



Dnister Sponsorship Guidelines 2014

our mission

Financial advantage, prosperity and wealth . . . for Members and the Ukrainian Community in Australia.

purpose

Dnister Ukrainian Credit Co-operative Ltd (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, Dnister continues to support and assist groups and organisations within the Ukrainian Community in Australia in line with our mission, by means of sponsorship.

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

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 and 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 a registered corporation, non-profit organisation or individual and be a Dnister member with an active Dnister account/s.
- 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); or
- fax, electronic, email applications – originals only will be accepted.

how do we apply?

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

- \$ 500 Sponsorship application
- \$1,000 Sponsorship application

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 **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 **Monday 31st March 2014**.

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 above mentioned date so that you leave sufficient time to receive acknowledgement from Dnister confirming receipt of your application prior to the cut off dates.

how will the application be assessed?

All applications submitted to Dnister will be initially screened for the basic criterion. Applications which are eligible will go through to the second stage of assessment by the Community Sponsorship Advisory Committee (CSAC).

The committee has a set of considerations when assessing which include:

- Eligibility of application in accordance to these 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 an indication of valuable opportunities for Dnister's involvement in the event / project as sponsors;
- Consideration to special community events / anniversary / commemorations; and
- Genuine considerations to ensure the funds are well spent for worthwhile activities and not for the purpose of cash flow to community groups.

The Community Sponsorship Advisory Committee (CSAC) will then complete an assessment form on each application and provide their recommendations to the Board for deliberation.

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's Marketing Department and or the Chief Executive Officer to come to a joint written agreement of the relationship proposed in return for sponsorship, jointly signed by the Chief Executive Officer or Marketing & IT 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, 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 agreement. 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 know the outcome?

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

Application Due Date	CSAC Assessment Period	Board Ratification	Outcomes Advised
Monday 31 st March 2014	April – mid May 2014	Late May 2014	June 2014

need help?

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

community banking – are you making the most of your membership?

Dnister has launched exciting products for community organisations enabling community groups to benefit from special purpose bank accounts with no transactional fees. In addition these accounts can receive valuable beneficiary payments from Dnister members. Take the time to open a Community Access account and promote community banking with your members who can then nominate your organisation as a beneficiary to receive funds. For more information visit www.dnister.com.au or contact any of our branches for details and application forms.