



Community Sponsorship **Application Kit**



sponsorships@warwickcu.com.au
wcu.com.au





ABOUT THE CREDIT UNION

Warwick ,Gympie & Dalby Credit Union group is a customer owned financial institution with an excellent reputation throughout the Credit Union industry and its local regions.

Formed by men and women who believed in the public spirit of putting others first, it has worked to provide financial services to retain money in and benefit the entire community. A focus on helping individuals has been the key to success.

Supporting local towns and communities is an integral part of its philosophy. The network developed from commencement in Gympie in 1968, Warwick in 1970, expanding to Killarney in 1983, Allora in 1992, Inglewood in 2002 and Dalby in 2006.

The Credit Union has over 14,000 member customers, directly employs almost 50 staff (and indirectly many others) and has almost \$400m in assets.

The Credit Union offers home, investment, personal, rural and business loans, savings and fixed interest term investment accounts, insurance and a full range of online and card payments including direct credit and debit, VISA debit cards, Osko fast payments, Google and Apple pays and BPAY.

All profits, most operational spending and considerable sponsorship and investment are kept in local areas to benefit the community.

The Credit Union is overseen by a well credentialed board of directors, highly qualified professional management and well trained, committed staff who are committed to its local identity and values of being local, efficient, responsible and cohesive.

OUR LOCATIONS

We have seven branches across Queensland, primarily in the Southern Downs - but also in Dalby and Gympie.

Each branch has dedicated staff who are local to the area and know what is required when dealing with fellow members of their community.

When making important decisions about your savings, loans and insurance needs choose one of our local branches;

- Head Office Warwick Branch
- Gympie Branch
- Dalby Branch
- Allora Branch
- Killarney Branch
- Inglewood Branch
- Warwick Credit Union Lending Centre

Warwick, Gympie & Dalby Credit Union - the go to local bank!

OUR VALUES, MISSION AND VISION

OUR VALUES

The values of The Warwick, Gympie & Dalby Credit Union are articulated through four different channels

Local: Planning for today and tomorrow. Our focus must benefit existing and new customers alike within the principles of mutuality.

Efficient: Embracing innovation in the way we think, engage with our customers and in the product and services we deliver.

Responsible: Ensuring best practice governance, compliance and practice, sustainability and stability.

Cohesive: Being a cohesive results oriented team with clear accountabilities and strong governance

OUR MISSION

"The Go To Local Bank Building Amazing Things" is a collaborative design from discussions on what customers, staff and others want from the organization. It speaks to the traditions, history and aspirations of customers and staff.

CONTACT INFORMATION

MARKETING TEAM

Phone: 07 4660 5067

Email: sponsorships@warwickcu.com.au

Mail: Attn: Marketing Officer
Warwick Credit Union
PO Box 207
WARWICK, QLD 4370

Visit: Warwick Credit Union
Head Office Branch
101 Palmerin Street
WARWICK, QLD 4370

Website:



ELIGIBILITY

Groups must be not-for-profit organisations to be eligible for sponsorship. We apply the Australian Taxation Office's definition of not-for-profit organisations for the purposes of our Community Sponsorship program.

'A not-for-profit organisation is defined as 'one which is not operating for the profit or gain of its individual members. This applies to direct and indirect gains. Any profit made by the organisation goes back into the operation of the organisation to carry out its purposes and is not distributed to any of its members.'

There are four ways in which we give back to the communities in which we operate.

- Financial Sponsorships
- In-kind Sponsorships
- Marquee Hire for events
- EFTPOS Terminal Hire for events

Sponsorships and donations are assessed in accordance with our community support policy and should fall into one of the following categories:

- Sporting
- Arts
- Education related activities
- Community activities (e.g. festivals & fairs)
- Environmental



As a customer owned credit union, everything we do is in the best interest of our customers. We use our profits to deliver benefits to our customers and to give back to our community.

