

INTERNAL USE ONLY

Marketing Committee

Has the group been sponsored before? Yes No

If Yes, what was the cost? \$ _____

What exposure did we receive?

Has all the relevant criteria been met? Yes No

Comments _____

Recommended? Yes No

Conditions

Date ___ / ___ / ___

Signature of Committee

Member _____

Administration

I have contacted the person/organisation and advised of Committee's recommendation.

I have sent letter including

Conditions of sponsorship

Payment (Cheque No _____)

Advertising Material

Merchandise

Operator Name _____ No _____

Operator Signature _____

Date ___ / ___ / ___

Reliance Credit Union Ltd

ABN 57 087 650 575

AFSL No 247466

Registered Office

203 – 209 Russell Street, Bathurst NSW 2795

Postal Address

PO Box 330, Bathurst NSW 2795

Phone 13 24 40

SMS Messaging 0428 413 013

Outside NSW 1800 222 626

Facsimile 1800 022 055

PHONETeller 1300 362 676

Website www.reliance.com.au

Email admin@reliance.com.au

Membership Centres

Bathurst

Blayney

Dubbo

Kandos

Oberon

Parkes

Parramatta

Sydney-City

Agencies

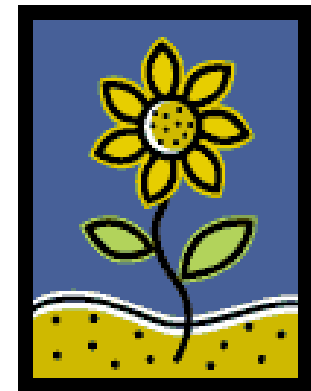
Eugowra

Gulargambone

Trundle



Sponsorship Policy & Guidelines



Proudly supporting our growing community

13 24 40

www.reliance.com.au



COMMUNITY SUPPORT APPLICATION

Are you interested in a Reliance Sponsorship?

If you would like Reliance Credit Union to consider supporting your charity, community or sporting activities you will need to submit a Reliance Credit Union Community Support application.

Each year we receive hundreds of sponsorship requests and unfortunately we cannot meet all of these needs.

Included below is a complete set of guidelines for preparing your application.

All Community Support applications, whether local or state-wide, are processed through our Head Office in Bathurst. For sponsorships of \$5,000 and above, please allow up to one month for us to consider your proposal and find a place for it in our Community Support program. For sponsorships below this value, please allow two to four weeks.

Consideration will be given to all sponsorship applications aside from:

- Religious, military or socio-political organisations
- Events, activities or organisations that promote smoking, alcohol and / or gambling.

Criteria

In completing your application, please consider each of the criteria below.

1. Recognition that Reliance Credit Union is working with you

- Can you offer Reliance Credit Union exclusive naming rights opportunities?
- Do you have a dedicated media campaign with a secured media sponsor?
- Can you provide information on how often you will be able to use our name and logo (eg. signage, print materials, website)?
- Can we work with you to integrate with our current advertising, promotion and publicity?
- Do you have your business banking with Reliance Credit Union and is there an opportunity for us to gain your business?
- Do you have any ideas through which your event or activity could help us to increase our sales to your audience?
- How many people do you expect to reach and influence through your event, organisation or charity?

- Do you have any research you can use to demonstrate how effective your past efforts have been?
- Is there a geographical line with our business?

2. Making the most of the partnership

- Can the activity/event or funds raised be used to 'make a difference' in the community, and if so, how will this be achieved?
- What are the potential benefits you are offering us?
- Have you allowed adequate lead-time to organise/promote/leverage this proposed relationship?
- Is the event available long-term to develop a relationship?
- Can you demonstrate that your proposal is unique or stands out?
- Is a same or similar event sponsored by a direct competitor of Reliance Credit Union?

3. Ensuring our working relationship runs smoothly

- Do you have a responsive and professional management structure in place?
- Will you have a dedicated person working with us on this project?
- Will you welcome a key member of our staff becoming involved with your activities to manage the relationship?
- Is there an opportunity to involve staff or specific branches or regional support?

4. Other information to include in your application

- An overview of the event including event history and past attendance where possible
- Expected participation / attendance numbers and demographics.
- An overview of your organisation and credentials
- A list of sponsors who have committed to date
- How the benefits offered in the Community Support application relate to Reliance Credit Union products and services
- Any market research you might have completed that is relevant
- Endorsements from former sponsors if possible
- How you measure the success of the event/sponsorship arrangement.

Request Received From _____

RCU Membership Number/s _____

Date: ___ / ___ / ___

Contact Person _____

Contact Phone Number _____

Request for Funds \$ _____

Merchandise

Other _____

Are you a Club

Organisation

Individual

Number of participants? _____

How many participants are RCU Members? _____

What is the money requested specifically being used for?

Do you consider that this application meets each of the criteria in the following sections of the Sponsorship Policy and Guidelines?

- Recognition that Reliance is working with you
- Making the most of the partnership
- Ensure our working relationship runs smoothly

Yes No

More Information _____

Once you have completed your Community Support application, and gathered information required under Section 4, please mail or fax it to us using the details below:

Marketing Committee
Reliance Credit Union Ltd
PO Box 330
Bathurst NSW 2795
Fax No: 1800 022 055