

Sponsorship program guidelines

For eligible organisations in our community

Version 4.0

Prepared: 03 March 2025

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

Introduction

Community Bank Deloraine & Districts branch is operated by Meander Valley Financial Services Limited (MVFSL), a community owned company which dedicates a significant portion of its profits to supporting the local community.

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 with a targeted use of funds in response to community needs.

MVFSL funds programs, projects and activities which will benefit the community, contributing to the development of community welfare, environmental, health, education and arts or cultural areas.

What is a sponsorship?

A sponsorship is an arrangement with Community Bank Deloraine & Districts 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.

Program objectives

Sponsorships must:

- Create tangible benefits to the wider community.
- Support local initiatives that have long lasting positive benefits

Key dates

Check the website to determine whether sponsorship rounds have opening dates, or are 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 Australian organisation/Australian citizen with a valid Australian bank account.
- Be a current Community Bank Deloraine & Districts customer, or willing to become customer.

- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored initiatives must be in Deloraine and surrounding districts
- Sponsored initiatives must deliver clear business acquisition outcomes for Community Bank Deloraine & Districts.

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 or managed outside Deloraine and surrounding districts
- 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 Criteria

Applications are assessed by the MVFSL Business Development Committee monthly and the following criteria are applied:

- the reach of the sponsorship across the community.
- benefits provided by the sponsored individual/organisation.
- current level of support for the Community Bank demonstrated by the applicant.
- locality of club or event

Sponsorship application process

- Complete an online application form
- If an application is successful, acceptance of an online agreement and permissions consent is required

- A tax invoice will need to be emailed to the MVFSL Treasurer for you to receive your funding. (Invoice template will be provided as part of online agreement)

Invoice to be forwarded to:

Business and Development Committee

Meander Valley Financial Services Ltd

PO Box 423 DELORAINE TAS 7304

or email it to DeloraineMailbox@bendigobank.com.au

or deliver it to Community Bank Deloraine & Districts branch at 49 Emu Bay Road, Deloraine

- Online acquittal report to be provided upon completion of the project/program or activity.

Any applicant that receives funding is required to complete a Sponsorship Acquittal Report. This will then be used to assist in measuring the success of the sponsorship

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 Deloraine & Districts](#)

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

Timing of notifications will vary; however, applicants are usually notified of the outcome of their application by email.

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 to 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 Deloraine & Districts

Phone: 0488 319 983

Email: lindy.norton@mvfs.com.au

For technical support with application hub

SmartyGrants—Our Community

Phone: 03 9320 6888

Email: service@smartygrants.com.au