

Sponsorship program guidelines

For eligible organisations in our community

Version 4.0

Prepared: 25 March 2026

These guidelines have been designed to help organisations in our communities to apply for sponsorship funding.

Introduction

Proudly Supporting our community

With the support of our residents and businesses using our Banking facilities since opening in 2003, San Remo Financial District Services Ltd (SRDFS) are in a position where we can share a portion of the revenue generated from community banking District groups and/or organisations benefit from these efforts.

All funds distributed by SRDFS are a direct result of customers banking with our Community Banks in San Remo, Cowes and Grantville - it's a great reason to be part of your Community Bank.

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

What is a sponsorship?

A sponsorship is an arrangement with San Remo District Financial Services Ltd 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.

Sponsorship program objectives

1. To distribute part of the bank's profits
2. To help improve the standards of living in recreation, education and entertainment for residents within the San Remo, Cowes and Grantville districts
3. To assist members of the community in need
4. To provide financial assistance for community groups to develop well-planned events & projects to further benefit their members and the community
5. To provide leverage to assist Community groups to get other grants (e.g. with Government bodies)
6. To create a positive Community Bendigo Bank brand association with new and existing customers within our community
7. To provide a financial return on investment by increasing the customer and business

Planning

We recommend all applicants speak with a director prior to submitting the application form. Please email admin@srdfs.com.au to arrange this.

Applications can be submitted throughout the year; however, a minimum of two months lead-time is required prior to the commencement date of the event.

Please note that receiving a sponsorship one year does not guarantee funding for subsequent years.

A new application must be provided each financial year; there are no 'rolling' sponsorships.

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.

Funding

Funding is available annually provided the Banks have continued community support.

Applicants are expected to secure other contributors' commitments for the balance of the funds to meet the total cost of the sponsorship/ project.

Qualifications

1. That you and your group, organisation and members, actively support and promote the Banking services provided by San Remo, Cowes and Grantville Community Banks
2. That your group operates in or for the San Remo, Cowes or Grantville districts
3. The Management or Executive Committee will be the legally constituted applicant for an organisation or Group
4. Applicants must provide an ABN or ACN where applicable; we will require an invoice for payment of sponsorships

Eligibility

1. To be a customer of one of the San Remo, Cowes and Grantville Community Banks.
2. To be a legally constituted non-for-profit Community Group within our catchment* area.
3. To be legally affiliated in a Sporting Complex or multi-use organisation or group using joint facilities within our catchment area

Types of projects considered for Funding

Club /Group Sponsorship

- Event Sponsorship
- Community projects
- Purchase of item/s or article/s beneficial to member/s of the Community (i.e. defibrillator)
- Community prizes
- Advertising/marketing for community event
- Signage

Exclusions

Funds are not available for:

- Applications that do not benefit the communities of San Remo, Cowes or Grantville
- Events which have already commenced or have been completed, or are scheduled for the next financial year
- Initiatives which are illegal, attempt to change the law or direct political donations
- Support for political organisations
- Events that promote alcohol, tobacco or gambling
- Alterations or additions to Council property

- Wages
- Donations
- Accommodation and food
- Rental of premises
- mistreat, exploit, or harm animals or their environment
- present a danger to public health or safety
- Initiatives which exclude or offend any part of the community
- encourage violence or involve the use of weapons
- create environmental hazards
- contribute to modern slavery

We also won't sponsor organisations or projects that:

- are also sponsored by a competitor financial institution e.g. banks, brokers, insurance providers
- Organisations that have not fulfilled the Board's requirements for previous funding
- do not deliver clear business acquisition outcomes for our Community Bank.

Please note: The Board has the discretion to exclude certain events/requests if deemed contravening to the Bendigo and Adelaide Bank Sponsorship Policy

Assessment

All sponsorship/projects will be assessed according to the following key principles

1. Objectives (20%)
2. Feasibility (25%)
3. Program Activation Potential (40%).
4. Value for money (10%)

Applications

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://communitybanksanremodistricts.smartygrants.com.au/>

You will receive a confirmation email to your registered email address once your application has been submitted.

Receipt of an application does not imply approval. Applications that demonstrate strong customer support will receive favourable consideration by the Board. Our Shareholders would not condone our Bank Board providing Sponsorship to organisations, groups or person/s that do not support our Community Banks.

The Board's director's decision to approve or decline an application will be final and branch staff are not to be questioned about Board decisions.

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:

- 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, landholder permission).
- 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 e.g. recent annual report, audited financials, current 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.

Board requirements

If your application is successful, the Bank's Board will require exposure of our brand through advertising or promotion of Bendigo Bank approved products.

Applicants must agree to appropriate Bendigo Bank sponsorship signage at the event/ project premises and supply imagery approved for social and print media to admin@srdfs.com.au as soon as possible.

You will be required to sign a sponsorship agreement, which will be provided to you. Please read the agreement carefully before agreeing to terms, as non-compliance could result in being asked to return sponsorship funds.

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. Failure to do so may result in future applications being declined.

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

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For technical support with application hub

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