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**Community Sponsorship Program Guidelines**

The Toora & District **Community Bank®** Branch and Foster branch proudly supports our community through the giving of Grants and Sponsorships. Since its opening the Toora & District **Community Bank®** Branch in 1999, over $1 Million has been distributed back to the community. This is only made possible by the customers of our **Community Bank®**. Growing our customer base allows this unique banking model to thrive and increases our capacity to sponsor more organisations into the future.

We encourage a diverse range of organisations to apply for sponsorship through the Community Sponsorship Program. In this document you will find our guidelines, which should assist you in completing a successful application.

**What is a sponsorship?**

In general terms, a sponsorship is a partnership whereby funding is provided to an organisation for activities that benefit the community. This activity should provide exposure and opportunities for the Toora & District & District **Community Bank®** Branchand Foster branch to spread the word on our products, how we differ from other banks and directly benefit the community.

Note:

* Community Grants are not considered sponsorships
* Charitable donations are not considered sponsorships
* Direct advertising is not considered a sponsorship
* We sponsor organisations, not individuals

**Objectives**

The Toora & District **Community Bank®** Branch and Foster branch looks to develop sponsorship partnerships that are mutually beneficial. Specifically we look for sponsorships that offer:

* Community visibility
* Opportunities to promote the **Community Bank®** and to tell our story
* Strong support for our Bank from committees, encouraging members and parents to bank with the Toora & District **Community Bank®** Branch, Foster branch and Welshpool Agency.

**Items to consider when preparing and completing your application:**

* How will your organisation benefit from the sponsorship?
* How will the Toora & District **Community Bank®** Branch, Foster branch and Welshpool Agency benefit from the sponsorship?
* Does the organisation bank with the Toora & District **Community Bank®** Branch, Foster branch and Welshpool Agency? (This is mandatory after your first application)
* Is your organisation sponsored by another financial institution? (It is a requirement of sponsorship that no other financial institution sponsors your organisation).
* Consider whether you can meet the obligations of sponsorship for which you are applying (see next page)

**Dates**

Sponsorships are assessed by the Toora & District **Community Bank®** Branch and Foster branch Board as per table below.

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|  |  | Submissions open | Submissions Close |
|  | Round 1 | 1st February | 28th February |
|  | Round 2 | 1st May | 30th May |
|  | Round 3 | 1st September | 30th September |

 All Submissions will be notified of outcome within 4 weeks of the Round Close date.

**Sponsorship Conditions and Rewards**

There are a number of minimum obligations and opportunities for the Bank’s community partners. Applications will be considered in the following categories and will be tailored to your specific organisation.

Organisations that successfully receive a sponsorship will be asked to submit an annual review form detailing how they have met their conditions of sponsorship.

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| **Minimum Conditions (where relevant)**  |  |
| Open an active banking account with the Toora & District **Community Bank®** Branch, Foster branch or Welshpool Agency |  |
| Committee Members to be encouraged to bank with Toora & District **Community Bank®** Branch, Foster branch and Welshpool Agency |  |
| Encourage members to bank with Toora & District **Community Bank®** Branch, Foster branch and Welshpool Agency 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 partner’s 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®** Board or Staff member with key organisers. |  |
| Organisation to forward **Community Bank®** newsletter or promotional material to email list where appropriate or display hardcopy at venue. |  |
| Sponsor acknowledgement by at least one social media post i.e. facebook or/and story in the local newspaper |  |
| Referral of business - typically includes 1 referral to the **Community Bank®** for a home or business loan within each 12 month period. |  |
| **Additional Benefits We May Offer**  |  |
| Access to **Community Bank®** mobile EFTPOS machine for one off events |  |
| Access to **Community Bank®** marquee for one off events (3m x 3m) (Booked through the Toora & District **Community Bank®** Branch Ph 5686 2000) |  |
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**Application Forms**

Hardcopies of the Application Forms are available from the Toora & District **Community Bank®** Branch, Foster branch and Welshpool Agency. You can request a copy via email at admin@pdfg.org.au or alternatively you can print one out from our Toora & District **Community Bank®** Branch website: <https://www.bendigobank.com.au/public/community/our-branches/toora>

*Completed application forms can be mailed or dropped off to:*

Toora & District & District **Community Bank®** Branch
48 Stanley Street, Toora VIC 3962

Foster branch

68 Main Street, Foster VIC 3960

Or alternatively, you can email a copy to admin@pdfg.org.au

**Evaluation of Sponsorship**

All groups that receive a sponsorship are required to complete an annual evaluation form. This evaluation form will be supplied to you when the review is due.

**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 Toora & District **Community Bank®** Branch & Foster branch (operated by Promontory District Finance Group Limited) 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