

# SPONSORSHIP GUIDELINES

Northern Inland's **SMART** Values:

**S**mart Solutions **M**otivation **A**chievement **R**elationships **T**eam Spirit

**Northern Inland's values:** Are expressed in its strategic plan, which provides a focus for all operational activity. Accordingly, the sponsorship guidelines take into account these values and goals, including:

- To clearly position Northern Inland in the minds of the local community as a financial institution that helps our Members find smarter ways to manage their money.
- To be close to our Members and provide responsive service in accordance with our SMART values: Smart Solutions/Motivation/Achievement/Relationships/Team Spirit.
- To be the Main Financial Institution of our Members.

## **What Northern Inland looks for in a sponsorship partnership:**

Based on our SMART values, we consider all sponsorship requests and applications as potential partnerships. The objective of Northern Inland Credit Union Sponsorship is to provide community support which benefits our local Members and our communities.

### **To be considered for community support, your organisation or project should:**

- Deliver community benefit to local citizens and Northern Inland Members
- Support genuine, not-for-profit groups, clubs or events. We consider the status of the organisation as a charitable entity, or evidence of its registration as a Deductible Gift Recipient.
- Be based in, or carry out a significant component of its operations in the northwest of New South Wales, where Northern Inland operates.
- Demonstrate the opportunity for a high degree of sponsorship visibility for Northern Inland Credit Union and allow Northern Inland to develop and implement effective marketing communications related to the partnership.
- Support Northern Inland values and strategic objectives.

## **Northern Inland does not consider sponsorship of the following:**

- Individuals or activities which are for personal purposes (i.e not a team, group or wider community benefit).
- Events or projects which contravene our policies, or which pose a potential legal, ethical, environmental or safety risk.
- Events or projects which create, or could be seen to create, a conflict of interest.
- Events or projects which are markedly similar to existing Northern Inland sponsorship partnerships (existing sponsorship partnerships are detailed on our website).
- Events or projects which have support or sponsorship from competitors of Northern Inland Credit Union (other financial services providers).
- Events or projects which do not provide Northern Inland Credit Union with media, promotional or signage opportunities.
- Events or projects hosted by an organisation that has not honoured previous sponsorship agreements.



**CONTACT US ON 13000 65 65 81 OR VISIT [WWW.NICU.COM.AU](http://WWW.NICU.COM.AU)**

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## Sponsorship Proposal Requirements:

Interested parties are invited to complete the application form on Northern Inland's website.

Major sponsorships are usually undertaken for a period of three years, by agreement between the sponsored organisation and Northern Inland. The sponsorship partners are expected to promote Northern Inland as being their sponsor in ways listed below as well as preferably using Northern Inland for its banking needs:

- Displaying signage, flags, banners and a marquee for use at sponsored events (where appropriate)
- Displaying our logo on the website, social media pages, newsletters and any other relevant material for the sponsored organisation.
- Assist with the preparation of media releases and photo opportunities, to coincide with the sponsored events or projects.
- For major annual events each year, Northern Inland will display promotional material about the event and/or information in our branches and on our website and social media pages.

## Recognition for Northern Inland Credit Union:

Some examples of common acknowledgements for sponsorship of events and projects include:

### Written acknowledgement

Inclusion of funding acknowledgement on all publications, posters or any other documents promoting a Northern Inland Credit Union funded activity.

Example: "This project has been proudly supported by Northern Inland Credit Union".

### Publications and printed material

- Display of Northern Inland Credit Union name and logo
- Single line reference acknowledgement of funding

Example: "This event has been supported with funding from Northern Inland Credit Union".

### Events:

- Acknowledgement of Northern Inland Credit Union's funding during event openings
- Invitation to a Northern Inland Credit Union representative to open event or make a presentation
- Free attendance for a limited number of Northern Inland Credit Union team members
- Logo and brand name on major presentation boards / screens
- Formal recognition of Northern Inland Credit Union at conclusion of event.

### Websites

- Link to the Northern Inland Credit Union website from sponsored organisation's site
- Description of partnership on sponsored organisation's website

Example: 'Thank you to our major sponsors Northern Inland Credit Union for providing all our team tracksuits'

### Media / Public relations

- Joint media release
- All media coverage acknowledges Northern Inland Credit Union support and signage is to be included in all photos where possible.

## Give-Back Partnership Guidelines:

As an ongoing part of our sponsorship commitment, Northern Inland offers sponsored organisations the opportunity to have additional donations made to their account. We provide 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 refers to us, where a loan is approved, we deposit \$50 for a personal/car 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](mailto:sponsorship@nicu.com.au)