APPLYING FOR SPONSORSHIP

Each sponsorship request is assessed individually, based on positive community impact, the merit of the application and whether the application has met the criteria and values of the Credit Union.

To be considered for Sponsorship, your event or project should:

- Provide benefits for the local community
- Be of interest to customers of the Credit Union
- Be local to the Credit Union's areas of business (Warwick, Allora, Killarney, Inglewood, Gympie and Dalby).
- Be for groups which share values of the Credit Union or exhibit similar behaviours of being flexible, supportive, approachable, friendly
- Provide the Credit Union with media, promotional and signage opportunities
- Be hosted by a committee or organisation willing to consider bringing their accounts to the Credit Union. Priority will be given to those organisations that have done so.

WHAT WE ARE UNABLE TO SUPPORT

We cannot support the following:

- Individual pursuits such as travel to participate in sporting events or ongoing medical treatment
- Events or organisations involved in commercial activities
- Events where another financial institution, bank or insurance competitor are a sponsor
- Programs that could be detrimental to public health or safety, discriminatory, or offensive to the community
- Projects of a political or religious nature
- Events that encourage smoking, substance abuse, or irresponsible alcohol consumption
- Organisations and events outside the Credit Union's core regions
- Activities that duplicate our existing sponsorships
- Events or projects which create, or could be seen to create, a conflict of interest
- Events or projects with excessive risk, both to the Credit Union, your organisation and participants

If you are unsure about whether we can support your request, please call us on 07 4660 5067.

PLEASE NOTE: All sponsorship applications must be submitted at least 4 weeks before the event or project.

TYPES OF SPONSORSHIP

Platinum Upwards of \$1,000	<ul style="list-style-type: none"> • Exclusive partnership agreement • Continuing and ongoing partnership • High visibility and strong value propositioning • Tailored agreement with specific performance and feedback requirements
Partnering Up to \$1,000	<ul style="list-style-type: none"> • Exclusive financial institution partnership agreement • Ongoing partnerships, across specified yearly term • High visibility and strong value propositioning • Tailored agreement with specific performance and feedback requirements
Major Up to \$500	<ul style="list-style-type: none"> • Major financial institution sponsor • High exposure and visibility within the community • Specific partnership agreement • Targeted performance and feedback requirements
Associate Up to \$250	<ul style="list-style-type: none"> • Smaller scale events and projects • Medium exposure and visibility within the community • Targeted performance and feedback requirements
Supporting Up to \$100	<ul style="list-style-type: none"> • Medium exposure within the community • Prizes and Awards • Marquee Support at events and projects • Targeted performance and feedback requirements

Supporting Up to \$100	Associate Up to \$250	Major Up to \$500	Partnering Up to \$1,000	Platinum Upwards of \$1,000
Conditions	Conditions	Conditions	Conditions	Conditions
Access to Marquee Hire Program	Access to Marquee Hire Program	Invitation for WCU staff to attend your event	Invitation for WCU staff to attend your event	WCU staff to attend your event
	Minimum of 2 photos of group or persons in your organisation participating in activity – i.e. logo on shirts, participating in sports, team photo in front of Credit Union signage.	Minimum of 3 photos of group or persons in your organisation participating in activity – i.e. logo on shirts, participating in sports, team photo in front of Credit Union signage.	Minimum of 5 photos of group or persons in your organisation participating in activity – i.e. logo on shirts, participating in sports, team photo in front of Credit Union signage.	Minimum of 8 photos of group or persons in your organisation participating in activity – i.e. logo on shirts, participating in sports, team photo in front of Credit Union signage.
Social Media Post tagging the Credit Union	Social Media Post tagging the Credit Union	At least 2 Social Media Posts tagging the Credit Union	At least 5 Social Media Posts tagging the Credit Union	At least 10 Social Media Posts tagging the Credit Union
	Invitation for the Credit Union to be involved in any traditional media opportunities.	Invitation for the Credit Union to be involved in any traditional media opportunities.	Invitation for the Credit Union to be involved in any traditional media opportunities.	Invitation for the Credit Union to be involved in any traditional media opportunities.
	Product promotions	Product promotions	Guest Speaker / Presenter	Guest Speaker / Presenter
Printed material	Website listing Printed material	Website listing Printed material	Website listing Printed material Permanent Signage	Website listing Printed material Permanent Signage TV Advertising
Testimonial about the Credit Union	Letter of support sent to members Testimonial about the Credit Union	Letter of support sent to members Testimonial about the Credit Union	Letter of support sent to members Testimonial about the Credit Union	A video testimonial about WCU, and the partnership between both parties

