

# Canberra Community Bank Group Sponsorship Guidelines

## 1. About us

Supporting our communities to thrive.

In 1998, the first Community Bank branch opened in Rupanyup & Minyip. Since then, over 310 further branches have opened up to return banking services to communities around Australia.

These Community Bank branches are opened by the community, for their community, with over 80% of profits going back to local community organisations. Nationwide, our network has returned over \$229 million to over 300 communities around Australia.

Our Community Bank branches offer competitive products and services like any other bank, but our profits go back to those that matter most, our local communities.

At the Canberra Community Bank Group, our vision is to make our Community Bank branches the number one choice for banking and financial services within Canberra and the region. We will achieve this by delivering customer-focussed banking services and providing a sustainable return to shareholders and the community.

The Canberra Community Bank Group operates the Calwell, Curtin, Jerrabomberra and Wanniasa Community Bank branches, following four community led campaigns to bring banking services to these suburbs.

## 2. Our Community Sponsorship program

Since 2002, these four branches have returned over \$1.4 million in Community Contributions to over 100 Canberra-region clubs, groups and organisations. We see our sponsorships as partnerships, and growth opportunities for both organisations.

Our Community Sponsorship program is open to all clubs, groups and organisations who are customers of the Canberra Community Bank Group, Bendigo Bank, or other Community Bank branches.

When we grow together, the Canberra Community grows too.

### 3. Types of Sponsorship

The Canberra Community Bank Group offers the following types of sponsorship opportunity:

**Sponsorship** - The purchase of tangible potential rights and benefits associated with an organisation and/or event with the intention to achieve increased brand awareness, the communication of key brand messages and increased customer acquisition opportunities.

**Donations** - Support given to a group or organisation where no immediate benefit to the Canberra Community Bank Group is anticipated.

**Grants** - A sum of money provided or received by an organisation for a specific purpose.

**In Kind** - The provision of goods and services in return for benefits associated with the sponsorship.

The benefits of the sponsorship are negotiated and agreed between both parties.

### 4. Sponsorship guidelines

The Canberra Community Bank Group's sponsorship program is open to all incorporated not-for-profit organisations in the Canberra-region who can demonstrate they are/will be a customer of the Canberra Community Bank Group (CCBG).

Upon satisfying the above, all community sponsorships will be distributed to the community based on the following criteria:

- The organisation will also be expected to enter into the spirit of a partnership by supporting the CCBG in terms of the above sponsorship definition.
- Sponsorship must be dedicated to specific activities within the local region and involve predominantly local residents.
- Logo exposure is not the primary goal nor the only benefit of sponsorship.
- For major sponsorship requests (above \$5,000) we require a six-month lead time.
- Sponsorship exclusivity across the banking category.
- Providing a direct way to profile that the CCBG is locally owned and operated by people who live in the local community.
- For larger contributions, the CCBG will require an agreement to be entered into which clearly defines the expectations of each party.
- Creative ideas for maximising the sponsorship - Provide promotional or mass media opportunities (not just logo exposure)
- **2020 Mental Health Strategy** - The organisation must demonstrate how their sponsorship/organisation will benefit the mental health of members or local residents

## 5. Sponsorship exclusion

Organisation/activities which will not be considered for sponsorship include:

- Those in competition with the Canberra Community Bank Group.
- Those not located within the Canberra Community Bank Group's marketable area.
- Are political organisations.
- Events or programs that denigrate, exclude or offend minority groups.
- Events associated with gambling.
- Events that create environmental hazards.
- Programs that may present a hazard to the community.
- Programs that do not reflect community standards.
- Those that have not honoured past agreements.
- Where sponsorship would otherwise be inappropriate or contrary to law.

## 6. Process for consideration

All proposals that satisfy the first paragraph '4. Sponsorship Guidelines' will be reviewed by the Business Development, Sponsorships and Marketing Committee on a monthly basis.

For applications over \$5,000, this Committee makes a recommendation to the Canberra Community Bank Group Board of Directors.

Please allow up to six weeks from the time of submission to allow time to process the request.

## 7. Contact information

If you feel your proposal fits within our guidelines and criteria, please submit your application to:

Molonglo Financial Services Limited  
GPO Box 2577  
Canberra ACT 2601  
[admin@molonglofs.com.au](mailto:admin@molonglofs.com.au)