



Harbord Financial Services Limited

Freshwater
Community Bank®
Branch



Community Support Sponsorship Application

Freshwater **Community Bank®** is managed by Harbord Financial Services Ltd. Harbord Financial Services Ltd is a franchise of Bendigo Bank Ltd.

As a committed community contributor, we offer sponsorship to many local clubs, teams and events. Your application will go through a review process with our board of directors, and is subject to the information outlined below.

Name of Organisation: _____

CONTACT DETAILS OF PERSON APPLYING ON BEHALF OF ORGANISATION:

Contact Person: _____ Position: _____

Postal Address: _____

Ph: _____ Fax: _____ Mobile: _____

E-mail: _____

CURRENT EXECUTIVE COMMITTEE:

PRESIDENT: _____ Email: _____

VICE PRESIDENT: _____ Email: _____

SECRETARY: _____ Email: _____

TREASURER: _____ Email: _____

ORGANISATION DETAILS:

Please tick the most appropriate category for your type of organisation:

- | | | | |
|----------------------------------|-------------------------------------|----------------------------------|---------------------------------|
| <input type="checkbox"/> Club | <input type="checkbox"/> Event | <input type="checkbox"/> School | <input type="checkbox"/> Church |
| <input type="checkbox"/> Charity | <input type="checkbox"/> Government | <input type="checkbox"/> Leisure | <input type="checkbox"/> Other |

Website for your Organisation: _____

Description of your Organisation: _____

ABN: _____ GST Applicable GST Not Registered (GNR

Geographic Area covered by your organisation: _____



Number of members in your organisation: _____

How do you currently communicate with your members?

- Newsletter Name: _____ Email Phone
- Registration Annual Events Game Days Mail

Describe how you advertise your organisation _____

SPONSORSHIP REQUIREMENTS:

Please be specific as this information will determine our ability to support your organisation for the financial year.

SPONSORSHIP PURPOSE/EVENT: _____

WHO WILL BENEFIT? _____

Will this sponsorship include any of the following:

- TV Coverage Website Coverage Email Coverage Print / Mail

AMOUNT REQUIRED: _____ DATE REQUIRED BY: _____

(please note: we are not able to assess your application without an amount stated)

Please attach a description of how your event/organisation benefits the community, and an itemized listing outlining related costs involved.

Will you be receiving funding from other sources? _____ Please specify:

	AGENCY / ORGANISATION NAME	AMOUNT	Confirmed / Approved
NSW Government			
Fundraising			
Revenue			
Other			

CURRENT BANKING INFORMATION:

Do you have existing accounts with Freshwater **Community Bank®**? Yes / No

If Yes, please supply current customer &/or account numbers: _____

If no, would you consider transferring your banking requirements for the club/event to Freshwater

Community Bank®? _____



CONTINUING OUR ABILITY TO SUPPORT YOUR ORGANISATION:

Freshwater **Community Bank®** contributes a large portion of its profits back into the community. With more business from your members, the more we can contribute to your organisation / event each year.

Are you able to promote this concept to your members? _____

What opportunities are there for us to promote this concept to your members? _____

What do you know of the Bendigo Bank / Freshwater **Community Bank®** model?

How would your organisation assist in its relationship and business development to include the synergy and fostering of the relationship between our organisations?

By us supporting your organisation how can you assist us to grow our business so we can maintain our support of your organisation?

Please provide a date that our Branch Manager and a Director can come and give a presentation to your organisations members

BRAND EXPOSURE FOR FRESHWATER COMMUNITY BANK®:

We supply various forms of promotional items for you to use at events. By giving us maximum exposure, your members and other members of the community can see that we support your organisation. Please tick the following items you can use & the frequency of use:

Shade tent / canopy _____

Banner _____

Teardrop Flags _____

Show bags / other promo _____

We would also like to participate in your events, award nights and fundraising activities.

What opportunities are there for us to represent our business in person?



Harbord Financial Services Limited



Due to privacy laws, do you have signed authority from your club members to use photographs in newsletters and other publications? _____

We may like to use photos from your events in our newsletters, do you foresee this being a problem? Yes / No

Any further comments regarding this proposal: _____

By signing this application you are bound by the information you have given, and are governed by this information to represent the bank accordingly. You are also consenting to Freshwater Community Bank® using your organisation's name in future promotions.

We reserve the right to request further requirements on your behalf, to ensure we maximize our involvement.

