



Dnister Sponsorship Policy 2011

our mission

Financial Advantage, Prosperity and Wealth . . . for Members and the Ukrainian Community in Australia.

purpose

Dnister Ukrainian Credit Co-operative (Dnister) is proud to serve its members and the Ukrainian community in Australia with branches in Melbourne, Adelaide, Geelong and Perth. In addition to providing a comprehensive range of financial products and services, our Credit Co-operative continues to support and assist groups and organisations within the Ukrainian Community in Australia in line with our co-operative mission by means of sponsorship.

The Dnister Board of Directors are responsible for the implementation and review of this policy. All Board members, casual, permanent, contract staff, prospective applicants and volunteers are responsible for adhering to this policy.

our commitment

Dnister undertakes contributions and sponsorship programs as part of its partnership and bond with the Ukrainian community in Australia. Sponsorships are made available to assist worthy community organisations and persons who primarily work with and support our Ukrainian Co-operative and those who are good ambassadors in the growth and development of Ukrainian culture, education and community life.

Dnister views its sponsorships as a long-term commitment to the community. The development of community relationships is made possible through work and communications with local community organisations, their representatives, and the broader Ukrainian Community. Ultimately, this creates a mutually beneficial relationship for the community and Dnister.

sponsorship definition

Sponsorship is generally recognised as the purchase of the (usually) intangible exploitable potential rights and benefits associated with an event, entrant, or organisation, which results in tangible benefits (increased awareness of brand, communication of messages, or sales). **Sponsorship is not a donation, free money or product, nor a grant.**

eligibility criteria

- the applicant must be an active member of Dnister Ukrainian Credit Co-operative, registered corporation, non-profit organisation or individual with an active account held at Dnister.
- the applicant should demonstrate that the project application is for the promotion / enhancement of the Local Ukrainian Community.

Requests **will not be considered** from/for:

- any activity proposed for profit/gain other than charitable organisations.
- applications concerning salaries, assistance with payment of operating expenses budget deficits and directly to fund repairs and maintenance where sponsorship gain is unable to be realised.
- application forms which are not completed correctly, where requested details are incorrect or omitted.
- organisations or community groups who without good reason were unable to complete projects from previous year funding round.
- late applications (due 5.00pm on allocated dates)
- fax, electronic, email applications – originals only will be accepted.

how do we apply?

Application forms are readily available from any of our branches or via the community section by visiting www.dnister.com.au

Sponsorships over \$500 will be embodied in written agreements between Dnister and the sponsorship Partner (See Sponsorship Obligations and Sponsor Rights)

Applicants are required to complete **ALL** sections of the application form, and attach any relevant documentation in support of their application. Applications with details omitted will not be considered. Original, signed, applications to be submitted to:

DNISTER Community Sponsorship Program
Marketing Department
PO BOX 279, Essendon VIC 3040

when do we apply?

Application requests will be reviewed and considered **twice** annually. All completed application forms and supporting documents are to be submitted to Dnister Head Office either by mail or in person **before close of business (5.00pm)** on either

Monday 28th February 2011

Wednesday 31st August 2011

Fax copies or email electronic submissions will not be accepted; original, signed copies will only be considered.

We strongly recommend that applicants submit their applications well before the abovementioned date so that you leave sufficient time to receive acknowledgement from Dnister confirming receipt of your application prior to the cut off dates.

funding allocation

Dnister allocates a proportion of its profits after tax to worthwhile community projects. Funding is divided into 3 primary categories.

Schools Program Our 2011 Schools program allocates funds to assist with the education of our youth in language, culture and Ukrainian Identity. This program allocates a proportion of funds to the national body and also assists young Dnister Members who attend Ukrainian Language classes across Australia. This program is aligned with Ukrainian Education Council of Australia.

Praznyks Member Parishes across Australia are gifted and supported on their Annual Feast (name) Day.

Sponsorship Community Organisations may apply for funding through our sponsorship program, which is set up for the mutual benefit of both Dnister and the community organisation. Dnister seeks value in financially supporting these projects by being given the opportunity to penetrate our niche market of Ukrainians in Australia through community organisations and activities.

how will the application be assessed?

All applications submitted to Dnister will be firstly screened for the basic criterion. Applications which are eligible will go through to the second stage of assessment by a Sponsorship Advisory Committee consisting of key management. The committee may seek consultation from key community leaders to assist with assessments. The following are a list of considerations / guidelines for assessment.

- Eligibility of application, in reference to the Application Guidelines
- Demonstrates significant market reach and potential marketing penetration as a sponsorship benefit to Dnister
- Application has been completed correctly with all required information provided.
- Relevance of the application and funds requested.
- Project / Activity scheduled to be completed within 1 year of application date.
- Background information on the organisation including its structure, management and relevance in the community.
- Activity of the Organisation in its promotion of Dnister, its alliance and genuine activity as a member of the co-operative.
- Benefits the Ukrainian community
- Broad community reach and profile of the organisation / project.
- Genuine opportunity for Sponsorship gain and Dnister branding.
- Demonstration of sound management and strategic planning within the organisation
- Specific information on usage of proposed funding, including detailed budget information, incorporating a indication of valuable opportunities for Dnister's involvement in the event / project as sponsors.
- Consideration to special community events / anniversary / commemorations.
- Genuine considerations to ensure the funds are well spent for worthwhile activities and not for the purpose of cash flow to community groups.

can we submit for funding for more than one project?

Applicants may submit for multiple projects, each project will require its own application form and will be assessed independently.

what are my tax obligations?

All funds will be distributed together with a "Recipient Created Tax Invoice". Organisations who are tax exempt need to provide documentation supporting their exemption, If you require further information in regards to GST and your tax obligations please contact your accountant or visit www.ato.gov.au

sponsorship obligations and sponsor rights

While logo exposure is valued, it is not considered the primary reason for undertaking a partnership in sponsorship. Contractual / Letter of Agreement - prior to releasing approved funds successful applicants will be asked to liaise with Dnister Marketing Department and or the General Manager to come to a joint written agreement of the relationship proposed in return for sponsorship, jointly signed by the General Manager or Marketing Manager and the sponsorship recipient. This agreement would be negotiated and would be influenced by the value of the sponsorship, history of the organisations commitment to acknowledgment of support, type of event and any other contributing factors which would align the sponsorship agreement.

The sponsorship agreement should be of mutual benefit and a partnership throughout the proposed project and should include all applicable details to ensure that both parties have a clear understanding of the relationship and may be amended with both parties involvement. The applicant / organisation is obliged to adhere to this agreement , with the understanding that the funding may not be released until such time as the contract is completed or Dnister is satisfied with the investment outcome.

project reporting & updates

Dnister will seek reporting and updates on the proposed sponsored project, as required. These updates should outline details of the status of the project. This may include changes or any significant information that will keep us well informed of the progress of your projects. It is important that Dnister receives this information, as it becomes part of the assessment process for future years and ensures that both parties maintain open communication. Projects that are cancelled or will no longer occur in the allocated timeframe will be considered void.

when will we have an outcome?

Members will receive written confirmation of the outcome of application as per the following schedule:

Application Due Date	Assessment Period	Board Ratification	Outcomes Advised
Monday 28 th February 2011	2 weeks	16 th March 2011	31 st March 2011
Wednesday 31 st August 2011	2 weeks	21 st September 2011	30 th September 2011

need help?

Applicants are encouraged to contact Dnister Ukrainian Credit Co-operative if they require further information on (03) 9377 1177.