



Community Sponsorships **Application Kit**



sponsorships@capricornian.com.au
www.capricornian.com.au

the
capricornian
savings | loans | insurance



ABOUT THE CAPRICORNIAN

The Capricornian – It's a name that proves we're proudly local because we are, and always will be a local organisation. We use some of our profits to give back to our community. Our focus is on strengthening relationships and supporting worthy organisations and initiatives in Central Queensland.

Our ongoing Sponsorship Program has been designed to provide support to organisations from small, unincorporated groups to medium size organisations, in hosting community events or projects that will continue to benefit the community for years to come.

OUR LOCATIONS

We have eight branches across Central Queensland, providing you with face to face local financial services.

Our branches are run by people in the community. People that are local, and believe in fairer banking for our community. Our staff understand what it's like to pay bills, own a home or investment property, raise children, save for holidays and plan for retirement. They want to see you achieve your financial goals, just as they have achieved theirs.

When making important decisions about your savings, loans, and insurance needs choose a local at our;

- East Street Branch
- Stockland Rockhampton Branch
- Yeppoon Branch
- Gladstone Branch
- Miriam Vale Branch
- Emerald Branch
- Springsure Branch
- Capella Branch

The Capricornian...we're here for good!

OUR VALUES, MISSION AND VISION

OUR VALUES

The values of The Capricornian are articulated through what we call our FIRST values.

F – Fairness: We are flexible, equitable and accessible when dealing with our members, colleagues and stakeholders.

I – Integrity: We are always honest, reliable and transparent when dealing with each other and our communities.

R – Respect: We respect each other's differences and this is evidenced by behaviour that is accepting, approachable and understanding.

S – Social Responsibility: Mutuality and co-operative commerce are at the core of our business and inform how we seek to drive economic growth for the benefit and welfare of Central Queensland's society.

T – Trust: We seek to do what we say and say what we do in our interactions with members, staff and the broader community.

OUR MISSION

To share co-operative banking with the community, be our members' financial institution of choice and assist members responsibly to achieve their financial goals and objectives.

OUR VISION

Provide trusted, financially sustainable and quality financial services to our members and our communities, now and for future generations.

CONTACT INFORMATION

Marketing & Community Engagement Team

Phone: 1300 314 900

Email: sponsorships@capricornian.com.au

Mail: Attn: Marketing & Community Engagement Manager
The Capricornian
PO Box 1135
Rockhampton, QLD 4700

Visit: The Capricornian
East Street Branch
157 East Street
Rockhampton, QLD 4700

Website: www.capricornian.com.au/about-us/community-sponsorship/

ELIGIBILITY

Groups must be not-for-profit organisations to be eligible. 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 three ways in which we give back to the communities in which we operate.

- Sponsorships
- In-kind Sponsorships (or Contra)
- Marquee Hire for events
- Volunteering

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

- Sporting
- Arts
- Education or employment related activities
- Community activities (e.g. festivals & fairs)
- Environmental
- Indigenous/cultural health



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

Together, we can make positive contributions to the lives of others.

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 Capricornian.

To be considered for The Capricornian Community Sponsorship Program, your event or project should:

- Provide benefits for the local community
- Be of interest to members of The Capricornian
- Be local to The Capricornian's areas of business (Rockhampton, Yeppoon, Gladstone, Miriam Vale, Emerald, Springsure and Capella).
- Be for groups which share values of The Capricornian or exhibit similar behaviours of being flexible, supportive, approachable, friendly
- Provide The Capricornian with media, promotional and signage opportunities
- Be hosted by a committee or organisation willing to consider bringing their accounts to The Capricornian. 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, irresponsible alcohol consumption or gambling
- Organisations and events outside The Capricornian's core region
- 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 Capricornian, your organisation and participants

If you are unsure about whether we can support your request, please call us on 1300 314 900.

