



**Strathfieldsaye
& Districts**
Community Enterprise

SDCE Sponsorship Guidelines

The Strathfieldsaye & District Community Enterprise (SDCE) undertakes sponsorships to support community organisations and activities that add to the wellbeing of the community as a whole.

Definition

Sponsorship is a marketing and communication tool that provides potential rights and benefits associated with an event, entrant, or organisation, and results in increased brand awareness, communication of key messages and increased customer base whereby sponsor, recipient and the target market all benefit. The community is the beneficiary.

Who can apply?

- Incorporated not for profit organisations operating within Strathfieldsaye & Districts (Axe Creek, Axedale, East Bendigo, Eppalock, Junortoun, Kennington, Mandurang, Redesdale, Sedgwick, Spring Gully, Strathdale, Strathfieldsaye, Sutton Grange)
- Organisations that can demonstrate a valuable contribution to the wellbeing of our immediate district
- Organisations should be prepared to provide copies of annual reports, including financials if requested.
- Organisations with requests exceeding \$2000 must contact the Chair of SDCE before making application.

Requirements

- Applicants must be able to demonstrate the value they add to the wellbeing of the community.
- Applicants should articulate the additional value that will be generated from the sponsorship for and on behalf of the community.
- Successful organisations must abide by the Sponsorship Agreement.
- Any organisation seeking support will be expected to use the Bendigo Bank **Strath Hill** branch for all banking needs and/or the **Bendigo Telco**, as a way of growing the availability of sponsorship funds.
- Any organisation seeking ongoing sponsorship will be expected to encourage its membership to also support the Bendigo Bank **Strath Hill** branch for its banking needs and or the **Bendigo Telco**, in order to continue supporting the SDCE model.
- Organisations are encouraged to maximise any funds granted under this policy by using them to leverage funds from other sources – such as Local, State and Federal Government and/or business support. Note – approval is required from the **SDCE** prior to such leveraging opportunities being pursued, to ensure the other partners are aligned to the goals of Community Banking.

**Strathfieldsaye & Districts
Community Enterprise**

ABN 57 112 015 693 ACN 112 015 693

PO Box 327
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- Organisations are to provide the opportunity for a **SDCE** or Bendigo Bank **Strath Hill** representative to make direct representation to the committee and/or membership regarding the sponsorship, and to outline the differences and advantages of supporting the SDCE and the Community Banking model.
- Successful organisations must submit a project report within one month of completion of the project, outlining the benefits they believe were achieved.

What Projects are not eligible?

Sponsorships that could involve the **SDCE**, Bendigo Bank or Bendigo Telco in controversial issues or expose the Group to adverse criticism will be avoided. Recipients must be engaged in legal activities that are considered acceptable by normal community standards.

The following sponsorships are regarded as being inappropriate under this policy:

- Political organisations.
- Events or programs that denigrate, exclude or offend minority groups
- Events that create environmental hazards
- Programs that may present a hazard to the community
- Programs that do not reflect community standards
- Programs sponsored by competitors

SDCE reserves the final right of veto on all sponsorships that carry the SDCE name and/or logo.

Application Process

- Guidelines & Application Forms are available from our website <http://www.strathfieldsaye.com.au>
- Applications must be submitted on the online Application Form





Sponsorship Application Form

Please complete this application and email to: sdce@strathfieldsaye.com.au

Name of Organisation: _____

Address: _____

Contact Details: **Name:** _____

Phone: _____

Mobile: _____

Email _____

ORGANISATION DETAILS

Is your Organisation incorporated? **Yes/No** **Incorporation**

Does your Organisation have an ABN **Yes/No** **Number:** _____

Number? **ABN Number:** _____

Is your Organisation registered for GST? **Yes/No**

PROJECT DETAILS

Project Name: _____

Amount Requested: \$ _____

Total Project Cost: \$ _____

Are you willing to accept partial funding? **Yes/No**

If so, what amount is needed to be useful? \$ _____

Describe your project:





When will the Project take place?

How will this sponsorship add value to the well being of the community?

What exposure will the SDCE be given during and following the project/initiative?

Does your organisation currently promote and support the SDCE?

Has the SDCE sponsored your initiative/project or organisation previously?



Does your organisation, or this event (if applicable), have any sponsorship arrangements with any other Bank (including other Bendigo Bank Branches)?

If yes, please give details

Successful applicants will be required to grant permission for Strathfieldsaye & District Community Enterprise to:

- use photographs of your project for marketing purposes, if required;
- provide a representative to attend function / event, if appropriate;
- use your organisation's name in conjunction with our advertising;
- add your organisation's name to our successful sponsorship recipients list;
- display an advertisement board at the event or project site;

Declaration by Applicant:

I / we have read the program guidelines and declare that the information given in this application is correct and the organisation I represent is supportive of this nomination and willing to undertake the project proposed in this application.

Signature

Signature

Name

Name

Position

Position