All logo use is to be approved by our Marketing & Chief Customer Officer prior to distribution or printing.



SUCCESSFUL APPLICATIONS

The Credit Union will notify successful sponsorship recipients in writing via email within one month of receiving the sponsorship application. Once approved, we will send you a letter or email advising your organisation of the successful application with the amount you have been approved to receive and your rights and responsibilities with respect to the sponsorship.

This correspondence will also include:

- details on how to accept your sponsorship and agreed benefit for the Credit Union
- instructions on how to access sponsorship funding including invoice requirements
- logos for your use if applicable

Please note all artwork containing the Credit Union logo is to be pre-approved by our Marketing Officer & Chief Customer Officer.

UNSUCCESSFUL APPLICATIONS

The Credit Union will notify unsuccessful sponsorship recipients in writing within one month of receiving the application.

FUNDING USAGE PERIOD

The term of the sponsorship is strictly 12 months. This ensures communities are receiving the benefits of the projects and initiatives that have been funded in the near term.

If there is a risk the funds will not be spent within 12 months of receiving the grant, you must contact us immediately to discuss.

When we enter into an agreement, unless specifically signed for an ongoing agreement, they are only for a 12 month period with no obligation for either party to have to continue at the renewal.

APPLICANT INFORMATION

(PLEASE NOTE: All sections of this application **MUST** be completed.
Incomplete applications may result in your sponsorship being declined.)

Name of club/organisation

Name of sponsorship coordinator

Position

Contact phone numbers:

Landline

Mobile

Email address

TO:

CC (optional)

Mailing address for club/organisation

Suburb + City/Town

State

Postcode

ABN

Is your club/organisation

Incorporated?

yes

no

Not-for-profit?

yes

no

Please refer to the definition of “not-for-profit ”
under the ELIGIBILITY section above

Local government?

yes

no

Subject to GST?

yes

no

A Credit Union Customer

yes

no

If no, would you be willing to
discuss becoming a customer?

yes

no

EVENT/PROJECT INFORMATION

Name of upcoming event/project

Event date/s

Event frequency

One-off Biannual Annual Other

Event / project location

Warwick Allora Killarney Inglewood Gympie Dalby

Other

Estimated attendance numbers

Event / project website and social media pages

Facebook Instagram Linked In

Youtube Twitter Pinterest

Have we sponsored this event in the past?

yes no

If yes, when did we sponsor and what was the contribution?

Date

Amount

**Sponsorship
Amount Requested**

**All Sponsorship request
amounts MUST include GST
where applicable**

Please outline the goals of your Event / project:

Please outline your objectives for the Event / project:

Which group/s of people are likely to attend your event / project?

- | | | |
|-------------------------------|------------------------|--------------------------|
| Families | Sporting enthusiasts | Culture/food/wine lovers |
| Travellers business operators | Fellow community clubs | Retirees |
| Low income earners | High income earners | |

What is the specific age group that you are targeting?

Is there a specific community sector that you are targeting?

MARKETING COMMUNICATION PLAN

Do you have a marketing budget for your event / project? No Yes

Total Marketing Budget:

Will your group / organisation manage your marketing,
or is a third party supplier managing this for you? If so, who?

Please provide a detailed marketing plan that includes all advertising:

*If you have a marketing plan already created, please attached to your application

Start Date	End Date	Media source/Publication	Specifications/Duration	Costs \$
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Is there anything further you wish to add to the marketing section?