TYPES OF SPONSORSHIP

Platinum *Upwards of \$10,000	<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 \$10,000	<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 \$5,000	<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 \$3,000	<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 \$1,000	<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 \$1,000	Associate *Up to \$3,000	Major *Up to \$5,000	Partnering *Up to \$10,000	Platinum *Upwards of \$10,000
	Conditions as per \$1,000 +	Conditions as per \$3,000 +	Conditions as per \$5,000 +	Conditions as per \$10,000 +
Access to Marquee Hire Program	Access to Marquee Hire Program	Invitation for The Capricornian staff to volunteer at your event	The Capricornian staff to volunteer at your event	The Capricornian staff to volunteer at your event
Photograph of The Capricornian Staff with Key Organisers.	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 Capricornian 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 Capricornian 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 Capricornian 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 Capricornian signage.
At least 2 Social Media Posts mentioning: Facebook: @TheCapricornianLtd Instagram: @TheCapricornian	At least 3 Social Media Posts mentioning: Facebook: @TheCapricornianLtd Instagram: @TheCapricornian	At least 5 Social Media Posts mentioning: Facebook: @TheCapricornianLtd Instagram: @TheCapricornian	At least 8 Social Media Posts mentioning: Facebook: @TheCapricornianLtd Instagram: @TheCapricornian	At least 12 Social Media Posts mentioning: Facebook: @TheCapricornianLtd Instagram: @TheCapricornian
	Invitation for The Capricornian to attend any traditional media opportunities.	Invitation for The Capricornian to attend any traditional media opportunities.	The Capricornian to be in attendance for any traditional media opportunities regarding the event or project.	The Capricornian to be in attendance for any traditional media opportunities regarding the event or project.
	Product Showcase Product promotions	Product Showcase Product promotions	Guest Speaker / Presenter	Guest Speaker / Presenter
Website listing	Website listing Printed material	Website listing Printed material Permanent Signage	Website listing Printed material Permanent Signage TV Advertising	Website listing Printed material Permanent Signage TV Advertising
100 word testimonial about The Capricornian	350 word testimonial about The Capricornian	500 word testimonial, or option to have a video testimonial about The Capricornian	A video testimonial about The Capricornian, and the partnership between both parties	A video testimonial about The Capricornian, and the partnership between both parties

All logo use is to be approved by our Marketing & Community Engagement Team prior to distribution or printing.



SUCCESSFUL APPLICATIONS

The Capricornian 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 Capricornian
- instructions on how to access sponsorship funding including invoice requirements
- logos for your use if applicable

Please note all artwork containing The Capricornian logo is to be pre-approved by our Marketing & Community Engagement Manager.

UNSUCCESSFUL APPLICATIONS

The Capricornian 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

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

Local government? yes no

Subject to GST? yes no

Please refer to the definition of "not-for-profit"
under the **ELIGIBILITY** section above

EVENT/PROJECT INFORMATION

Name of upcoming event/project

Event date/s

Event frequency

One-off Biannual Annual Other

Event / project location

Rockhampton Yeppoon Gladstone Miriam Vale Emerald Springsure

Capella

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**

\$

Does this include GST?

Yes

No

Please outline the goals of your Event / project:

Please outline your objective's 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

Is your event insured?

No Yes Type of insurance

Cover Amount Policy Number

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 Capricornian 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:

- | | | | |
|-------------|------------------------------|-------------|--|
| mainstage | marquee | finish line | |
| event entry | a featured activity or prize | other | Please note we can supply our own signs, corflutes and teardrop banners |

Logo inclusion:

- | | | |
|----------------------------------|------------------------------------|--------------------|
| 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:

- | | |
|---|---------------------------------------|
| | size + location |
| a Capricornian promotional stand at your event | |
| use of our marquees at your event 3m x 3m or 6m x 3m (can be used for ticketing, drink station, volunteers etc) | Mascot - MOOLAH to attend event |
| ability for us to email members/attendees a special message or offer in celebration of your event | |
| acknowledgement in radio adverts | acknowledgement in television 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 CAPRICORNIAN – INFORMATION

We have a simple and flexible [Club Account](#) specifically designed for not-for-profit clubs and organisations who process a lower volume of transactions and want to earn a competitive at-call interest rate.

Features and Benefits:

- 24/7 access to funds
- No monthly service fee
- No minimum monthly balance
- Online banking, phone banking
- Branch access and transactions available

For sponsorship applications awarded to the value \$5,000 or more 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 Branch Team Leaders to discuss how we can help you with your organisation's needs.



PRIVACY DECLARATION AND CONSENT

The Capricornian Limited ABN 54 087 650 940 (address 157 East Street, Rockhampton QLD 4700) collects and uses any personal information that you provide with this application form to assess your application for funding for your Local Community Project.

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 www.capricornian.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 Capricornian will deal with the complaint.