

Community Sponsorship Program Guidelines

The Community Bank Toora & District and Foster proudly supports our community through the giving of Grants and Sponsorships. Since its opening the Community Bank Toora & District in 1999, over \$1.3 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 Community Bank Toora & District and Foster 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 Community Bank Toora & District and Foster 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 Community Bank Toora & District and Foster.

Items to consider when preparing and completing your application:

- How will your organisation benefit from the sponsorship?
- How will the Community Bank Toora & District and Foster benefit from the sponsorship?
- Does the organisation bank with the Community Bank Toora & District and Foster? (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 Community Bank Toora & District and Foster Board as per table below.

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

Minimum Conditions (where relevant)

Open an active banking account with the Community Bank Toora & District and Foster or Welshpool Agency

Committee Members to be encouraged to bank with Community Bank Toora & District and Foster

Encourage members to bank with Community Bank Toora & District and Foster 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 Community Bank Toora & District Ph 5686 2000)

Application Forms

Application Forms are available by emailing admin@pdfg.org.au or alternatively you can print one out from our Community Bank Toora & District website:

<https://www.bendigobank.com.au/public/community/our-branches/toora>

Completed application forms can be emailed or dropped off to:

admin@pdfg.org.au

Community Bank Toora and District
48 Stanley Street, Toora VIC 3962

Foster
68 Main Street, Foster VIC 3960

Applications received after the Rounds' submission date (as per table above), will be tabled with the next Round.

No responsibility will be taken for applications received late via mail.

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: Promontory District Finance Group Ltd ABN 69 085 537 328 who own and operate Community Bank Toora & District and Foster 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 [ww.bendigobank.com.au](http://www.bendigobank.com.au). Bendigo and Adelaide Bank Limited, ABN 11 068 049 178 AFSL / Australian Credit Licence 237879.