



Community Sponsorships **Application Kit**



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





ABOUT THE CAPRICORNIAN

We are proudly the only local customer owned financial institution in Central Queensland.

The Capricornian – our commitment to our local community isn't only in our name. It's in our actions. Each year we give some of our profits back to our community.

We're focused on enriching the lives of people in Central Queensland by supporting local organisations who are doing good for our community.

One way we do this is through The Capricornian Community Sponsorships Program – which exists to support small unincorporated groups to medium-sized organisations.

OUR LOCATIONS

We've got your savings, loans and insurance needs covered with eight branches providing face-to-face financial services across Central Queensland.

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

Visit us at our:

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

OUR VALUES, MISSION AND VISION

At The Capricornian, we believe in the power of community and our commitment goes far beyond banking services. We've achieved this through our Community Sponsorships, Community Marquees, Staff Volunteering and Community Grants programs. By actively supporting local groups and initiatives, we are working to make a positive difference in our region.

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 responsibly assist members 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

Please use this contact information to enquire and submit any Community Sponsorships applications.

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/community

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.'

FUNDING USAGE PERIOD

Sponsorship terms are 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 sponsorship, you must contact us immediately to discuss.

Unless specifically entered into as an ongoing sponsorship agreement, there is no obligation for either party to renew at the end of the 12 month sponsorship period.



WE'RE HERE
for good.

As a member owned financial institution, we're proud to put our members first. Each year, we invest back into our community to make the lives of our members better.

APPLYING FOR SPONSORSHIP

Applying for a Community Sponsorship is easy and provides every applicant with an equal opportunity to produce a quality application.

We endeavour to make the process simple for groups to have confidence that they can write their sponsorship application without needing to engage professional writers.

The Capricornian Sponsorships are made available to not-for-profit groups for worthwhile projects and initiatives that deliver ongoing benefits to our communities.

Please submit one (1) electronic copy and/or one (1) printed copy of your application including any forms and information required in addition to the contact details provided.

Our Community Sponsorships Judging Panel will review all applications received. Those that meet the selection criteria for funding are then considered by the Chief Executive Officer and Marketing & Community Engagement Manager to decide the outcome.

All applicants are then advised by email of the outcome of their application.

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
- Initiatives 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 or email us.

CRITERIA CONSIDERATIONS

Sponsorships and donations are assessed in accordance with our community support policy and applications 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

To be considered for The Capricornian Community Sponsorships program, your event or project should:

- Provide benefits for the local community, especially long term positive impact
- Be of interest to members of The Capricornian
- Be local to The Capricornian's core areas of business (Rockhampton, Yeppoon, Gladstone, Miriam Vale, Emerald, Springsure or Capella)
- Be inclusive of the diverse cultures, groups, backgrounds and abilities in our region
- Be for groups that share the values, mission and vision of The Capricornian or exhibit similar behaviours of being flexible, supportive, approachable and 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.

SUCCESSFUL APPLICATIONS

The Capricornian will notify successful sponsorship recipients in writing 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
- Logo/s 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 applications in writing within one month of the application of being received. The Capricornian will have the sole and absolute discretion to determine application outcomes, and maintains the right to reject an application for any reason.



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
Platinum 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 requireme
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	Platinum 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
Photo 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 branded 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 branded 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 branded 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 branded signage
At least 2 social media posts tagged with The Capricornian	At least 3 social media posts tagged with The Capricornian	At least 5 social media posts tagged with The Capricornian	At least 8 social media posts tagged with The Capricornian	At least 12 social media posts tagged with The Capricornian
Mention/tag via 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.



"We love the enthusiasm from the team at The Capricornian. We receive amazing feedback about how much fun everyone has, how well the event is run and how great they feel having the support."

– Michelle Williamson, event co-ordinator for The Capricornian Rocky Triathlon:
sponsorship recipients via the Fitzroy Frogs Triathlon Club

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

Street

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

A member with us? Yes No

If you are a member with The Capricornian, please provide member number:

Please refer to the definition of 'not-for-profit' under the **ELIGIBILITY** section.