Please sign:

Signature: _____

Name: _____

Position: _____

Date: _____

For further enquiries regarding this application, please contact:

Freshwater **Community Bank**® 20 Albert Street Freshwater NSW 2096 PH 02 9939 6744 FX 02 9939 6844
info@harbordfinancialservices.com.au

SPONSOR'S APPLICATION CHECKLIST:

	OFFICE USE:
<input type="checkbox"/> HAVE YOU SPECIFIED AN AMOUNT?	DATE RECEIVED:
<input type="checkbox"/> HAVE YOU SPECIFIED DATE REQUIRED?	NEXT SPONSORSHIP MEETING:
<input type="checkbox"/> HAVE YOU ATTACHED DESCRIPTION/COSTINGS?	NEXT BOARD REVIEW:
<input type="checkbox"/> HAVE YOU SIGNED THIS FORM?	APPROVED:

Harbord Financial Services Limited ABN 25 097 282 525
Franchisee of Bendigo Bank Limited, Fountain Court, Bendigo, VIC 3550
ABN 11 068 049 178 AFSL No. 237 879

SPONSORSHIP RECIPIENT TERMS AND CONDITIONS CHECKLIST 2017

HARBORD FINANCIAL SERVICES LIMITED

A.B.N. 25 097 282 525

20 Albert Street, Freshwater NSW 2096

info@harbordfinancialservices.com.au

Phone: 9939 6744 Fax: 9939 6844

Club / Organisation / School:
President:
Contact for Sponsorship:
Address:
Email:
Phone:



Please tick terms and conditions	(FCB = Freshwater Community Bank)	Explanation
Complete FCB feedback form as soon as it is received by email	<input type="checkbox"/>	At financial year end you must complete FCB feedback form with additional photos and information
Provide with feedback form an itemised costing of how sponsorship funding has been spent	<input type="checkbox"/>	Confirm details that sponsorship funding has been spent where required as per application
FCB has naming rights as main sponsor for your event	<input type="checkbox"/>	If FCB is the main sponsor then FCB must be promoted as such
FCB are the main sponsor of your organisation	<input type="checkbox"/>	
FCB are a complimentary sponsor	<input type="checkbox"/>	
Your organisation uses our FCB logo according to style guide	<input type="checkbox"/>	Use our specific FCB logo on all - not the Bendigo Bank logo
FCB logo appears on your website as main sponsor	<input type="checkbox"/>	If FCB is the main sponsor then we must be promoted as such on your website
You will place FCB Logo on your website	<input type="checkbox"/>	FCB requires a prominent position on your website
You have a link to www.harbordfinancialservices.com.au on your website	<input type="checkbox"/>	A link to www.harbordfinancialservices.com.au is required for the duration of the sponsorship
A representative from your organisation will attend the FCB AGM to accept sponsorship	<input type="checkbox"/>	FCB will invite you to attend its AGM to accept sponsorship recognition
Your organisation utilises print communications	<input type="checkbox"/>	FCB logo is required to appear on all print communications e.g. Registration forms/newsletters/posters
FCB is invited to speak at your events	<input type="checkbox"/>	FCB would like to attend your main events, present prizes, and be able to tell our story
FCB can give short presentation at AGM	<input type="checkbox"/>	FCB can present our story at your AGM...5 minutes
Your organisation's apparel is branded with FCB logo	<input type="checkbox"/>	Artwork proofs and final pictures to be supplied as evidence
Have you purchased other items that have been branded with FCB logo	<input type="checkbox"/>	Supply details of items e.g. Kit bags/marker flags/balls etc
You use FCB canopies responsibly and are accountable for damage	<input type="checkbox"/>	FCB will make canopies available for use and any damage will be invoiced direct to your organisation
You use FCB Flags at events and are accountable for damage	<input type="checkbox"/>	FCB will make flags available for use and any damage will be invoiced direct to your organisation
You use FCB banners at events and are accountable for damage	<input type="checkbox"/>	FCB will make banners available for use and any damage will be invoiced direct to your organisation
Other FCB promotional marketing items used	<input type="checkbox"/>	e.g. FCB Water bottles/pens/enviro bags - List items here
You supply FCB with photos of main events	<input type="checkbox"/>	
You provide news stories for inclusion in Freshwater News (FCB Newsletter)	<input type="checkbox"/>	Freshwater News is your newsletter. We need your input to succeed
You will distribute Freshwater News to your members	<input type="checkbox"/>	You can email Freshwater News to your members or FCB will supply hardcopies on request
You will include a FCB advert in your organisation's Newsletter	<input type="checkbox"/>	
You can 'like' us on Facebook	<input type="checkbox"/>	Like our Facebook site so that we are linked to your Facebook
You can 'follow' us on Twitter	<input type="checkbox"/>	Follow @BendigoFreshie so that we are linked to your twitter account
Your organisation will encourage members to open accounts with FCB	<input type="checkbox"/>	FCB needs more business. The more business FCB generates the more sponsorship funding available
Allow our prominent signage at club/school	<input type="checkbox"/>	FCB will provide signage based on our standard specifications
All goods purchased with sponsorship funding from any supplier are to be invoiced direct by the supplier to Harbord Financial Services Limited	<input type="checkbox"/>	In this way you benefit by getting full value for your club
General sponsorship will be invoiced by your organisation	<input type="checkbox"/>	Sponsorship will be paid on receipt of 'tax invoice' on letterhead of club/organisation. Also add on ABN & GST if applicable. FCB will allocate a month to received invoice.

