Sponsorship program guidelines

For eligible organisations in our community

Version 6.0
Prepared: 6 May 2026

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

Bendigo Bank

Introduction

Being part of your local Community Bank is more than just banking — it's about supporting something bigger. While we offer quality banking and financial services, our core mission is to give back to the community. When customers choose to bank with us, they're also helping to strengthen and support local initiatives through our sponsorship program.

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

What is a sponsorship?

A sponsorship is an arrangement with **Community Bank Trafalgar & District** to support an event, activity, individual 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 commitment 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.

Sponsorship program objectives

The objectives of our sponsorship program are to:

Strengthen the Community Bank's presence in the community by increasing visibility and promoting understanding of the Community Bank model among residents. Simultaneously, prioritize business growth by actively engaging with local residents, businesses, and newcomers to the community.

Key dates

Check out the website to determine whether sponsorship rounds have opening dates or are accepted all year round.

You must submit your sponsorship applications at least **8 weeks** before the event or activity is scheduled to allow it to be effectively activated/leveraged.

Eligibility

You must meet the eligibility criteria for our sponsorship program:

• The organisation can demonstrate how this proposal aligns with the aims of the sponsorship guidelines

• You are an incorporated body, have a DGR status or be a not for profit organisation with the exception of a commercial entity that would provide tangible benefit to the community A sponsorship application from a commercial entity may be considered if it can be demonstrated that sponsorship funding will be used for a community-based purpose.

• You/the organisation is a current Community Bank Trafalgar & District customer, or willing to become a Community Bank Trafalgar & District customer.

• You have attended a Community Investment Program Information Session in the last six months.

- You provide a service that meets the needs of the community within Community Bank Trafalgar & Districts region.

- You have Public Liability insurance for no less than $10 million. A Certificate of Currency is required to support evidence with your application.

- You will supply any quotes for purchases of any goods or services as part of supporting evidence place (if applicable) with your application.

- You WILL be available to attend the Community Investment Program Awards Presentation.

• You do not have any other sponsors who are competitor financial institutions eg. banks, brokers, insurance providers etc.

• You have the ability to deliver your project.

• All required licences, permits and insurances required are / will be in place (if applicable)

• If your staff / volunteers are working with children, they have obtained a Working with Children Check

The Board of Trafalgar & District Financial Services Ltd is responsible for approving all funding requests.

Ineligible entities

The following entities are ineligible for funding:

- Applicants/ 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 the Community Bank Trafalgar & District's region, unless evidence can be provided that the initiative will also benefit individuals from within the Community Bank Trafalgar & District's region
- 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 (5%)

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

Feasibility (40%)

- The potential for community benefit.
- There is adequate lead time for the sponsorship to be effectively activated/leveraged.
- The initiative is realistic and achievable (eg 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, or networking opportunities
- A clear demonstration of who the proposed initiative will reach.

Value for money (15%)

- Sponsorship support requested versus benefits offered by 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://communitybanktrafalgar.smartygrants.com.au/

You must submit your sponsorship application at least **8 weeks** prior to any proposed events.

We will confirm receipt of your application submission via 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.

We will aim to let you know the outcome of your application within 60 days.

Supporting documentation

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

- Public Liability insurance for no less than $10 million and a Certificate of Currency
- 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 clearly showing how you will spend the funds.
- Financial details about your organisation eg. recent annual report, audited financials, bank statements.
- Letters of support from community members or organisations demonstrating the broader benefit of your sponsorship request.
- A quote or supporting documentation that clearly demonstrates the costs associated with, and justifies, the amount of sponsorship funding requested.

Decisions on applications

Timing of notifications will vary; however, applicants are usually notified of the outcome of their application by email within eight weeks of the program closing date.

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:

- any other parties become sponsors of the event.
- 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 **Trafalgar & District – Community Engagement Advisor, Moriah Taylor**
Phone: **0402 106 088**
Email: **marketing@tdfs.com.au**

For technical support with application hub

SmartyGrants–Our Community
Phone: 03 9320 6888
Email: service@smartygrants.com.au