

Southern Cross Credit Union Guidelines for Sponsorship

Southern Cross Credit Union requests exclusivity in product category in its sponsorship relations. It will not, as a rule, involve itself in a sponsorship where other financial institutions have a major role.

In keeping with its "Community Banking" philosophy, Southern Cross Credit Union has a commitment to support events being held or groups based in the local area, and not those located outside the boundaries covered by its ten local branches in the Northern Rivers Region.

Sponsorship requests need to be forwarded in writing and some indication of the following is desirable:

- ✓ **Sponsorship objectives** – Outline the objectives of the event(s)
- ✓ **Target group/participants** – Define the target group; who will benefit and how many
- ✓ **Sponsorship benefits** – Details of opportunities for sponsor marketing and promotional messages
- ✓ **Timelines/locations** – When and where the event(s) is located, start and finish times
- ✓ **Evaluation** – Performance indicators to demonstrate sponsorship achievements and attainment of goals
- ✓ **Experience of event organizers** – Credentials of applicant in respect of the sponsor and target group and experience in event management
- ✓ **Publicity and promotions opportunities for sponsors** – Strategies to launch, publicise and promote project, logo signage, promotional opportunities for Southern Cross Credit Union
- ✓ **Budget and amount sought** – amount sought, cost to participants, experience in managing funds, other sponsors
- ✓ **Attachments re organising body** – other details as appropriate

Applications should be forwarded to:

The Development Officer - Lyndie Dennehy
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Murwillumbah NSW 2484

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