

Sponsorship Guidelines



Committed to community support

Talk to us today.



Committed to Community Support

Heritage Bank has a proud tradition of sponsoring community events, arts and culture, charitable organisations, sports and education in communities in which Heritage operates. Heritage has budgetary restrictions for sponsorships, and prefers applications that are realistic and that clearly outline the proposal and the amount/type of support being sought.

Heritage does not support individuals or sponsorships involving other financial institutions; and does not plan, organise or run events for organisations successful in obtaining a sponsorship.

Heritage has a preference for sponsorships that define achievable, realistic goals and are consistent with Heritage's values and core business, and which offer Heritage promotional opportunities. Sponsorships that are well planned and involve regular communication can be mutually beneficial and rewarding for both the sponsored event/organisation and Heritage.

Sponsorship Prerequisites

Sponsorship proposals Heritage favours are ones which:

- ✓ Are initiated and based within the communities where Heritage operates
- ✓ Are consistent with Heritage's values and core business
- ✓ Provides opportunities for staff and member participation

- ✓ Allow Heritage to display and distribute promotional items
- ✓ Create or demonstrate widespread appeal within the community
- ✓ Offer or stem from a banking relationship with Heritage

Many good ideas fail because of a lack of planning, poor presentation, relevant information, insufficient time for consideration and failure to demonstrate specific benefits to Heritage.

Heritage tends to support regional associations, clubs and groups in preference to individuals, so that the benefits can flow across a broader group of people. Heritage will generally not sponsor the following:

1. Organisations that have not fulfilled previous sponsorship agreements
2. Events/sponsorships that do not complement Heritage's profile
3. Political organisations or events
4. Sponsorships involving other financial institutions
5. Duplication of existing sponsorships (according to category and area)
6. Sponsorships that do not address, in some part, Heritage's customer or prospect base
7. Sponsorships involving a large number of corporate sponsors
8. Gambling
9. Events or organisations that are involved with motor sports or other dangerous activities.

Sponsorship Support

Heritage's sponsorship can be in the form of:

Cash Contribution

This type of sponsorship can include Heritage Bank Savings Accounts as prizes to assist with fundraising activities, set installment payments over the term of sponsorship or a lump sum payment.

Giveaways

Subject to availability, sponsorship assistance may be provided via a range of giveaway prizes and promotional items.

Material Support

Additional support items could include marquee, signage, or large novelty cheques.

Writing your Sponsorship Application

Your application should take the form of a formal, written proposal to Heritage. It is in your best interests to ensure that you can demonstrate in a tangible way what your organisation is offering Heritage in return for sponsorship support.

To ensure a decision is reached quickly, we recommend to applicants that they follow these guidelines:

- ✓ **Event description** - Briefly describe the event or program to be sponsored
- ✓ **Sponsorship objectives** - Outline the objectives of the event. These could include social, educational and financial objectives
- ✓ **Target market** - Briefly describe your audience
 - Estimate the number of people likely to attend
 - Where are they likely to come from?
Their ages?

✓ **Sponsorship benefits** - Detail the opportunities for Heritage to promote its brand, products and services through promotional activities such as signage and product displays.

- Does Heritage have the opportunity to be the exclusive sponsor and secure naming rights to the event/program?
- Name other sponsors involved
- Who is doing your public relations and media liaison?
- What publicity have you planned?

Timelines and locations - Tell us when the event or program will occur, and relevant timelines eg. start and finish times; and the location/s

Sponsorship background - Is this an existing event/activity? If it is existing, name past sponsors and supply information on past performances in terms of target audience, financial results, growth of attendance

Previous experience - Detail your experience in event management as well as in the financial management of sponsorships and donations

Sponsorship amount - Realistically state the dollar amount, or support, you are seeking, and what specifically the funds/support will be used for

Enquiries

Sponsorship applications should be made direct to:

Marketing Department

Heritage Bank

PO Box 190

Toowoomba Q 4350

Ph: (07) 4694 9420

Email: sponsorship@heritage.com.au

People first.

Talk to us today.

Speak with your local branch direct or call 13 14 22.
www.heritage.com.au

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