RISK MANAGEMENT AND INSURANCE DETAILS

Does your event / project have a risk management plan?

No	Yes	Please submit a copy with this application
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Is your event insured?

No	Yes	Type of insurance
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Cover Amount	Policy Number
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Please submit a "Certificate of Currency" or evidence of public liability cover with this application

Will food / market stall holders be in attendance at your event?	No	Yes
------------------------------------------------------------------	----	-----

Will you be hiring equipment such as staging, lighting, generators etc?	No	Yes
-------------------------------------------------------------------------	----	-----

Has your event ever experienced any risk incidents or insurance claims against it?	No	Yes
------------------------------------------------------------------------------------	----	-----

Brief outline of incidence / claim

SPONSORSHIP BENEFITS

Please outline the benefits the Credit Union will receive by ticking the relevant boxes:

- | | |
|--------------------------------------------------|-------------------------|
| Naming rights to the entire event/project | Other co-naming sponsor |
| Co-naming rights to the entire event/project | |
| Naming of a prize category, competition or stage | Other |

Signage located at (please provide proof):

- | | | |
|-------------|------------------------------|-------------|
| mainstage | marquee | finish line |
| event entry | a featured activity or prize | other |

Please note we can supply our own signs, corflutes and teardrop banners - please provide weeks notice

Logo inclusion (please provide proof):

- | | | |
|----------------------------------|------------------------------------|--------------------|
| your banners and/or road signage | all printed advertising | posters and flyers |
| entry tickets | television advertising | event website |
| event merchandise/souvenirs | uniforms and/or sporting equipment | |
| event program | other | |

Other acknowledgements (please provide proof):

- use of our marquees at your event 3m x 3m or 6m x 3m
- ability for us to email members/attendees a special message or offer in celebration of your event
- Credit Union item in giftbags
- acknowledgement in radio adverts
- public announcements by an MC at the event
- prize or trophy presentation by a staff member at the event
- staff member to open the event or make public address
- tickets for our staff to attend your event and/or any project functions (eg. opening night, sponsors' lunch) quantity + date
- other

EVALUATIONS AND REPORTING

How will you measure the success and achievements of your event?

(eg attendee surveys and feedback, a record of ticket sales and patterns, totals of money raised)

All organisations who receive our support are accountable for providing a post-event report within four (4) weeks of your project event completion. This should detail the following:

- how the sponsorship funding was spent
- event attendance numbers and feedback
- if and how the various objectives (as outlined in your application) were met
- examples of any media, advertising or editorial
- photos of the event including evidence of our sponsorship signage or involvement

A post-event report form will be sent to you when you receive your successful application letter.

In some instances we may arrange an event debrief meeting to discuss your event so please keep evaluation and reporting in mind in your planning stages!

BANKING WITH THE CREDIT UNION

We have a simple and flexible Choice Account specifically designed for everyday use that would suit not-for-profit organisations.

Features and Benefits:

- 24/7 access to funds
- No monthly service fee for not-for-profit organisations
- No minimum monthly balance
- Online banking
- Branch access and transactions available

For sponsorship applications we encourage incorporated and unincorporated clubs and organisations to open active banking accounts with us. We will organise for you to speak with one of our Customer Service Officers to discuss how we can help you with your organisation's needs.



PRIVACY DECLARATION AND CONSENT

Warwick Credit Union Limited ABN 98 087 651 116 (address 101 Palmerin Street, WARWICK 4370) Trading as Warwick Credit Union, Gympie Credit Union and Dalby Credit Union collects and uses any personal information that you provide with this application form to assess your application for funding for your event.

If you do not wish for your personal information to be collected then we may not be able to consider your application.

Our Privacy Policy is available on our website at wcu.com.au or upon request from one of our staff members, and contains information on accessing and seeking correction of your personal information and making complaints about breaches of the Australian Privacy Principles and how the Credit Union will deal with the complaint.

