

Community Support – Sponsorship/Donation Guidelines



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Corporate Profile

The Capricornian, community owned banking – it's a name that proves we're proudly local because we are, and always will be a local organisation. We are a credit union which is 100% owned by its members and is the only local customer owned financial institution in Central Queensland, with assets of approximately \$300 million.

Membership of The Capricornian has many benefits, including an entitlement as a shareholder to an equal say in the running of the Credit Union. Members of The Capricornian have the democratic right to vote at Annual General Meetings and participate in the election of the Board of Directors. Our members are treated with dignity, respect and fairness, because after-all they are part-owners of the Credit Union.

Unlike banks, our profits are reinvested into offering customers a full range of flexible and competitive financial products and services. We have six conveniently located branches that are run by people in the community just like you. Our people are locals who believe in fairer banking for their community.

We also help to sustain and grow our community groups by working closely with charities, organisations and clubs through sponsorships, donations, fundraising and volunteering.

It is our mission to provide trusted, sustainable and fairer financial services to our members and our communities.

Our organisational vision is to provide a quality banking alternative. We want to share our values with more people, be our members' financial institution of choice and grow with them throughout their lives.

Our Locations

There are six branches of The Capricornian located in Central Queensland Region.

Towns where The Capricornian provides face to face banking services include East Street Rockhampton, Northside Plaza Rockhampton, Yeppoon, Gladstone, Miriam Vale and Emerald.

Our Values

Everything we do is underpinned by our core values: **Integrity, Respect, and Fairness.**

Our values are embedded in our organisation and form the basis of our business planning, recruitment processes; training and leadership development. Our employees proudly provide quality service to our members in a flexible, honest, fair and caring manner, demonstrating our commitment to our members.

We provide 'Trusted Community Banking to our member by living our values to achieve our goals. Our staff treat people as individuals and promote and encourage local decision making and community involvement across our network of branches. Our employees proudly provide quality service to our members in an honest, reliable, transparent, accepting, approachable, understanding, flexible, equitable and accessible manner, demonstrating our commitment to our members.

Community Support – Sponsorship/Donation Guideline

Guideline Purpose

The Capricornian is committed to providing support to the local communities in the Central Queensland Region. These guidelines outline the objectives and structure of the Community Support Program. The program covers both donations to local organisations and sponsorship of events within the region.

Community Support Objectives

The Capricornian prides itself on helping our local communities to grow through providing greater opportunities. Any community group is able to apply for support in the form of sponsorships and donations.

The primary objective of community support is to benefit those communities whilst keeping The Capricornian close to them, engaging them, thereby facilitating a closer relationship that allows The Capricornian to play a key role in making a difference for the region.

Sponsorship & Donation

There are two ways in which The Capricornian can give back to the communities in which we operate.

Sponsorships and donations 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
- Other

Community Support Guidelines

The Capricornian has developed a set of guidelines in order to assess community support requests that we receive. Applicants should consider the following guidelines when submitting their request.

To be considered for The Capricornian Support 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 and Emerald);
- Be for groups which share values of The Capricornian – Integrity, Respect, and Fairness or exhibit similar behaviours of being flexible; supportive; approachable; friendly;
- Provide The Capricornian with media, promotional and signage opportunities;
- Guarantee that no Capricornian competitor will be principal supporters of the activity (this includes all financial service providers);
- 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;
- For larger sponsorships, allow the Capricornian to develop and implement an effective marketing communications program tailored specifically to the event or project;
- For larger sponsorships, provide details to The Capricornian allowing us to share the successes at the

conclusion of the event or project.

The Capricornian will not consider requests for community support for any of the following:

- Events or projects which have major support from competitors of The Capricornian;
- Events or projects that involve any type of unlawful activity, which involve gambling, betting or gaming, or that create environmental or safety hazards;
- 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;
- Sponsorships or donations to individuals will not be considered.

How to apply for Community Support – Sponsorship/Donation at The Capricornian

A Community Support - Sponsorship/Donation Application Form can be downloaded from www.capricornian.com.au or visit your local branch manager.

The application form (also enclosed in this document) is used to obtain sufficient information to assess the proposal. Although applications are taken throughout the year, community groups are to be encouraged to submit applications in November of each year.

Information Required

In completing your application, please include the following information:

- Your organisation's contact details, including phone, postal address and email;
- A description of your organisation and its activities and the geographic area covered by your organisation;
- Whether your organisation currently conducts business with The Capricornian or if there is an opportunity for us to acquire your business;
- A description of the event, project or cause including date and location Objectives and primary focus of the event, project or cause;
- Benefits to the community that the event, project or cause will provide;
- Details of the expected age groups and participation numbers likely to attend the event, project or cause Benefits to The Capricornian including media coverage, promotional opportunities, signage opportunities, etc;
- A list of all other sponsors involved.

Please return your completed Community Support Application Form to:

BY POST: The Capricornian, PO Box 1135, Rockhampton QLD 4700

BY EMAIL: sponsorships@capricornian.com.au or drop it into your **local Branch Manager**.

The Capricornian will evaluate your application for community support against our guidelines ensuring it is consistent with our values. We will contact you within 2 weeks of submitting your application advising our response or to request any further information regarding your community initiative.

