

# Sponsorship program guidelines

For eligible organisations in our community

Version 5.0

Prepared: 21 July 2025

This assessment process has been designed to help organisations in our community to apply for sponsorship funding.

## 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.

Our community sponsorship program facilitates mutually beneficial partnerships with eligible organisations in our community.

## Community Investment and Impact Strategy

Community Bank Bright's Community Investment and Impact Strategy is driven by our overarching commitment to invest in the growth of a **resilient, thriving and sustainable** community in Bright and surrounds.

To guide investment towards this outcome, the following priority areas of focus have been identified:

### 1. Health and Wellbeing

Nurturing the physical and mental health of individuals and groups in our community and improving access to health services.

### 2. Liveability

Enhance local community groups capacity, capabilities and infrastructure. Support the ongoing protection and sustainability of environmental assets.

### 3. Economic Impact

Grow the economic strength of our region and drive innovative solutions to challenges facing businesses and our community.

### 4. Culture

Supporting cultural and arts activities that celebrate our region's identity and heritage and empower people through creativity and connection.

### 5. Inclusion

Fostering a culture of belonging, improving connectedness for all members of our community and strengthening activity and participation.

## What is a sponsorship?

A sponsorship is an arrangement with **Community Bank Bright** 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). The recipient is required to provide some service back to the sponsor, such as advertising or tickets.

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.

## Key dates

Our sponsorship applications are open quarterly. Please refer to [communitybankbright.smartygrants.com.au](http://communitybankbright.smartygrants.com.au) to view the available rounds and key dates.

## Eligibility

You must meet the eligibility criteria for our sponsorship program:

- Be an Australian organisation with a valid Australian bank account.
- Be a current Community Bank Bright customer, or willing to become a Community Bank Bright customer (unless exempted).
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored initiatives must be located in Bright, Harrietville, Myrtleford, Porepunkah, Wandiligong or surrounding areas between these locations.
- Sponsored initiatives must deliver clear business acquisition outcomes for Community Bank Bright.
- Demonstrate an alignment with our Community Investment and Impact Strategy outcomes.

## Ineligible entities

The following entities are ineligible for funding:

- Applicant organisations which have an unsatisfactory result to an 'Anti Money Laundering/Know Your Customer' search.

## Ineligible projects

We won't sponsor organisations or projects that:

- are also sponsored by a competitor financial institution e.g. banks, brokers, insurance providers
- do not deliver clear business acquisition outcomes for our Community Bank.

We will not sponsor any initiatives which:

- take place outside of or are not managed in Bright, Harrietville, Myrtleford, Porepunkah, Wandiligong or surrounding areas between these locations.
- are illegal, attempt to change the law or direct political donations
- claim retrospective funding – paying for costs already incurred
- involve gambling
- exclude or offend any part of the community
- encourage violence or involve the use of weapons
- mistreat, exploit, or harm animals
- create environmental hazards
- present a danger to public health or safety
- contribute to modern slavery
- take place solely outside of Australia.

## Assessment

We will assess your application against our sponsorship criteria.

### Objectives (20%)

- The extent to which the proposed initiative aligns with our Community Investment and Impact Strategy.

### Feasibility (30%)

- There is adequate lead time for the sponsorship to be effectively activated/leveraged.
- The initiative is realistic and achievable (e.g. timeframes).
- 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.
- The extent that the applicant has demonstrated capacity to deliver the proposed initiative (e.g. track record delivering similar projects, adequate resources and staff).

### Program activation potential (40%)

- Potential for the sponsorship to deliver business acquisition outcomes.
- Potential for the sponsorship to deliver increased brand awareness/recognition.
- The extent to which the proposed initiative aligns with our marketing objectives.
- Opportunities for our involvement in project/event.
- A clear demonstration of who the proposed initiative will reach.

### Value for money (10%)

- Sponsorship support requested versus benefits offered by the applicant.

## 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: <https://communitybankbright.smartygrants.com.au/>

You must submit your sponsorship application at least **eight weeks** prior to any proposed events.

We will confirm receipt of your application submission via an email to your registered email address.

We may contact you during the assessment process to request more information, evidence or to clarify information provided in your grant application.

## Supporting documentation

You may be asked to provide the following supporting documentation in your application:

- A current bank statement for your organisation.
- Information/demographics about the proposed target audience and number of expected attendees/participants, including the results of any research undertaken to date (if applicable).
- 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.
- Financial details about your organisation eg. recent annual report, audited financials, bank statements.

## Decisions on applications

Application round timelines for the current financial year can be found at <https://communitybankbright.smartygrants.com.au/>.

## 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:

- you are planning any other initiatives in addition to the sponsored event
- 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 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.

We will consider your request, and if we decide to accept your proposed changes, we will issue a deed of variation for your signature.

### Reporting requirements

You will be required to complete a sponsorship 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 Bright

Phone: 0408 505 865

Email: [sponsorship@communitybankbright.org](mailto:sponsorship@communitybankbright.org)

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

SmartyGrants–Our Community

Phone: 03 9320 6888

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