Signing Authority		
<i>It is agreed that</i>	<i>(organisation) will make every effort to commit to those items checked above.</i>	
<i>FCB can only provide continued Sponsorship by attracting more business as costs rise. It is in your interests to be an advocate for Freshwater Community Bank and we must ask you to commit to these conditions Two representatives of your organisation are required to sign this form</i>		
Signed:	Name:	Position:
Signed:	Name:	Position:

Please return this form on receipt of your approval letter



Harbord Financial Services Limited



SPONSORSHIP POLICY

Harbord Financial Services Limited undertakes sponsorship to enhance the company's image as a good corporate citizen. We do this by supporting community events and initiatives that support our bank and therefore our community.

It should be noted that the following document is a guide only for Harbord Financial Services Limited Sponsorship Payments.

SPONSORSHIP

Sponsorship is recognised as the purchase of tangible potential rights and benefits associated with an event or organisation, which results in increased brand awareness, communication of key messages and increased customer base.

Sponsorships are awarded to increase awareness of the Bendigo Bank Freshwater **Community Bank**[®] Branch brand and /or products and provide a financial return on investment to the Freshwater **Community Bank**[®] Branch by increasing the customer and business base.

Sponsorship is used to enhance our company's message as a community based organisation, to improve our image within the broader community and to maintain or develop further relationships with communities and groups.

NB: Sponsorship is not advertising, hospitality or return of favour and does not include Donations or Grants.

Sponsorship Guidelines

Sponsorships are generally awarded to the customers (and affiliated community organisations) of the Freshwater **Community Bank**[®] Branch.

Customers / organisations requesting sponsorship will be required to make a submission, using the appropriate application form and supporting documents to the Freshwater **Community Bank**[®] Branch detailing the nature of the sponsorship sought outlining the need and benefit to the local community.

Requests received throughout the financial year that do not meet these guidelines but are deemed to be of substantial need or benefit to the local community, may be considered by the Sponsorship Committee and recommended to the Board for approval.

Sponsorship that could involve the Freshwater **Community Bank**[®] Branch or Bendigo Bank in controversial issues or expose the organisations to adverse criticism will be avoided. Recipients must be engaged in legal activities that are considered acceptable

by normal community standards. Sponsorship must align and be consistent with Bendigo Bank's corporate image and identify as a community based organisation.



Harbord Financial Services Limited



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

- Political or Religious Organisations
- Events or programs that denigrate exclude or offend minority groups
- Events associated with gambling
- Events that create environmental hazards
- Events that may present a hazard to the community
- Programs that do not reflect community standards
- Programs sponsored by competitors, without strong consideration of the organisation's benefits to the community.

All requests from these organisations must be considered by the Marketing Committee prior to commitment being given.

SPONSORSHIP ALLOCATION

As part of the annual budgeting process for the Freshwater **Community Bank**[®] Branch, the Directors of Harbord Financial Services Limited will determine the Sponsorship budget for the forthcoming year.

Based on the above guidelines the Sponsorship Committee shall make allocations within the approved budget.

The Sponsorship Committee (with the approval of the Board of Directors of Harbord Financial Services Limited) reserve the right to allocate sponsorship payments at their discretion.

Harbord Financial Services Limited Sponsorship Committee

The Committee members are appointed by the Board of Directors shall consist of at least 3 members.

The Chairman of the Committee is to be a Director of Harbord Financial Services Limited and the other members are to be either Directors and / or Ambassadors of Harbord Financial Services Limited.

The Branch Manager and Marketing Manager of the Freshwater **Community Bank**[®] Branch will be invited to attend each monthly meeting of the Sponsorship and Marketing Committees.

The minutes of the Sponsorship and Marketing Committee meetings will be tabled at the following monthly meeting of the Directors of Harbord Financial Services Limited.