Sponsorship program guidelines

For eligible organisations in our community

Version 5.0
Prepared: Monday 25 August 2025

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

Bendigo Bank

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 Geraldton 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.

Key dates

Sponsorship applications are accepted all year round and are assessed monthly. For you application to be considered, submissions need to be received by close of business on the 2nd Friday of the month.

Applications received after this date will be assessed in the following month.

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 organization or group with a valid ABN and a registered Community Bank Geraldton account matching the organization's name.
- Be a current Community Bank Geraldton customer, or be willing to open an account with us (funding will only be paid directly into this account).
- Have no other financial institutions as sponsors (including other banks, mortgage brokers, or insurance providers).
- Ensure the sponsored initiative is located within the Greater Geraldton region and its surrounding districts.
- Demonstrate clear business acquisition outcomes for Community Bank Geraldton.
- Note that requests for uniforms and equipment are capped at a maximum of $1,000.

C2 - Internal Use

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:

- Sponsored by competitor financial institutions or lack clear business acquisition outcomes.
- take place outside the Geraldton or Midwest 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.
- Exclude/offend community members, harm animals, or create health/safety/environmental hazards.

Assessment

We will assess your application against our sponsorship criteria.

Objectives

- The extent to which the proposed initiative aligns with Community Bank Geraldton'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://communitybankgeraldton.smartygrants.com.au/

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 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 within eight weeks of the program closing date.

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

Nicole Howden
Community Bank Geraldton
Phone: 0447 335 181
Email: nicole.howden@bendigoadelaide.com.au

For technical support with application hub

SmartyGrants–Our Community
Phone: 03 9320 6888
Email: service@smartygrants.com.au