

Sponsorship Policy

bcu is committed to supporting the region in which we operate through community and corporate sponsorship. bcu will accept sponsorship applications across the three categories listed below:

1. Corporate Community Sponsorship

The purpose of this tier of sponsorship is to support worthwhile initiatives that either:

- Deliver tangible benefits to communities and households across the bcu's entire footprint; or
- Promote bcu's branding on a multi-regional basis or across the entire footprint

2. Regional Community Sponsorship

The purpose of this tier of sponsorship is to support initiatives and organisations that are important to the communities in the region in which bcu operates (e.g. the Richmond Valley region).

3. Store Community Sponsorship

The purpose of this tier of sponsorship is to support initiatives and organisations that are important to a community in which bcu has a store representation (e.g. Bellingen).

Sponsorship application process

The Sponsorship Application form is available in store or at www.bcu.com.au and stipulates that bcu will only consider sponsoring events, activities or programs that:

- reflect our values - passion and enthusiasm, agility, one bcu, integrity & success;
- support and strengthen bcu's region by providing tangible and meaningful benefits to a community;
- are in the areas of charity, sporting, youth, arts, aged or education;
- provide opportunities for bcu staff and member participation;
- provide a level of brand exposure in media advertising. Where such exposure is not possible, an indication of other non-tangible benefits that would be available to bcu should be provided;
- a minimum of two months lead time for sponsorships to enable a thorough assessment;

bcu will only provide financial sponsorships as opposed to non financial support (e.g. marketing collateral such as banners, marquees, posters etc) as it places additional strain on bcu resources. In circumstances where non-financial support is requested, the General Manager Marketing will assess the ramifications and cost and make a decision based on resourcing levels and commitment required.

bcu will not consider sponsorship requests for the following:

- organisations linked to contentious social issues;
- political or religious organisations;
- organisations promoting activities such as gambling, alcohol or drugs;
- international events;
- national organisations or events;
- extreme or dangerous events;
- events or initiatives that bcu's competitors are supporting or the lead sponsor of;
- individuals;
- publications / books;

The geographic region for bcu sponsorships

Proposed sponsorship programs must occur in one of our regions and bcu will only consider the application if it truly benefits a community or communities within our region.



Application and evaluation process

It is important in assessing all sponsorship applications, that the application must include the following:

- Details regarding initiative, program, project or opportunity (i.e. venue, date, time);
- Whether the request for sponsorship relates to a one-off or annual event / initiative;
- Demographic information relating to the attendees, audience or participants (such as age, place of residence)
- Overview of the plan to market/advertise the event, program, project or opportunity including planned and confirmed activities and advertising schedules;
- Information relating to other sponsors that have committed to the event, program, project or opportunity, including involvement of other financial institutions;
- A list of benefits to bcu associated with providing the sponsorship;
- A list of tangible or meaningful benefits the initiative, event, program etc offers to the community;
- A succinct preparation timeline, including important deadlines, especially those that will impact bcu's involvement;
- The credentials/background of key individuals within the company / organisation involved in the event, program, project or opportunity requesting sponsorship;
- Whether the organisation has an existing relationship with bcu or if there is an opportunity for us to gain business;
- Is there any hospitality, entertainment or general involvement for our members in attending this event, program, project or opportunity;
- Amount of sponsorship funding being sought - note this is the total cost to bcu and would include a thorough explanation of how the funding will be used;
- If request is to sponsor an event, details of any appropriate insurances and permits required to hold the event.

Owing to budgetary restrictions, unfortunately bcu is unable to support every request submitted but welcome all applications and hope assistance can be provided wherever possible.

Photographic opportunity

While sponsorships are in the most part, purely a financial contribution, there may be opportunities to obtain photographs to show how bcu's contribution has been. If such photos are taken and the appropriate approvals received to enable publication, bcu may reproduce these images either in printed material (advertisements, annual reports) or on the bcu website, on screens in stores or on posters and other marketing collateral.

If a bcu employee is present at a sponsorship event/program, we would welcome the employee taking suitable photos for future bcu use. Alternatively if there is no bcu representation we ask organisers to, if possible, supply images to bcu for use. A permission to publish form is available from any bcu store and should be completed for each photograph before sending through to bcu Marketing (bcubrand@gmail.com.au).