

Sponsorship Guidelines



Northern Inland's **SMART** Values:
Simple **S**olutions **M**otivation **A**ction **R**eal **T**eam **S**pirit

Northern Inland's values: Are expressed in its strategic plan, which provides a focus for all operational activity. Accordingly, Northern Inland's sponsorship plan looks to:

- Clearly position Northern Inland in the minds of the local market as a financial institution that helps its Members find smarter ways to manage their money.
- Be close to our Members and provide responsive service in accordance with our SMART values.
- To be the Main Financial Institution of its Members.

What Northern Inland looks for in a sponsorship partnership:

Northern Inland considers:

- Support for genuine, not-for-profit organisations, clubs or events. Northern Inland has regard to an organisation's status as a charitable entity, or evidence of its registration as a Deductible Gift Recipient
- The location of the applicant; that the organisation carries out a significant component of its operations in the northwest of New South Wales
- The organisation/ event delivers benefit to Northern Inland and its Members
- There is opportunity for a high degree of visibility of sponsorship in Tamworth, Gunnedah and Narrabri
- The organisation or event supports the values and philosophies of Northern Inland and its planning objectives
- The organisation/ event supports Northern Inland's values and planning objectives.

Northern Inland does not normally support:

- Individuals/ personal events
- Events which contravene Northern Inland policy, or which pose a potential legal, ethical, environmental or safety risk
- Organisations/ events where Northern Inland has a potential or actual conflict of interest
- Organisations/ events which are substantially similar to existing Northern Inland sponsorship partnerships. These are detailed on our website

- Organisations/ events sponsored by other financial services providers
- Organisations that cannot provide satisfactory details on benefits that will accrue to Northern Inland from its participation in the sponsorship.

Sponsorship Proposal Requirements:

Interested parties are invited to complete the application form on Northern Inland's website. New requests for major sponsorships are considered every 3 years, commencing 2013. Sponsorship partners are expected to promote Northern Inland as being their sponsor in ways listed below, as well as using Northern Inland for its financial services needs.

- Display permanent signage, plus use supplied flags/banners/marquee at the organisation's events
- Northern Inland provides a copy of its logo to be included on your website, newsletters, forms
- All media coverage to have Northern Inland mentioned in releases and 'proudly sponsored by' signage included in all photos where possible

Community Partnership ('Giving Back') Guidelines:

As an ongoing recognition of our sponsorship commitment, Northern Inland offers the major sponsored organisations the opportunity to have additional donations made to their account. Northern Inland provides referral vouchers to the organisation to distribute to their members, which could be presented back to Northern Inland at a loan application stage. For each loan applicant the organisation/ club refer to Northern Inland, where a loan is funded and endures for at least 6 months, Northern Inland deposits an amount of \$50 for a car/personal loan and \$100 for a mortgage loan by way of donation to the Organisation.

Address your completed form and covering letter to:

Northern Inland Credit Union Ltd
Attention: Marketing Coordinator
PO Box 652
Tamworth NSW 2340

OR by email to sponsorship@nicu.com.au



Northern Inland
CREDIT UNION

SMART THINKING

Northern Inland's decision in relation to applications is final. We regret no correspondence is entered into.

1300 65 65 81 www.nicu.com.au