



Event Sponsorship Application Guidelines

Event Sponsorship Program Details:

Community Bank Mansfield & District's Event Sponsorship Program is guided by our commitment to investing in the growth of a resilient, sustainable, and thriving Mansfield & District community. Through strategic sponsorship of local events, we aim to strengthen community connection, support regional vibrancy, and create opportunities that deliver lasting social and economic benefit.

We recognise that events play an important role in bringing people together, fostering community pride, supporting positive health and wellbeing, and enhancing the liveability of our region. From established festivals and community celebrations to new and emerging initiatives, our sponsorship program is designed to help create inclusive experiences that encourage participation, connection, and local engagement.

To better support local event organisers, our new Event Sponsorship Express Application offers up to \$2,000 per event for eligible applicants. Designed with busy community groups in mind, the streamlined application process is open year-round, until funds are exhausted, and focuses specifically on supporting events without the need to wait for our annual funding round.

To ensure applications can be properly assessed and sponsorship opportunities effectively leveraged, all requests must be submitted at least 10 weeks prior to the event date. This timeframe allows for thorough decision-making, planning, and collaboration to maximise outcomes for both the event and the broader community.

As a community owned bank, we believe in giving back to the community that supports us. Through our event sponsorships, we seek to strengthen the social fabric of the Mansfield district, support local economic activity, and help create vibrant events that bring lasting value to our region.

Who is eligible to apply for a Sponsorship?

To be eligible for a Sponsorship, applicants must meet the following criteria:

- Must be a Not for profit, community organisation with a valid ABN or be a group that is auspiced /partnered by such an organisation.
- Must be based in or servicing the Mansfield District community with a valid Australian bank account.
- Not have any other sponsors who are financial institutions. This includes banks, brokers, insurance providers etc (unless special conditions apply).
- Must deliver clear business acquisition outcomes for the Community Bank Mansfield & District.

NOTE: If you are using an auspiced / partnering organisation, they must confirm that they support the project, will receive the funds on behalf of the applicant, apply the funds to the project and detail how they are adding value to the project.

Who is not eligible to apply Sponsorship?

- Previously funded groups who have not acquitted funding to the satisfaction of the Community Bank Mansfield & District.
- Events or programs associated with gambling, illegal activities, political or religious purposes.
- Events or programs that encourage violence or mistreat, exploit, or harm animals, create environmental hazards or present a danger to public health or safety.

How to Apply

- To apply, applicants must complete and submit the online Event Sponsorship Express Application form via the application portal - <https://communitybankmansfield.smartygrants.com.au/>
- A confirmation email will be sent to the registered email address once the application has been successfully submitted.

Funding Availability

- Eligible applicants may apply for up to \$2,000 per event.
- Applications are open year-round until available sponsorship funds are exhausted.
- Funding is limited and available only while allocated program budgets remain available. Community Bank Mansfield & District reserves the right to amend, suspend, or close the Event Sponsorship Express Application program at any time without notice.
- Submission of an application does not guarantee funding or sponsorship support.

Application Timeframes

- Applications must be submitted a minimum of 10 weeks prior to the event date.
- This lead time is required to allow for appropriate assessment, decision-making, planning, and activation of sponsorship benefits.

Application Requirements

- Applicants must provide sufficient detail within the application, including but not limited to:
- Event overview
- Proposed sponsorship benefits
- Details of other confirmed or prospective sponsors and funding sources
- Event budget and estimated attendance (where applicable)

Compliance & Supporting Documentation

- Applicants may be required to provide evidence of:
- Relevant licences, permits, and approvals required to deliver the event
- Current public liability insurance and any other relevant insurances
- Compliance with local, state, and federal laws and regulations

For events or activities involving children or young people, applicants must also provide:

- Evidence of valid Working With Children Checks for relevant personnel
- A current Child Safety Policy or equivalent safeguarding documentation

Assessment Process

- Applications will be assessed against the objectives of the Community Bank Mansfield & District Event Sponsorship Program, including community benefit,

alignment with community values, event impact, and sponsorship opportunities.

- Community Bank Mansfield & District reserves the right to;
- Request additional information;
- Approve funding in full or part;
- Decline any application at its discretion.

Sponsorship Conditions

- Successful applicants may be required to:
- Acknowledge Community Bank Mansfield & District and Bendigo Bank in promotional material and event communications.
- Provide agreed sponsorship benefits and deliverables.
- Complete a Project Acquittal Report within 60 days of your event, submitted electronically through the application portal. The report includes information about the community and sponsorship benefits and a testimonial and 3 – 4 high resolution images from the event.

Managing your sponsorship:

- You must notify us about anything which is likely to impact your organisation and/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 budget;
- 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).

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.

Enquiries and Feedback

Application queries

Emma Wiking
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For technical support with application hub

SmartyGrants–Our Community
03 9320 6888
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