If you require further information, please do not hesitate to contact our Executive Assistant on 07 4931 4902.

Community Support – Sponsorship/Donation Application



Application Date:

1. Organisation Details:	
Name of your organisation:	
Contact name:	
Position:	
Postal Address:	
Telephone:	Fax:
Email:	Website address:
ABN:	<input type="checkbox"/> Do not have an ABN
GST status:	<input type="checkbox"/> Registered <input type="checkbox"/> Not Registered
Please provide a brief description of your organisation and its activities.	
Geographic area covered by your organisation:	
Does your organisation currently have an account with us? <input type="checkbox"/> Yes <input type="checkbox"/> No	
If not, would you consider an appointment with one of our experienced staff to see if we could make the banking for your organisation simpler, more affordable or convenient? <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Event, Project or Cause Details:
Sponsorship event, project or cause:
Date or duration of the event, project or cause:

Objectives of the event, project or cause:
Primary focus for the event, project or cause: <input type="checkbox"/> Sporting <input type="checkbox"/> Education or employment related activities <input type="checkbox"/> Arts <input type="checkbox"/> Community activities (e.g. festivals and fairs) <input type="checkbox"/> Environmental <input type="checkbox"/> Indigenous <input type="checkbox"/> Cultural <input type="checkbox"/> Health <input type="checkbox"/> Other (please specify):
Expected participation/attendance numbers at the event, project or cause:
Age groups likely to attend the event or be involved in the project or cause:
How will the event, project or cause benefit the community:

3. Level of Support:
Type of support: <input type="checkbox"/> Financial <input type="checkbox"/> In-kind <input type="checkbox"/> Both Financial and In-Kind
Amount requested: <i>Please Note: GST (if applicable) is included in the cost of the approved sponsorship.</i>
What type of in-kind support do you require? For example, volunteers. Please outline.

4. Recognition of the support from The Capricornian:
Is the proposal for major or sole sponsorship of the event or project? <input type="checkbox"/> Yes <input type="checkbox"/> No
Does this proposal include any naming rights for the event or project? <input type="checkbox"/> Yes <input type="checkbox"/> No
Is there an opportunity for our banners to be displayed at the event? <input type="checkbox"/> Yes <input type="checkbox"/> No
Please specify: <input type="checkbox"/> indoor <input type="checkbox"/> outdoor <input type="checkbox"/> both

Is there an opportunity for our marquees to be used at the event?	<input type="checkbox"/> Yes	<input type="checkbox"/> No										
Is there an opportunity for us to make a presentation at the event?	<input type="checkbox"/> Yes	<input type="checkbox"/> No										
Will this event, project or cause be requiring The Capricornian branded promotional goods? Please provide details:	<input type="checkbox"/> Yes	<input type="checkbox"/> No										
<p>What kind of media coverage or promotional opportunities do you expect from your event, project or cause? Please tick where appropriate:</p> <table> <tr> <td><input type="checkbox"/> Advertisement – Newspaper</td> <td><input type="checkbox"/> Brochure/flyer/collateral</td> </tr> <tr> <td><input type="checkbox"/> Advertisement – Radio</td> <td><input type="checkbox"/> Website</td> </tr> <tr> <td><input type="checkbox"/> Advertisement – TV</td> <td><input type="checkbox"/> Social Media (Facebook, Twitter, etc.)</td> </tr> <tr> <td><input type="checkbox"/> Advertisement – Online</td> <td><input type="checkbox"/> Media Release</td> </tr> <tr> <td><input type="checkbox"/> Other (please detail):</td> <td></td> </tr> </table>			<input type="checkbox"/> Advertisement – Newspaper	<input type="checkbox"/> Brochure/flyer/collateral	<input type="checkbox"/> Advertisement – Radio	<input type="checkbox"/> Website	<input type="checkbox"/> Advertisement – TV	<input type="checkbox"/> Social Media (Facebook, Twitter, etc.)	<input type="checkbox"/> Advertisement – Online	<input type="checkbox"/> Media Release	<input type="checkbox"/> Other (please detail):	
<input type="checkbox"/> Advertisement – Newspaper	<input type="checkbox"/> Brochure/flyer/collateral											
<input type="checkbox"/> Advertisement – Radio	<input type="checkbox"/> Website											
<input type="checkbox"/> Advertisement – TV	<input type="checkbox"/> Social Media (Facebook, Twitter, etc.)											
<input type="checkbox"/> Advertisement – Online	<input type="checkbox"/> Media Release											
<input type="checkbox"/> Other (please detail):												
Is there an opportunity to involve our local staff or specific branches? If so, when and how?	<input type="checkbox"/> Yes	<input type="checkbox"/> No										
<p>Please indicate whether you will allow The Capricornian to upload photographs and information about your event, project or cause on our website for the purpose of further promotion and support? (www.capricornian.com.au)</p>												
<p>It is a condition of our community support program to disclose whether this event or project will have support from any other financial institutions. If so, please describe what level of support or involvement in the event or project other financial institutions will have.</p>												

Please return this application to:

By Post: Marketing Manager
The Capricornian
PO Box 1135
Rockhampton QLD 4700

By e-mail: sponsorships@capricornian.com.au

Or visit your local Branch Manager.