

Community Sponsorship Program Guidelines

The Community Bank Wantirna proudly supports our community through the giving of sponsorships. Since opening in 2006 the Community Bank Wantirna, over \$241,000 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 Wantirna 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 Wantirna looks to develop sponsorship partnerships that are mutually beneficial. Specifically, we look for sponsorships that offer:

- Community visibility
- Opportunities to promote the Community Bank Wantirna and to tell our story
- Strong support for our Bank from committees/organisations, encouraging members and parents to bank with the Community Bank Wantirna.

Application Criteria

- The applicant club/organisation must be or will become an active customer of the Community Bank Wantirna branch
- The organisation must be prepared to provide opportunities for the bank to be highly visible within the club/organisation. Examples of this are signage, logos on clothing and equipment, opportunities to be visible in the organisation's newsletters, social media pages or website.
- Media opportunities (e.g., photo shoots) to co-promote your club/organisation and the bank need to be provided.

Please note: Organisations may apply for two consecutive years and then are required to wait one year before a further application

All applications will be assessed using the following weighted criteria

- Meets all application criteria
- Aim of the project/event
- Current relationship with the Community Bank Wantirna
- Ability to refer business to the Community Bank Wantirna
- Ability to provide specific opportunities to promote the Community Bank Wantirna

Dates

Sponsorships are assessed by the Community Bank Wantirna as per table below.

| | | Submissions open | Submissions Close |
|--|---------|------------------|---------------------------|
| | Round 1 | 1st February | 28 th February |
| | Round 2 | 1st August | 31 st August |

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

Evaluation of Sponsorship

All clubs/organisations that receive a sponsorship are required to complete an evaluation form at the completion of the sponsorship. Evaluation forms are due within 3 months following completion date of sponsorship or event. This form will be supplied to you when the review is due and is used to assist in measuring the success of the sponsorship.

Application Forms

Application Forms are available by emailing executive@wantirnacommunitybank.com.au or alternatively you can access and print from our Community Bank Wantirna website: www.bendigobank.com.au/branch/vic/community-bank-wantirna click on the Sponsorships and Grants tab.

Completed application forms can be emailed or mailed to:

Chelsea Fletcher – Executive Officer
PO Box 6195
Wantirna VIC 3152
M: 0432 890 076 E: executive@wantirnacommunitybank.com.au

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.

Privacy: Wantirna Community Financial Services Ltd ABN 43 118 000230 who own and operate Community Bank Wantirna 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 www.bendigobank.com.au. Bendigo and Adelaide Bank Limited, ABN 11 068 049 178 AFSL / Australian Credit Licence 237879.