Community Bank Canning Vale?
 - It is a requirement of sponsorship that applicants are customers of the Canning Vale branch
 - Customers of other Bendigo Bank branches do not meet the requirement.
- Is your organisation sponsored by another financial institution?
 - It is a requirement of sponsorship that no other financial institution sponsors your organisation. This includes Banks, Brokers, insurance providers etc.
- Consider whether you can meet the obligations of sponsorship for which you are applying.

Dates

Sponsorships are assessed quarterly. Late applications will not be considered.

	Submissions open	Submissions Close
Round 1	1 st February	28 th February
Round 2	1 st May	30 th May
Round 3	1 st August	30 th August
Round 4	1 st November	30 th November

All Submissions will be notified of outcome within four weeks of the close date.

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Categories:

Instant Sponsorship (up to \$1,000)

Community groups looking for a quick injection of funds to kick-start a program or to assist the organisation in managing their affairs are encouraged to apply for Instant Sponsorship. Application is simple and decisions are made within 30 days to ensure you can continue serving our community to the best of your ability.

Suggested minimum marketing requirements include:

- A Community Bank Canning Vale sticker on the asset/s purchased.
- Photo of group representatives with Community Bank staff/Directors.
- Facebook update from your organisation tagging our @Community Bank Canning Vale page.
- Acknowledgement of the donation in your newsletter or group email.
- Opportunity for Community Bank – Canning Vale representatives to address members.

Community Sponsorship (up to \$3,000)

Is your organisation or team embarking on an innovative project or about to represent your region on the big stage?

Our sponsorship program can provide up to \$3,000 cash to help get you there.

We love supporting projects in the Canning Vale, Gosnells, Martin, Kenwick, Southern River, Piara Waters, Thornlie, Huntingdale, Maddington and Harrisdale region.

We are particularly keen on projects that provide a direct benefit to the people in our region.

Applications open quarterly to ensure you can plan your project/travel in advance.

Shortlisted applicants may be invited to meet with Community Bank Canning Vale staff representative or Director to discuss the details.

Suggested minimum marketing requirements include:

- A Community Bank – Canning Vale logo on the asset/s purchased
- Photo of group representatives with Community Bank – Canning Vale staff/Directors
- 3x Facebook update from your organisation tagging our [@communitybankcanningvale](#) page
- Acknowledgement of the donation in your newsletter and/or group email
- Community Bank Canning Vale Branding on clothing
- Display of Community Bank Canning Vale signage during event
- Distribution of Community Bank Canning Vale promotional items at event
- Opportunity for Community Bank Canning Vale representative to attend awards night or relevant function/event

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Partner Sponsorship (up to \$5,000)

Local people do amazing things and together we can make amazing a little easier. Community Bank – Canning Vale is pleased to partner with organisations, groups, clubs and associations to dream big and help reach those funding goals.

We love supporting projects in the Canning Vale, Gosnells, Martin, Kenwick, Southern River, Piara Waters, Thornlie, Huntingdale, Maddington and Harrisdale region.

We are particularly keen on projects that provide a direct benefit to the people in our region.

Applications open quarterly to ensure you can plan your project/travel in advance. Shortlisted applicants may be invited to meet with a Community Bank – Canning Vale representative/Director to discuss the finer details.

Suggested minimum marketing requirements include:

- A Community Bank – Canning Vale sticker on the asset/s purchased
- Photo of group representatives with Community Bank Canning Vale staff or Directors
- 3x Facebook update from your organisation tagging our [@communitybankcanningvale](https://www.facebook.com/communitybankcanningvale) page
- Acknowledgement of the donation in your newsletter and/or group email
- Community Bank Canning Vale Branding on clothing
- Display of Community Bank Canning Vale signage during event and at the venue during the season
- Distribution of Community Bank Canning Vale promotional items at event
- Opportunity for Community Bank Canning Vale representative to attend awards night or relevant function/event

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Sponsorship Requirements

There are a number of minimum obligations and opportunities for our community partners as outlined below.

Additionally, organisation's that successfully receive a sponsorship must submit an acquittal form at the completion of the program detailing how they have met their conditions of sponsorship.

