



COMMUNITY SPONSORSHIP POLICY





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1 Purpose

The purpose of this Policy is to articulate the process to be used by the Finance Sub Committee when assessing Sponsorship applications from the community.

2 Scope

This policy applies to all Gaythorne RSL Sub Branch Inc. (Gaythorne RSL) Board Members and Sub Committee Members and all persons involved with Sponsorships provided by the Gaythorne RSL.

3 Introduction

3.1 Gaythorne RSL Vision

The Vision is for the Gaythorne RSL to be the first choice for former and serving defence personnel wellbeing, advocacy and community social interaction.

3.2 Strategic Goals

A Strategic Goal to achieve this Vision is **the Gaythorne RSL is to be a highly respected and valued community supporter.**

3.3 Process

- a. In order to achieve this Goal, the Gaythorne RSL provides financial assistance by way of **Sponsorships**. This policy outlines the application process to gain this support.
- b. All applications will be assessed by the Finance Sub Committee and a recommendation made to the Board. This recommendation will take into consideration the Objectives of the Gaythorne RSL.
- c. All applications are to be received by the Gaythorne RSL prior to 31 October.
- d. Acknowledgment of receipt of these requests will be conveyed in the month of receipt, where possible.
- e. Successful applicants will be notified within 30 days after the March AGM.
- f. Successful applicant details may be published in external media and listed on the Gaythorne RSL website.

4 Sponsorship Applications

4.1 Requests

The Gaythorne RSL Community Welfare Fund Application Form (Annex A) is to be used for all applications. Only complete applications will be considered. This information includes:

- a. Details of the Group/Organisation;
- b. An indication of the specific geographic target area.
- c. A clear outline of the sponsorship benefits to the Gaythorne RSL, including a list of media opportunities, signage and increased business;
- d. Any logo exposure to the Gaythorne RSL (not a necessity, but a bonus);
- e. Media articles relating to past events;
- f. A supporting letter from a parent organisation stating full support for the function or the event;
- g. Details of other organisations approached;
- h. If this is a one-off event or recurring;

- i. Evidence of your standing as a non-profit organisation, charity or community-based organisation;
- j. Current Balance Sheet

These requests should be sent to the Secretary at committee@gaythornersl.com.au or by post to Gaythorne RSL Sub-Branch Inc. PO Box 6361 Mitchelton Qld 4053.

5 Guidelines for Community

Approved Community Sponsorship will be capped at \$5,000.00; the amount will be allocated in accordance with the following:

- a. After the AGM, \$2,500.00 will be paid following the first Board Meeting.
- b. Up to an additional \$2,500 can be accessed determinant on patronage to the Gaythorne RSL.
- c. Upon receipt of the initial payment, successful groups will be asked to submit a list of their members who also hold Gaythorne RSL membership. This list will allow additional funds to be allocated to your group.
- d. 10% of the spend, within the next 6 months, from those members in the Gaythorne RSL will be returned to their organisation up to a total of \$2,500. The Gaythorne RSL General Manager will monitor this amount.

6 Monitor and Review

The evaluation of this policy and its effectiveness shall be undertaken internally by the Finance Sub-Committee annually.

Annexes

- A. Gaythorne RSL Community Welfare Fund Application Form