

# Hawkesbury Community Financial Services Limited

## Sponsorship program guidelines

For eligible organisations in our community

### Introduction

Being part of Bendigo Bank is about being part of something bigger. While we provide excellent banking and financial services, we aim to give back to our community. By banking with us, our customers are also helping to support their communities through our sponsorship program.

### What is a sponsorship?

A sponsorship is an arrangement with **Community Bank North Richmond and Richmond** to support an event, activity, or organisation through the provision of money, goods or services.

Our sponsorships typically provide a tangible benefit to both the recipient (which benefits through receiving material support) and the sponsor (which benefits via enhanced public image and access to a wider audience).

Note:

- Charitable donations are not sponsorships. Please talk to us about whether these may qualify via our grants program.
- Direct advertising is not considered a sponsorship.

### Sponsorship program objectives

The objectives of our sponsorship program are to support not for profit organisations in our community. Help create a successful community and add to the prosperity of our community.

**Increase public awareness of our brand so we can continue to support our community.**

### Key dates

- Our sponsorship round is open from January through to November.
- No sponsorship applications will be considered in the month of December.
- Applications must be received by the **second Wednesday of the month** to be considered in that month. Eg; applications submitted by the second Wednesday in July will be considered at our July meeting. Applications received after that date will be considered in the following month.
- Applications are considered by our committee and recommendations put forward to our board for final consideration at the end of each month.
- You will be notified via email of our decision, usually in the first week of the following month.
- You must submit your sponsorship applications at least **eight weeks** before the event or activity is scheduled to allow it to be effectively activated/leveraged.

## Eligibility

You must where possible meet the eligibility criteria for our sponsorship program:

- Be an Australian organisation.
- Sponsored initiatives must have a connection to the Hawkesbury Community.

## Ineligible entities

The following entities are ineligible for funding:

- We do not provide sponsorship to individual persons.
- Applicant organisations which have an unsatisfactory result to an 'Anti Money Laundering/Know Your Customer' search.

**Ineligible projects** – Sponsorship approvals are at the full discretion of our board and will be considered on a case-by-case basis.

We may, at our discretion, decide not to sponsor any initiatives which may :

- are illegal, attempt to change the law or direct political donations
- claim retrospective funding – paying for costs already incurred
- exclude or offend any part of the community
- create environmental hazards
- present a danger to public health or safety

## Application amounts

We do not impose a minimum or maximum on the amount you can apply for. All applications will be assessed as below with consideration given to our monthly budget requirements.

## Assessment

We will assess your application against our sponsorship criteria which may include but is not limited to -

### Objectives

- The extent to which the proposed initiative aligns with the Community Bank's vision, values and objectives.
- The potential for community benefit.

### Feasibility

- There is adequate lead time for the sponsorship to be effectively activated/leveraged.
- The required permits/insurances are in place.
- The extent that the applicant has demonstrated clear, realistic and measurable project goals and objectives for the defined audience.

### Program activation potential

- Potential for the sponsorship to deliver business acquisition outcomes.
- Potential for the sponsorship to deliver increased brand awareness/recognition.
- A clear demonstration of who the proposed initiative will reach.

## How to apply

- You should read and understand these guidelines before beginning your application.
- You must use our application hub to complete and submit your online application.
- Access our application hub here: [Home Page – Community Bank North Richmond and Richmond \(smartygrants.com.au\)](https://www.smartygrants.com.au)

## Supporting documentation

You must provide the following supporting documentation and details in your application:

- Details (dates and amounts) of previous sponsorship you have received from us.
- Quotes and costings for the purchase of any goods and services you are requesting funding for.
- Your ABN if applicable
- Information/demographics about the proposed target audience and number of expected attendees/participants.
- Confirmation of all necessary licences permits and insurances which will enable you to run your project/event (e.g. public liability insurance, local council permits).
- For projects involving children, confirmation that relevant personnel have Working with Children Checks.
- Project budget details which clearly show how you will spend the funds.
- We may contact you during the assessment process to request more information, evidence or to clarify information provided in your grant application.

## Managing your sponsorship

### Keeping us informed

You must notify us about anything which is likely to impact your organisation or its ability to deliver your project. This may include, but is not limited to,

- changes to your organisation's name, address, financial situation, senior staffing arrangements,
- or significant changes to the project initiative.

You must also notify us if:

- if you become aware of any incident that has the potential to damage the reputation or image of the Sponsored Party, the Sponsored Events, the Sponsor, any Related Company of the Sponsor or Sponsored Party (Notifiable Conduct). More information is provided in our funding agreements.

### Sponsorship agreement variations

We understand that circumstances change, and things don't always go to according to plan. If there has been a change that will impact your project, you can request a variation to your sponsorship agreement by contacting us.

## Reporting requirements

You may be required to complete a sponsorship agreement before payment is made. You may be asked to complete an acquittal form within **eight weeks** of your nominated project end date. The acquittal report must be submitted electronically through the application hub.

The report includes information about how the funds were spent, the benefits delivered, participant/recipient information, achievements of the project, and any lessons learned.

You should identify key internal stakeholders who will be responsible for collecting and reporting data from before, during and after your initiative.

## Privacy information

[View our privacy policy.](#)

## Enquiries

### **Application queries**

Community Bank **North Richmond and Richmond**

Phone: [02 45712988](tel:0245712988)

Email: [kellie.scholte@bendigoadelaide.com.au](mailto:kellie.scholte@bendigoadelaide.com.au) or [Tony.weller@bendigoadelaide.com.au](mailto:Tony.weller@bendigoadelaide.com.au)

### **For technical support with application hub**

Smarty Grants–Our Community

Phone: 03 9320 6888

Email: [service@smartygrants.com.au](mailto:service@smartygrants.com.au)