How did you hear about us?

EVENT/PROJECT INFORMATION

Name of upcoming event/project

Please outline what you’re seeking funds for, and how they would be used

Event frequency

One-off Biannual Annual Other Date

Event/project location

Rockhampton Yeppoon Gladstone Miriam Vale Emerald Springsure

Capella Other

Estimated attendance numbers

Event/project website and social media pages

Website Instagram

Facebook LinkedIn

YouTube Other e.g. Twitter/X, Pinterest, TikTok

Have you received sponsorship from The Capricornian previously?

Yes No

If yes, when did we provide funding and what was the contribution?

Amount \$

Date

Community Sponsorship

AMOUNT REQUESTED

\$

Does this include GST?

Yes

No

GOALS, AUDIENCE & EVALUATIONS

If successful, how will this sponsorship benefit your local community? What are the goals of your initiative?

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 age group does your initiative target?

- Under 18
- 18 – 30
- 30 – 55 / Families
- 55+
- All of the above



MARKETING COMMUNICATION PLAN

Do you have a marketing budget for your event/project?

No Yes If yes, total marketing budget: \$

Will your group/organisation manage your marketing, or is a third party supplier managing this on your behalf? If so, who?

Please outline your plan for marketing the initiative:

Social media	Traditional/print media	Radio and television
Email distribution lists	Word of mouth	Other

Please explain in more detail below:

RISK MANAGEMENT AND INSURANCE DETAILS

Does your event / project have a risk management plan?

No Yes If yes, 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/project?

No Yes

Will you be hiring equipment such as staging, lighting, generators etc?

No Yes

Has your event/project ever experienced any risk incidents or insurance claims against it?

No Yes

If yes, brief outline of incident/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/s

Co-naming rights to the entire event/project

Other

Naming of a prize category, competition or stage

Signage located at:

Main Stage

Marquee*

Featured area

Event entry

Finish line

Other, outline below

Please note The Capricornian can supply branded signs, corflutes and teardrop banners. *Marquee/s subject to Terms and Conditions, with a refundable \$200 deposit required. See our **Community Marquee application kit for more details.**

Logo inclusion:

Banners and/or road signage

All printed advertising

Uniforms and/or sporting equipment

Entry tickets

Television advertising

Posters and flyers

Event merchandise/souvenirs

Event website

Event program

Other inclusion, please outline:

Other acknowledgements:

Staff member to open the event or make public address

Mascot - MOOLAH the Brahman Calf to attend event

Prize or trophy presentation by a staff member at the event

The Capricornian promotional stand at your event, add size/location below

Use of our marquees at your event
3m×3m (2 available) or 6m×3m (1 available)*

Acknowledgement in television adverts

Public announcements by an MC at the event

Acknowledgement in radio adverts

Ability to email members/attendees a special message or offer

Other acknowledgement, please outline:

Tickets for our staff to attend your event and/or any project functions e.g. opening night, sponsor's lunch

Quantity and date

We would be happy to:

Provide photograph(s) of our group, event or project

Supply a testimonial to The Capricornian at the conclusion of the event/project

Tag The Capricornian's social media pages and/or website on any related content

Give an interview about our project/event and support received from The Capricornian

POST-EVENT REPORTING

How will you measure the success and positive community impact of your event?

(e.g. attendee surveys and feedback, a record of ticket sales and patterns, totals of money raised, social media interactions etc.)

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

We have a simple and flexible **Club Account** specifically designed for not-for-profit clubs and organisations.

Features and Benefits:

- 24/7 access to funds
- No monthly service fee
- No minimum monthly balance
- Online banking
- The Cap App
- Branch access and transactions available

For Community Sponsorships 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 banking needs.

FIND OUT MORE

Thank you for your application!



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.

