

Sponsorship program guidelines

For eligible organisations in our community

Version 5.0

Prepared: 7 September 2026

This assessment process has been designed to help organisations in our communities 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.

What is a sponsorship?

A sponsorship is an arrangement with **Community Bank Port Fairy & 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 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.

Sponsorship program objectives

The objectives of our sponsorship program are to:

- Access to business opportunities through your audience.
- Brand awareness/recognition.
- Communication of our key Community Bank message: “Banking is our business. Community is our purpose - Your banking can make a real difference”
- Community banking is based on a ‘profit-with-purpose’ model, which means profits are reinvested back into the community that has generated them.
- Support the growth of a resilient, sustainable, and thriving Port Fairy and District community.

5 Key Impact Priorities

Eligible community groups and not-for-profit organisations can apply for funding to support projects and activities that offer clear public benefit for the community and align with at least one of our 5 Key Impact Priorities:

Community Connectedness

Drive the community's connectedness through the strengthening of local community groups and facilitating collaborative partnership opportunities.

Health and Wellbeing

Support initiatives that improve the physical and mental health of our community, and increases access to health services

Economic and Tourism

Grow the economic strength of our region through supporting key tourism assets and events, driving economic innovation and encouraging social enterprise.

Education

Support the ongoing sustainability of educational institutions and increase access to educational opportunities.

Youth Engagement and Services

Improve the connectedness of youth to our community and enhance their development and leadership skills.

Key dates

Check the website to determine whether sponsorship rounds have opening dates, or all accepted all year around.

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 meet the eligibility criteria for our sponsorship program:

- Be an incorporated community or not-for-profit organisation
- Have a project partner if you are not an incorporated organisation. A project partner is an incorporated community or not-for profit organisation that is willing to enter into the funding agreement on your behalf and help you to deliver the project
- Be a current Community Bank Port Fairy & District customer, or willing to become a Community Bank Port Fairy & District Bank customer. Sponsorship funds will only be deposited to an account held in your organisations name with Community Bank Port Fairy & District.
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored initiatives must be located in and around Port Fairy and District .
- Sponsored initiatives must deliver clear business acquisition outcomes for **Community Bank Port Fairy & District**.

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 is managed in add your location/district here
- 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

- 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 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

- 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

- 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://communitybankportfairy.smartygrants.com.au/>

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

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:

- Your organisations Community Bank Port Fairy & District account details to receive sponsorship funds.
- 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 e.g. recent annual report, audited financials, bank statements.

Decisions on applications

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

All requests will be considered by the Committee and Marketing Committee and/or Board of Belfast Community Enterprises Limited.

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 may be required to complete a sponsorship acquittal form within four 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 Port Fairy & District

Contact: Ashley King, Company Secretary

Phone: 0407 320 033

Email:

ashley@portfairycommunitybank.com.au

For technical support with application hub

SmartyGrants

Phone: 03 9320 6888

Email: service@smartygrants.com.au

Your groups, organisations and members need to support us through banking with us.

Please note that our Community Investment Program is in rounds as listed below with strict application and funding deadlines. The grants cycle in the current financial year is as follows:

1st Round

Applications open and launch	1 July 2026
Applications close	31 July 2026

2nd Round

Applications open and launch	1 September 2026
Applications close	30 September 2026

3rd Round

Applications open and launch	1 February 2027
Applications close	28 February 2027

4th Round

Applications open and launch	1 May 2027
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Applications close

31 May 2027

The funding of successful applications **will follow shortly after the receipt of a tax invoice** and any other requirements as outlined in the approval letter.