



Sponsorship Guidelines

September 2008

Introduction

Bankstown City Credit Union is now moving into a growth phase and is spreading its wings into new markets and outside the Bankstown Area. To achieve this we have created a new and exciting brand MoneyMAX, which covers our entire product range that will suit all sectors of the market. As an important part of our marketing mix, we view sponsorship as a key role to the integration of products and services into the market place.

The information should provide you with sufficient information to supply us with your great proposal presenting your unique sponsorship opportunity.

Background

Bankstown City Credit Union has a solid track record delivering personal financial services since 1965. Our competitive services include savings accounts and term investments, personal loans, car and home loans, credit cards, insurance and Internet banking. Since our early days as a credit union for Bankstown City Council staff, we have attracted a diverse membership and grown assets to more than \$176 million. Anyone of any age can join. In addition to our solid membership base in Sydney's southwest, we have members from across Sydney and beyond.

Easy access

The strength of services like our phone and Internet banking – including online account opening and loan applications – and our Bank@Post arrangement with Australia Post means easy access, wherever you live. Extensive ATM and EFTPOS access is available using a choice of cards including Redicard, Visa Debit card and MasterCard credit cards. Further flexibility is provided through options such as cheque books, traveller's cheques, foreign currency services, BPAY and also special deposit books which allow members to deposit into their Credit Union account at any National Australia Bank branch.

Award-winning

Several of our products have scooped Australia-wide acclaim. Awards from finance media such as Money magazine, Personal Investor magazine and the Australian Financial Review demonstrate that Bankstown City Credit Union products are among the very best across the Australian financial services industry, including banks.

Secure

Our members have peace of mind of knowing we meet the same regulatory standards as the big banks. Bankstown City Credit Union is authorised under the Banking Act to carry on banking business in Australia, has an Australian Financial Services Licence and is regulated by the Australian Prudential Regulation Authority, APRA. Our high prudential standards provide security and confidence for members.

People before profit

Bankstown City Credit Union is owned by its members and surplus profits are returned to them through better interest rates, lower fees and product enhancements. We enrich the local community through sponsorship of community events, education, sporting groups, charities and business awards.

The logo for MoneyMAX, featuring the word "MONEY" in white and "MAX" in yellow, with a yellow arrow pointing upwards and to the right.

MoneyMAX and Sponsorship

MoneyMAX sponsors sport; arts, culture and many other organizations that offer opportunities to sell educate and promote MoneyMAX and Bankstown City Credit Unions products and services.

SPONSORSHIP DEFINED:

Sponsorship is recognized as a commercial investment made to achieve many marketing and other objectives. The objectives vary, but fall under the two general categories of changing or enhancing our consumer's perceptions of our brand and changing their banking and financing habits with regard to our brand. Our aim is to achieve both with investment into sponsorship.

Sponsorship in this document excludes donations and grants.

Sponsorship can be of an event, organization, team or individual.

MoneyMAX Sponsorship Guidelines

MoneyMAX and Bankstown City Credit Union receives many proposals every year, many of which we reject because they do not adequately meet our needs. We have developed this document to ensure that our requirements are clearly outlined to potential sponsorship seekers, and to encourage the presentation of proposals which meet those needs.

- Our ultimate goal is to develop our member base by providing banking and financial services to a broad audience demographic.
- We prefer to have our sponsors use some of products or services
- We expect our sponsor partner to will invest a minimum of 10% of the total value of the sponsorship to pro-actively maximize the sponsorship.
- We prefer to invest in sponsorships that carry out some form of audience research or survey during and/or after the event that provides us results of the sponsorship value.
- We generally require a minimum of 12 weeks lead time for requests greater than \$5000 and 6 weeks for amounts less than \$5000.
- Logo branding is considered as a bonus, but it is not the primary goal of our sponsorship requirements.

Product Profile

The products of MoneyMAX include all services provided by Bankstown City Credit Union as well. To simplify our approach to the market and make it easy for our members to understand our product range, we have created a product suite that satisfies all your financial needs through life.

These are;

Loan products

- Home Manager
- Home Equity Manager
- Property Manager
- Car Manager
- Credit Manager
- Credit line Manager

Savings products

- Money Manager
- MoneyMAX

Term investments

- 6 months to 2 years

Other products services provided;

- Insurance
- Financial Planning
- Retirement planning
- Superannuation
- Credit and Debit Cards

For more information please visit the following websites;

- www.bccu.com.au
- www.MoneyMAX.com.au

Core Brand Values/Attributes

To assist you in understanding our positioning, our core values and attributes are;

- Owned by members (Customers)
- Family, enjoyment and friendly
- Finance for life
- Great value, great service
- Secure organization, very strong trading history
- Over 40 years old
- Aware of the importance of communities in today society
- NOT JUST ABOUT PROFITS

Sponsorship requirements

Sponsorship proposals must provide some of the following;

- Exclusive rights for banking/financial sector of sponsorship program
- Target market / Demographics
- Networking opportunities
- Media plan supporting the activity
- List of current supporters, partner and sponsors
- Your contact details
- Timeline of sponsorship including deadlines

General Criteria

- A full list of sponsorship benefits
- On-site opportunities, i.e.: speaking opportunities, product displays.
- Retail cross promotional opportunities
- Creative ideas for utilization of the sponsorship
- Dates and locations of the sponsorship
- Opportunities for our employee and or member involvement
- Access to hospitality, entertainment or general involvement for our members
- Potential business opportunities between organisations
- Reach of sponsorship - How many people see, attend or are involved?
- Leverage opportunities with your partners, members, sponsors
- Proposed cost of sponsorship and how it is spent
- How long has the organisation been in existence and what is the experience of the organisation
- Who will manage the partnership

What may not be considered?

As a responsible community based organization, we are committed to maintaining social responsibility, community welfare and upholding our strong and credible position within the community. To ensure this is maintained we will not consider sponsorship opportunities that;

- May be construed as discriminatory
- Could be detrimental to public health and safety
- Promote or encourage smoking, alcohol or substance abuse
- May be linked to anti-social behavior

Process of applications

Once your application has been received we will reply with a letter of receipt. The proposal will then be assessed; Once a decision has been reached we will then notify you of the outcome.

Contact

Attn: Marketing Department
Bankstown City Credit Union
64 Kitchener Parade
Bankstown NSW 2200

Phone: 02 9707 6023

Fax: 02 9707 6082

Email: marketing@MoneyMAX.com.au

Website: www.MoneyMAX.com.au or www.bccu.com.au