

Sponsorship Program 2021

Community Bank
Heidelberg and East Ivanhoe



Community Bank Heidelberg and East Ivanhoe proudly support our local community through our grants and sponsorship programs. Since opening the branch in East Ivanhoe in 2001, and later the Heidelberg branch in 2009, almost \$4 million

has been distributed back to the local community from these two branches alone. This figure correlates with the total amount of banking business we have in these two branches, so as the number of banking customers grows, so too will the capacity to sponsor more organisations into the future. It's a great reason to consider switching your banking to your local Community Bank. To learn more about our model and the many organisations we currently sponsor – like us on Facebook www.facebook.com/EastIvanhoeHeidelbergCommunityBankBranches

What is a sponsorship?

In general terms, a sponsorship is a partnership whereby funding is provided for a club or activity that benefits both the local community and the organisation. It is essential that it provides exposure and opportunities for Community Bank Heidelberg and East Ivanhoe to spread the word on how Community Banks differ from mainstream banks and directly benefit the local community. Please note:

- Charitable donations are not considered sponsorships (these may qualify via our grants program)
- Direct advertising is not considered a sponsorship
- The Community Bank sponsors organisations rather than individuals

How does the Bank determine which groups receive sponsorship?

We look for sponsorships 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 – that is, the more banking business we have in these two branches, the more funds to go back into the local community.

Please note the following criteria applies:

- The applicant organisation must be an active customer of one of our two branches
- The applicant organisation must have a minimum of three members/associates within its organisation that banks with one of the two branches
- The organisation must provide the bank with community visibility (eg. signage, logos on shirts, jackets, team bags, etc) and promotion of Bank's branding on newsletters and websites with links
- Opportunities for a representative from our Bank to address and/or present to members
- Opportunities to include messages and advertisements in newsletters, Facebook pages, push notifications and other membership correspondence
- Opportunities to distribute our online referral form through your electronic marketing efforts
- Media opportunities that demonstrate how the bank is supporting your organisation

All sponsorships are considered within four weeks of bi-annual closing dates and you will be advised of the outcome within that timeframe. Committee members listed by each applicant will be added to our database to receive advice from the local Community Bank on sponsor and grant information. Please list if they do not wish to be kept informed.

Dates

There are two rounds of sponsorship allocations each year.

Round 1 submissions must be received no later than **31 January**.

Round 2 submissions must be received no later than **30 June**.

Sponsorship Application Form 2021

Community Bank
Heidelberg and East Ivanhoe



Applicant information:

Organisation Name: _____

Contact Person: _____

Position: _____

Address: _____

Suburb: _____ Postcode: _____

Phone: _____ Mobile: _____

Email: _____

ABN or incorporation registration number: _____

Organisation website address: _____

Facebook page URL: _____

Does your organisation have all their banking with CommunityBank Heidelberg or East Ivanhoe?

Yes/No If No, explain reason _____

Have you previously received funding from CommunityBank Heidelberg or East Ivanhoe? If so, please provide brief details including year and amount: _____

To assist in our Branch Mangers efforts to measure the support of your club through banking referrals, please list the names of any families or businesses affiliated with your organisation that currently bank with CommunityBank East Ivanhoe or Heidelberg (with their consent, confidentiality assured):

List of Committee Members:

Name:	Position:	Email:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Sponsorship Details:

Amount of sponsorship requested: \$ _____

When does the sponsorship commence/conclude? _____

What will the sponsorship funds be used for? _____

Please list your other club or organisation sponsors:

What is the reach of the sponsorship? (ie. number of players/members, attendees at event, etc)

What are the proposed benefits you are offering CommunityBank Heidelberg and East Ivanhoe:

Please include any additional information in your letter or attach to this request.

Acquittal report

All groups that receive sponsorship funding are required to complete a sponsorship acquittal report at the completion of the sponsorship. This is used to assist in measuring the success of the sponsorship.

Where to send

Please send the application form via email, post or in person to:

Carly Kluge
CommunityBank Heidelberg and East Ivanhoe
164 Burgundy Street
Heidelberg VIC 3084
P: 03 9457 2055 F: 03 9497 5233
E: carly@conceptmem.com.au