

Community Bank
Toora & Foster

 Bendigo Bank

Sponsorship program guidelines

For eligible organisations in our community

Version 5.0

Prepared: 6 Oct 2025

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

Introduction

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

This is only made possible by the customers of our Community Bank. Growing our customer base allows this unique banking model to thrive and increases our capacity to sponsor more organisations into the future.

We encourage a diverse range of organisations to apply for sponsorship through the Community Sponsorship Program. In this document you will find our guidelines, which should assist you in completing a successful application.

What is a sponsorship?

A sponsorship is an arrangement with Community Bank Toora & Foster to support an event, activity club 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 and providing marketing content.

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
- Requests to fund ongoing costs Eg: amenities are not sponsorships

Sponsorship program objectives

The objectives of our sponsorship program are to:

The Community Bank Toora & Foster looks to develop sponsorship partnerships that are mutually beneficial.

Specifically, we look for sponsorships that offer:

- Community visibility
- Opportunities to promote the Community Bank and to tell our story.
- Strong support for our Bank from committees, encouraging members and parents to bank with the Community Bank Toora & Foster.

There are a few minimum obligations and opportunities for the Bank's community partners. Applications will be considered in the following categories and will be tailored to your specific organisation.

Organisations that successfully receive sponsorship will be asked to submit an annual review form detailing how they have met their conditions of sponsorship.

Minimum Conditions (where relevant)

Open an active banking account with the Community Bank Toora & Foster

Committee Members to be encouraged to bank with Community Bank Toora & Foster.

Encourage members to bank with Community Bank Toora & Foster and provide an opportunity for a Bank representative to address a meeting of members to tell our story.

Permanent signage at venue or organisation

Internal promotion: logo, web links and sponsorship attribution to be included on partner's website, print and e-newsletters, posters, flyers, banners and relevant signage.

Provide a Photograph and short summary of the event / season preferably with a Community Bank Board or Staff member with key organisers.

Organisation to forward Community Bank newsletter or promotional material to email list where appropriate or display hardcopy at venue.

Sponsor acknowledgement by at least one social media post i.e. Facebook or/and story in the local newspaper

Additional Benefits We May Offer

Access to Community Bank marquee for one off events (3m x 3m) (Booked through the Community Bank Toora Ph 5686 2000)

Key dates

Sponsorships are assessed by the Community Bank Toora & Foster Board as per table below.

	Submissions open	Submissions Close
Round 1	1st February	28 th February
Round 2	1st May	30 th May
Round 3	1 st September	30 th September

All Submissions will be notified of the outcome within 4 weeks of the Round Close date.

You must submit your sponsorship applications at least 4-6 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 Australian organisation/Australian citizen
- Have a valid Australian bank account, with preference given to Community Bank Toora & Foster account holders.

- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored initiatives must be located in the Promontory District and/or its residents.
- Sponsored initiatives must deliver clear business acquisition outcomes for Community Bank Toora and Foster.

Ineligible entities

The following entities are ineligible for funding:

- Applications will not be considered if the club / organisation has an overdue acquittal from previous 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:

- takes place outside of postcodes 3957, 3958, 3959, 3960, 3962, 3964, 3965, 3966 or 3956 (Meeniyan, Walkerville and Dumbalk only)
- does not benefit the residents of the above defined area
- 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: [Home Page - Community Bank Toora & Foster](#) You must submit your sponsorship application at least 4-6 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:

- 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 licenses 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.

Decisions on applications

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

Managing your sponsorship

Keeping us informed

You must notify us about anything which is likely to impact on 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 Toora & Foster

Email: admin@pdfg.org.au

For technical support with application hub

SmartyGrants—Our Community

Phone: 03 9320 6888

Email: service@smartygrants.com.au