Minimum Conditions (where relevant)

- Applicant must have an active banking account with the Community Bank Canning Vale
- Encourage members to bank with Community Bank Canning Vale and provide an opportunity for a Bank representative to address a meeting of members to tell our story.
- Permanent signage at venue or organisation
- Internal promotion: logo, web links and sponsorship attribution to be included on applicant website, print and e-newsletters, posters, flyers, banners and relevant signage.
- Provide a photograph and short summary of the event/season. Preferably with a Community Bank Director or Staff member with participants and key organisers.
- Sponsor acknowledgement in at least one social media post i.e. facebook or/and story in the local newspaper

Additional Benefits We May Offer

- ❖ Free access to Community Bank mobile EFTPOS machine for one-off events
 - ❖ Access to Community Bank marquee for one-off events (3m x 3m)
-

Exclusions:

- Successful applicants are excluded from applying for sponsorship for a period of 24 months
- Individuals
- Projects seeking reimbursement of spent funds
- Payment of wages or salary
- Events outside of the South-Eastern suburbs of Perth, Western Australia.
- Projects that rely solely on recurrent/ongoing grant funding to continue.
- Programs that do not reflect community standards
- Programs that support private business or commercial interests
- Activities that are political in nature or support political causes.
- Activities that are religious in nature where the event is private or inaccessible to any group of the community.
- Where funding is sourced from any other financial or insurance institution/s
- Additionally, in accordance with the Group Sponsorship Guidelines, we will not consider proposals that;
 - Involve gambling
 - Denigrate, exclude or offend any part of the community
 - Encourage violence or involve the use of weapons
 - Mistreat, exploit or harm animals
 - Create environmental hazards
 - Present a danger to public health or safety
 - Take place solely outside of Australia

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Consideration will be given to funding the following:

- Activities that strengthen the community of the City of Gosnells and surrounds.
- One-off projects, activities or events that;
 - promote physical activity and/or participation,
 - showcases the area,
 - stimulates the local economy
 - support social enterprise and personal wellbeing
- Purchase of capital items that build on the capacity of a community group and its ability to provide a service to the local community.
- Activities that promote sportsmanship, participation and encouragement to citizens.
- Individuals are not considered.

Applications will be assessed against the following factors:

- Supports the vision and values of the Community Bank.
- The application is complete and provides information about how the funds will benefit the community.
- Collaboration with other community groups.
- Applications that provide opportunities for brand awareness are assessed favorably.

Your organisation can assist Community Bank Canning Vale:

- Networking opportunities within your membership to grow our business and help give back more to the local community.
- Media opportunities that demonstrate how the bank is supporting your organisation. ie. radio, press, social media, signage
- Photo or presentation opportunities for the Community Bank.
- Potential for mutually beneficial partnerships.
- Opportunities to include messages and advertisements in newsletters and other community correspondence.

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Guide to completing the application form

This information directly corresponds to the information required on the included application form. Additional forms are available online or at Community Bank Canning Vale.

Section A – This information is required to enable us to process your application and to have correct contact details should further information be required.

Section B – What do you plan to do? What are the projects outputs and outcomes? Who will benefit from the project? Please consider the 'SMART' principle in your application, i.e. Specific, Measurable, Achievable, Realistic and associated with a specific Timeline. If successful in receiving funding, you will be required to report against these outcomes.

Management and monitoring of the project – Who is going to be responsible for managing the project on behalf of your organisation and what qualifications, skills and experience do they have.

Project costs and funding sources – Applicants should demonstrate a high level of financial commitment to the project through sourcing other project funding and/or a direct financial contribution to the project. If your project is unable to source supporting funds this should be stated with a clear explanation as to why this is the case.

Give details of the total project budget. Include details of your budget expenditure; include financial and non-financial (in-kind) contributions from all parties. It is important that this information is clearly explained.

Wherever possible, please attach documents that support the budget request. They may include quotes for works, timelines, budgets etc.

Give details of all your funding sources. Identify where the funding is coming from, what it will be used for, and if it is approved or requested. If it is requested but not yet approved provide details of when a decision is expected. If applicable, attach written evidence of funding contributions from other sources.

Please consider promotional aspects (e.g. signage) of your project.

Please ensure that you complete the application in full. Failure to do so, may result in a delay on the decision.

Application Forms

Hardcopies of the Application Forms are available from the Community Bank Canning Vale. You can also access them from our website

<https://www.bendigobank.com.au/branch/wa/community-bank-canning-vale/>

Completed application forms can be mailed or delivered to:

Community Bank Canning Vale

Shop 2, The Vale Shopping Centre, Warton Road, Canning Vale WA 6155

Or alternatively, you can email a copy to Secretary@gosnellsfs.com.au

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Evaluation of Sponsorship

All groups that receive a sponsorship are required to complete an acquittal form. This document will be supplied to you following payment and is to be submitted within 30 days of the completion of your project.

Privacy

Gosnells Financial Services Limited ABN 11095764533 who own and operate Community Bank Canning Vale 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.