

Your guide

to applying for sponsorships, grants, and community contributions

Bendigo Bank and its network of Community Bank branches provide regional and metropolitan communities access to the products and services of one of Australia's biggest banks.

They are also a major funder of sponsorships, grants, scholarships and programs within the communities they serve.

Locally owned and operated, Community Bank branches have dedicated boards of directors who make all funding decisions, returning the profit their branches make, to the people and communities they are part of.

Bendigo Bank also has corporate branches with smaller community support budgets, so applying for funding will depend on whether it's a corporate branch or a Community Bank branch.

Look for the inclusion of 'Community Bank' in the name. Visit the Bendigo Bank website ([Locate us](#)) to find your nearest branch and see if it's a Community Bank or corporate branch.

In all cases, the impact your project will have on local people and communities will be a key consideration in any funding decision, so make sure you tell this story clearly and strongly.

Developing a relationship with your local branch and your willingness and ability to help promote the branch can also increase the likelihood of success.

Think long term. Sponsorship budgets and priorities change, so if your funding application is declined in one round, don't give up – it may well be worth applying in future years.

Applying to a Community Bank branch

Community Bank branches run locally managed sponsorship and grants programs. These can have different formats, deadlines and available budgets.

- Initiate a conversation with the branch staff or sponsorship manager to see what's involved.
- In most cases, your organisation must have an account at that particular branch to be eligible.
- Community Banks can fund council-led programs.
- Expect to provide an acquittal or report on how any funds have been used. Community Banks love to share local impact stories, so make sure you share your photos and news with them.
- Stay in touch as directors and staff can change.

The level of funds available will depend on the profitability of the branch. Some have large budgets, whereas others are quite modest. Either way, Community Banks can't distribute profits they don't have, so building a mutually beneficial relationship is important. Refer business to them and they will have more capacity to contribute to you.

Next steps

The application and consideration process takes time, so plan accordingly. Initiate conversations with your local branch at least three months before your event or program is due to commence:

- Visit the Bendigo Bank website to locate your nearest branch(es).
- Set up an appointment with the local sponsorship manager or branch manager to discuss your project, program or plans.