

Sponsorship Program

Applicant guidelines

For eligible organisations in our community

Updated April 2025

Introduction

Creswick & District Financial Services Ltd (CDFFS) was established to deliver banking services through the operation of a franchise agreement with Bendigo Bank.

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. With thanks to our banking customers, we are to offer financial support to our community through our sponsorship program.

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

You should **read these guidelines before beginning your application.**

What is a Community Sponsorship?

A sponsorship is an arrangement with Community Bank Creswick & District to support an event, activity, or organisation through the provision of money, goods or services.

Our sponsorships seek to achieve the twin goals of supporting the applicant while also providing business development opportunities and thus a “return” on the sponsorship for our Community Bank Branch. The recipient is required to provide benefits that will assist us to increase our banking business and enable us to continue funding the sponsorship program.

Note:

- Charitable donations are not sponsorships. Please contact admin@cdfsl.com.au for more information on donations.
- Direct advertising is not considered a sponsorship.

CDFFS Community Investment Strategy

It is the board's decision how funds are allocated to the community; however, our community investment strategy is to:

- add value to the community,
- have a tangible positive benefit,
- protect the integrity of the Community Bank and Bendigo Bank brands,
- be relevant to the wider community,
- be non-politically motivated,
- be consistent with statements made to the community when promoting the Community Bank concept,
- enhance business development opportunities,

- support legal activities that are considered acceptable by normal community standards,
- align with our image and identity as a community-based organisation.

Community Sponsorship program objectives

The objectives of our sponsorship program are to:

- Support community organisations while providing business development opportunities for our community bank.
- Enhance our message that the Community Bank Creswick & District is supporting local events and organisations.

CDFS Community Sponsorship Matrix

Prior to applying, please refer to our Sponsorship Matrix.

The Sponsorship Matrix clearly outlines the benefits that applicants must offer to our Branch to be eligible for each level of funding. We understand that not all applicants are able to offer each of the items noted in the Matrix, so if you are unable to offer an item, please ensure you offer a commensurate benefit as part of your application.

Benefits offered over and above those outlined in the matrix will be viewed positively and assist in a successful outcome.

General Rules

Before you attempt to apply for funding it will be useful for you to understand the following general rules that apply to any application. Generally, CDFS is unlikely to approve funding if:

1. You have received funding from CDFS in the last 12 months.
2. You apply for funding as, or on behalf of, an individual person.
3. You do not already have a banking account with the Community Bank Creswick & District.
4. You have failed to supply acquittal details or comply with funding conditions for any previous grant or sponsorship funding.
5. You are applying on behalf of a commercial enterprise.
6. Your application seeks 100 percent funding from CDFS. (It is expected that community organisations will detail what funding or in-kind effort they will supply towards the initiative/project which outlined in the application).

Key dates

Community Sponsorship rounds for amounts up to \$3,000 are available throughout the year. We have 5 separate funding rounds and key dates can be found on our website.

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 a current Community Bank Creswick & District customer, or willing to become a Community Bank Creswick & District customer.
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc.
- Sponsored clubs or activities must be located in Creswick or the surrounding District serviced by our community bank.
- Sponsored initiatives must deliver clear business acquisition outcomes for Community Bank Creswick & District.

Who is ineligible

The following entities are ineligible for funding:

- Individuals & for-profit organisations
- Applicants who have failed to adequately acquit previous funding or comply with previous funding conditions.

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 outside of **Creswick & District**
- 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

Assessment Criteria

Your application will be competitively assessed against the following criteria:

Criterion 1: Sponsorship activation potential (40%)

- Does the sponsorship have the potential to deliver business acquisition outcomes.
- Does the sponsorship have the potential to deliver increased brand awareness/recognition.
- Does the sponsorship align with our align with our marketing objectives and target audience.
- Does the sponsorship provide an opportunity for our Branch staff to promote products and services.

Criterion 2: Alignment with Community Sponsorship Program objectives (25%)

- How well aligned is the application with CDFS's vision, values, goals and objectives.
- Does the application have demonstrated benefits for our community and/or the applicant's organisation.

Criterion 3: Value for money (20%)

- Is the sponsorship good value for money
- Are the benefits of this sponsorship commensurate with the amount of funding requested.
- Is the applicant contributing their own financial or in-kind support to the activity/initiative.

Criterion 4: Feasibility (15%)

- There is adequate lead time for the sponsorship to be effectively activated and leveraged.
- Does the applicant have a demonstrated capacity to adhere to the sponsorship conditions.

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 www.grants.cdfsl.com.au

Prior to applying you should consider the Sponsorship Matrix and whether you can comply with the conditions outlined in the Matrix

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.

Please include details that 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 one month of the program closing date.

Managing your sponsorship

Keeping us informed

You must notify us about anything which is likely to impact your organisation's ability to adhere to conditions.

You must also notify us if:

- any other financial institutions become sponsors of the event or your club.
- you are planning any other initiatives in addition to the sponsored event

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.

Reporting requirements

You will be required to complete a sponsorship acquittal form within **four 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.

Privacy information

[.View our privacy policy.](#)

Enquiries

Application queries

In person to Community Bank **Creswick & District**

Creswick & District Financial Services, Company Secretary: **Narelle Barrett**

Email: admin@cdfs.com.au

For technical support with application hub

SmartyGrants–Our Community

Phone: 03 9320 6888

Email: service@smartygrants.com.au