



# Sponsorship Application Form

**APPLY NOW.**

## Special Conditions for Applying for Sponsorship

Please attach any additional information you believe will add to the assessment of your application e.g. a Sponsorship Proposal.

Applications are to be returned to:

### Your contact information

Title: First Name: Surname:

Phone (Office Hours): Phone (Home):

Phone (Mobile): Email:

### Your organisation

Full name of the organisation:

Organisation's postal address (in full):

Website:

ABN (if applicable):



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GST Registered? ☐ Yes ☐ No

How long has the organisation existed for?

Overview of your organisation (including mission, values, etc). Please attached additional pages if necessary.

How many current members/employees/volunteers does your organisation have?

Your role in the organisation:

Does your organisation currently bank with us?

☐ Yes ☐ No

If No, will you be opening a Bendigo Bank account with us? ☐ Yes ☐ No

Please list any Bendigo Bank employee, officer or Board member associated with your organisation.

### **Sponsorship Information**

Name of event/proposal/program:

Date of event/proposal/program:

Location of event (if applicable):

Description of event/proposal/program including its purpose and history (years running, past performance, past sponsors etc):

What is the projected size and demographic of your target audience?

Will target market research be conducted both and pre and post event? ☐ Yes ☐ No

If so, how?

## **Sponsorship Objectives**

Please outline the main objectives of the proposed event/proposal/program:

How will these objectives be measured?

## **Sponsorship Information**

Please explain why you think the sponsorship fits with our Bendigo Bank values/brand.

Sponsorship amount request (inc. GST):

When would payment be due?

What are these funds to be used for?

If in-kind support is sought from us (staff time, in-kind), please provide details:

Will we be the only financial institution to sponsor your event/organisation? ☐ Yes ☐ No

Are there any other sponsors already involved with your event/organisation and if so, what is the extent of their support?

Is this a once off, or an ongoing opportunity/event? Please provide details

If an ongoing opportunity/event, what duration does the sponsorship approach cover?

Has your organisation had any previous association with us?

☐ Yes ☐ No

If yes, please provide details:

### Sponsorship Benefits

Please list the benefits of the sponsorship to Bendigo Bank:

☐ Presentation rights

☐ Networking opportunities

☐ Hospitality

☐ Tickets / Passes

☐ Ticket discounts

☐ Logo placement

☐ Advertising space

☐ Product display

☐ Access to Ambassadors

☐ Website presence

☐ Social Media

☐ Merchandise

☐ Footage use

☐ Photography use

☐ Other:

## Marketing and Promotion

Please provide details of how you plan to market/publicise your event/program (marketing, advertising and media activity):

Please provide details of how you will promote us.

Please provide details of how your organisation/event can be promoted by us.

## Resources and Timing

Are there any particular timelines that we should be aware of (including important deadlines, etc)?

Please detail any other resources required to support the sponsorship:

- |   |  |                                   |   |
|---|--|-----------------------------------|---|
| <input type="checkbox"/> BannerBug      | <input type="checkbox"/> Promotional cheque        | <input type="checkbox"/> Balloons | <input type="checkbox"/> Marquee          |
| <input type="checkbox"/> Piggy mascot   | <input type="checkbox"/> Drink bottles             | <input type="checkbox"/> Banner   | <input type="checkbox"/> Account vouchers |
| <input type="checkbox"/> EFTPOS machine | <input type="checkbox"/> Other (please list below) |                                   |   |

Please provide details of other resources if not included in the above:

## Post activity

How will you report on the value that has been delivered to us?

Date:

Full Name:

If your application is successful you will be required to complete an official Sponsorship Agreement. The above information will assist with the completion of the Sponsorship Agreement

**Reminder:** Please attach any additional information you believe will add to the assessment of your sponsorship application.

**Notes** (BRANCH USE ONLY)

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 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](http://www.bendigobank.com.au). Bendigo and Adelaide Bank Limited. ABN 11 068 049 178 AFSL 237879.

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