

# SPONSORSHIP & PARTNERSHIP GUIDELINES



VALUES - STRATEGY - COMMUNITY

# BankWAW Sponsorship and Partnership Guidelines

## Purpose and Overview

BankWAW is committed to supporting initiatives that strengthen our local communities. Through strong partnerships, we aim to build positive relationships, encourage participation, and contribute to the wellbeing and growth of the regions we serve.

Our commitment to supporting organisations in our community, is inherently linked to our purpose of financial wellbeing, social impact, and vibrant communities.

We are guided by our organisational values that influence and drive our decision making in this space.

Our purpose and vision align closely with, and are supported by, our organisational values of:



**Co-operation:** Our community focus embodies the principle of co-operation.



**Moral Integrity:** Our commitment to fostering wellbeing requires us to act with the highest integrity.



**Trust:** Being the region's best banking choice necessitates building and maintaining trust with our customers and community.



**Social Responsibility:** Our focus on community impact and thriving demonstrates our commitment to social responsibility, including environmental stewardship as it relates to the long-term wellbeing of our community and region.

These values provide the ethical framework within which we pursue our purpose and work towards our vision.

### Financial wellbeing

Financial wellbeing of customers is at the core of our purpose and is the part of our purpose that we have the greatest influence on.

### Positive social impact

Positive social impact on our communities through our customer focus.



### Vibrant communities

Vibrant communities is the consequential outcome of fulfilling the core of our purpose.

# BankWAW Sponsorship and Partnership Guidelines

BankWAW partners with organisations that align with our values and make a meaningful impact in the following pillars:

## COMMUNITY

Local projects, events, associations charities or programs that enhance financial wellbeing of vulnerable groups, community connections, wellbeing, inclusion, and the environment.

## ACTIVE LIFESTYLES

Local sporting clubs, teams, and events that promote active lifestyles and community engagement.

## ARTS AND CULTURE

Initiatives that celebrate creativity, cultural heritage, diversity, and local talent.

## Eligibility Criteria

To be eligible for sponsorship or partner with BankWAW, the applicant must:

- Operate within communities where BankWAW has a presence ([see here](#))
- Have or open an active account/customer profile with BankWAW.
- Demonstrate community benefit and alignment with BankWAW's values (above).
- Provide opportunities for BankWAW brand recognition or community involvement.
- Be a not-for-profit, community organisation, or local group with a positive community focus. Have a social media presence and/or membership database

## Exclusions

- Individuals seeking personal funding.
- Political or religious groups (unless the project clearly benefits the broader community).
- Anything that could be considered discriminatory, unsafe, or inconsistent with BankWAW's values.
- For-profit activities.
- Retrospective funding for events already completed.

Exclusion decision making is completely up to the determination of BankWAW.

# BankWAW Sponsorship and Partnership Guidelines

## Sponsorship Tiers

Each application is assessed on a range of inclusion and criteria, however, BankWAW follow a sponsorship matrix, developed to ensure the partnership is appropriate and mutually beneficial.

Our sponsorship tiers are designed to align community impact with brand visibility. Each level reflects our commitment to supporting initiatives that matter.

Tier	Investment*	Who We Sponsor*	Why We Sponsor*	Benefits and Inclusions for BankWAW*
Community Supporter	\$200 - \$500	Grassroots clubs, school programs, small events.	Strengthen local connections and inclusion.	Logo on flyers/social posts, acknowledgment in newsletter.
Community Builder	\$500 - \$1,000	Regional events, volunteer groups, cultural activities.	Build social cohesion and support causes that matter.	Logo on banners, mention in press releases and on social media.
Growth Partner	\$1,000 - \$4,999	Larger sporting clubs, charity events, education.	Broader reach and contribution to regional growth.	Logo on uniforms/signage, featured posts, event programs.
Strategic Partner	\$5,000+	Major festivals, events, regional development projects. Contracted mutually beneficial partnerships with agreed outcomes.	High-impact partnerships for sustainable prosperity.	Prominent branding, speaking, and networking opportunities, co-branding, and ongoing contracted branding.

\*The matrix above is an indication of how BankWAW may assess applications, but is not limited to the types of sponsors, reason, or benefit to BankWAW\*

# BankWAW Sponsorship and Partnership Guidelines

## Application Process

We have three rounds of submission periods. Applications must be submitted within the designated rounds below to be considered.

APPLICATIONS OPEN
Round One: 1 January - 31 March
Round Two: 1 July - 31 August
Round Three: 1 September - 31 December
Applications will NOT be accepted between April - June.

### 1) Submission

All sponsorship requests must be submitted using the BankWAW Sponsorship application form, available on our website.

### 2) Assessment

Applications are reviewed based on alignment with our focus areas, community benefit, and available budget. Please allow 3 weeks for assessment.

### 3) Notification

Applicants will be notified of the outcome in writing.

### 4) Acknowledgement

Successful applicants are expected to acknowledge BankWAW's support through appropriate branding, signage, or other agreed means.

### 5) Reporting

A brief post-event report or summary is required to demonstrate outcomes and community impact.

### 6) Invoicing

Invoicing can only occur once the sponsorship is formally approved.



VALUES - STRATEGY - COMMUNITY