

# Sponsorship program applicant guidelines

For community sponsorship applicants

Version 4.0

Prepared: 11 June 2025

This guideline has been prepared to help you apply for our community sponsorship funding.

## Introduction

This sponsorship program is administered by Community Bank Neerim District.

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

Your community and not-for-profit organisation can apply for funding to support events and organisations that offer clear community benefit, contributing to social outcomes, community welfare, in environmental, health, education, or cultural areas.

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.

## Sponsorship program objectives

The objectives of our sponsorship program are to:

- Support a flourishing, healthy and united Neerim District community
- Promote activities that support the equitable provision of services and activities in the community
- Partner with organisations that are committed to supporting their own development and that of the Neerim District community in general.

## Eligibility

You must:

- Be an incorporated community or not-for-profit organisation
- Have a project partner if you are not an incorporated organisation. A project partner is an incorporated community or not-for-profit organisation that is willing to enter into the funding agreement on your behalf and help you to deliver the project
- Have a valid Australian bank account.

## Who is ineligible?

- Individuals or unincorporated organisations without an eligible project partner
- For-profit organisations
- Applicant organisations (or partner organisations) with an unsatisfactory result to an 'Anti Money Laundering/Know Your Customer' search.

We will not sponsor any initiatives which:

- take place outside of Neerim District
- 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 Neerim District'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.

**The Sponsorship Program is for requests of \$2,000 or less.**

You must use our application hub to complete and submit your online application.

Access our application hub here: <https://communitybankneerimdistrict.smartygrants.com.au/>

You must submit your grant 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 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.

### Grant 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.

### Privacy information

[View our privacy policy.](#)

## Enquiries

Application queries

Community Bank Neerim District

Phone: Stacey Alfred 0461 393 379

Email: [communityengagement@ndfs.com.au](mailto:communityengagement@ndfs.com.au)

For technical support with application hub

SmartyGrants–Our Community

Phone: 03 9320 6888

Email: [service@smartygrants.com.au](mailto:service@smartygrants.com.au)