

## Background of Community Bank Sandringham

Community Bank Sandringham (CBS) opened in 2002 to deliver a trusted alternative to other banks in the area. Focussing on Customer Service and supporting the Community, the branch team are known for their friendly efficient service, and personalised discussions.

*Our Community. That's why we're here. Over 80% of our profits given to community.*

Throughout this time we have provided over \$3,000,000 million to our local community.

In 2018 we gave \$500,000 to create the Sandringham Community Bank Day Procedure Centre at Sandringham Hospital – A huge achievement for our Community Bank.

Our Board and Branch team are committed to our Community and strive to support making our community the best it can be.

Our goals for the Community Engagement Fund are:

- Strengthen & support the local community through the provision of funding aligned with shared values
- Grow CBS through new business via our community program and therefore maximise the funding available for the community program in the future.

## Program Information and Process

As part of our Strategic Plan we will look to focus on building community projects that benefit those that need support.

We want to continue to make it clearer, easier to apply and most importantly as beneficial to our community as possible. We encourage all applicants to read through and if you have any other questions please contact us.

*Please note: The amount of funding granted will be at the discretion of the Board and all funding will depend on the financial situation of Community Bank Sandringham at the time of the application. The signed agreement with accompanying invoice is to be submitted to the bank within 30 days of receipt of the notification of a successful application.*

*We look forward to many more years of community investment and support.*

## Types of funding within Bayside Community Engagement Fund

3 prongs of support:

1. Community Sponsorship Program – mainly Sporting Organisations – requires a project to be funded
2. Community Partner – ongoing projects
3. *Grants (through Foundation)\* Please note we do not have an open grants program– please apply through 2. Community Partner Program\**

### Community Sponsorship

*Sponsorship is recognised as the purchase of tangible potential rights and benefits associated with organisation, which results in increasing brand awareness, communication of key messages and increased customer base.*

Sponsorship is not advertising, hospitality or return of favour but is intended to increase awareness of the Community Bank Sandringham and/or products and provide a financial return on investment to the Community Bank Sandringham by increasing the customer and business base.

Sponsorships must be considered as a business relationship whereby reciprocal benefits are returned to our Community Bank, the sponsored group and the community.

*See Marketing areas below for branding specifics*

- There is only one type of Sponsorship to the value of \$500 - \$3000 (One Day events are \$500)
- **Requirements of Sponsorship Agreement: (all must be agreed to and achieved)**
  - Like & Follow Social Media page(s) of Community Bank Sandringham – *link provided*
  - 2-4 Dedicated postings regarding CBS sponsorship and information on social media – *Can be provided*
  - Email 2-4 Quarterly Community News to members via database (not website) - *provided*
  - Advertising slot on electronic scoreboard, signage or similar– *message and logo provided*
  - Link to branch info on club website – *link provided*
  - One special sponsor feature can include product offer - sent to all members exclusively – *created as an individual item for the group incl logo and imagery of members*

If your club or group has a specific program or physical item over \$3000 that is focused on a Community benefit, please read the Community Partners Program details to see if you are eligible to apply.

*\*You can only apply for either the Sponsorship OR/ Community Partner Program\**

### Community Partner

For collaboration with groups or organisations to support or create programs that benefits parts of our Bayside community that require additional support or are over a longer time period than a single year.

Who is it for: Clubs or groups who are giving/helping community members access areas that otherwise wouldn't be funded by members or other grants.

Requirements for organisations applying for Community Partner to be filled out in Application Form.

You can use the above Sponsorship list as suggestions – see Application Form for other information.

*See Marketing areas below for branding specifics*

### Grants

Grants process runs in-line with this program inside a Foundation with stricter requirements\* *Please note we do not have an open grants program– please apply through 2. Community Partner Program\** At times we will look to move projects through as a grant and will be in contact where relevant.

## Marketing requirements, materials and images

We want to celebrate with you and promote your club/organisation/event and the funding received. To help us tell our Sponsorship & partnership impact and stories, we have created a marketing checklist:



### Social Media

1. Always refer to us as Community Bank Sandringham (tag where possible)
2. When you post on your own social media pages, be sure to tag us on your post. @CommunityBankSandringham.
3. At your events, game days etc take photos (preferably in front of our promotional materials ie. logos, banners etc).
4. Email a copy of these photos with a short description of the impact our grant/sponsorship has made (& approval to use on all media) to [sandringhamcommunitybank@gmail.com](mailto:sandringhamcommunitybank@gmail.com)
5. Request a big cheque to be presented by Community Bank Sandringham or ask us to come along to chat to members

### Community Bank Logos

1. A variety of logo formats, sizing and a colour palette attachment will be sent to you with your Agreement form. We have logos available for different purposes. Please do not use old logos, or Bendigo bank logos.
2. Where you can place our logos: • Members email – newsletters etc. • Website • Post about our partnership on your social media (make sure you have a photo that showcases our name/logo) • Brochures • Flyers • Banners • Scoreboards • Signage
3. If you have a specific logo request/requirement (that is not included below), please contact [sandringhamcommunitybank@gmail.com](mailto:sandringhamcommunitybank@gmail.com). We can also create Pull up Banners for club use.

## Tips & Questions

### Application Tips:

1. Read this document and the Application Form.
2. Consider saving and writing a draft of the form and getting another Committee or Organisation member to view it before submission
3. Ensure you have Committee Agreement on the Application and the terms of the application
4. If you have any questions – please get in contact prior to closing date
5. Submit by email prior to closure date – Late applications will not be considered.

### Do we apply for a Sponsorship or as a Community Partner?

Are you a local sporting club with members who pay to be part of your teams?

If so, the likelihood is you are looking at the Sponsorship program.

### Are you a local organisation aiming to fund a program to assist community members?

Community Partner applications are designed for a specific project for the benefit of the community we live in.

If you have any queries please contact us and we can discuss with you.

### Can we apply for both?

No, you can only apply for one.

### Am I eligible to apply for a Grant?

If you are unsure we recommend you contact us and we can discuss the best application method. *\* Please note we do not have an open grants program – please apply through 2. Community Partner Program \**