



## Community Investment Program

# Promoting our Partnership

for recipients of Community Investment funding

# Congratulations and welcome

## Congratulations on your funding approval.

Community Bank Inner East is operated by Inner East Community Finance, a local company, owned by local people. We are part of the Bendigo Bank Community Bank network. Twenty-two years ago, we opened our first two branches in Surrey Hills and Canterbury, followed by branch openings in Ashburton and Balwyn. More recently we expanded into Kew, Hawthorn and surrounding areas.

We are much bigger than just a bank, with up to 60% of our profits directed into the local community through our **Community Investment Program** (sponsorship and grants)- \$11 million so far. Our value proposition is simple, local people support us through banking, and we return profits directly back into our community.

When we provide funding to community organisations, we commit to working together to build a strong partnership, promote the Community Bank, and encourage your members and supporters to choose the Community Bank for their banking needs. It's essential that your members and supporters recognise that sponsorship is provided by our Community Bank, not 'Bendigo Bank.' To sustain our Community Investment funding into the future, banking must be conducted through our branch network. We look forward to collaborating with you and building a long-lasting, mutually beneficial partnership.

This guide outlines various ways we can work together to promote the Community Bank and your partnership with us.



# Announcing our partnership

## Announcement of the partnership.

When we confirm payment of Community Investment funds, we will provide you with some marketing assets for you to share with your members and supporters.

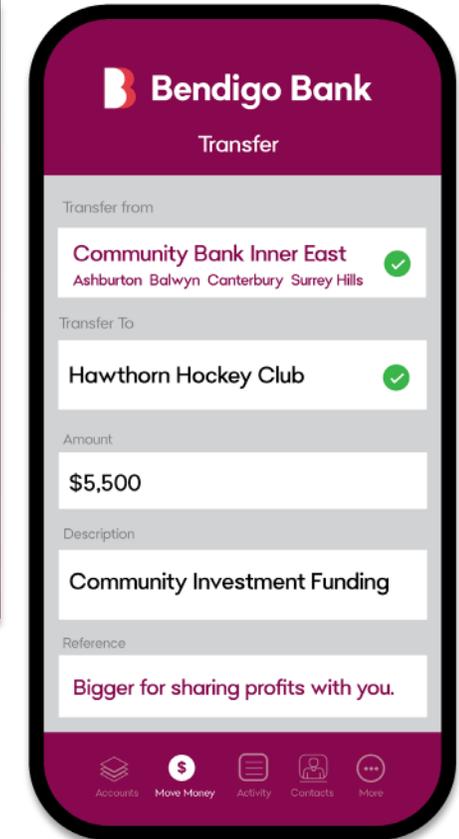
You will receive:

- A digital file to post to your social media (1080x1350px supplied as .png)
- A digital file to include in your electronic newsletter (600x 250px supplied as .png)
- We will also present in person, a printed announcement board for you to display.

We ask you share our support of your organisation with your members and supporters, so we can continue to grow our banking business.



Sample partnership announcement-social media post



Printed funds transfer announcement.

# Promoting our staff & services

## Promotion of our services.

Our staff will provide you with marketing and promotional materials that can be shared with your members and supporters. We will supply these as digital files that can be shared to your social media and in your e-newsletters.

We can provide printed materials on request. Please contact your dedicated staff member for more information.

The ongoing success of our Community Investment Program is reliant on the growth of our banking business. We provide additional supporter sponsorship for organisations who support us through banking. Please contact our staff for more information.

Sample promotional items-  
Social media posts &  
eNewsletter advertisement



**Kate's**  
**Bigger for banking that works for you.**



Chat to Kate today  
📞 0478 435 736

Community Bank Inner East  
Ashburton Balwyn Canterbury Surrey Hills



**Bendigo Bank**  
The better big bank



**We're bigger for helping you.**



Kate is here to help.

Community Bank Inner East  
Ashburton Balwyn Canterbury Surrey Hills



**Bendigo Bank**  
The better big bank



**Big on community.**

**Bigger for sharing profits with you.**



contact us:  
Kate Bellamy  
Community Engagement Advisor  
📞 0478 435 736

Community Bank Inner East  
Ashburton Balwyn Canterbury Surrey Hills



**Bendigo Bank**  
The better big bank

# Promoting our staff

## Additional Revenue for your organisation

Additional sponsorship is available to your organisation for members/supporters who place banking business with us.

When members and supporters, families and friends take out a home loan with one of our four branches, they simply need to nominate the community organisation they would like their banking to support.

We will then make a 'supporter sponsorship' payment to the organisation.

We have promotional material to assist you in promoting this to your supporters.



Inner East Community Finance Ltd.

A great home loan can do great things for Trinity Willison Cricket Club.

out more.

Engagement Advisor  
@bendigoadelaide.com.au

Community Bank Inner East

A large promotional graphic with a dark purple background. It features a photograph of a cricket player in white gear, seen from the side, ready to play. The text is overlaid on the image. At the top left, it says 'Inner East Community Finance Ltd.'. The main headline reads 'A great home loan can do great things for Trinity Willison Cricket Club.' Below this, it says 'Contact Kate for a free home loan health check.' and provides contact information for Kate Bellamy: 'Kate Bellamy Community Engagement Advisor', '0478 435 736', and 'kate.bellamy@bendigoadelaide.com.au'. At the bottom left is the Bendigo Bank logo, and at the bottom right is the text 'Community Bank Inner East'.

Inner East Community Finance Ltd.

A great home loan can do great things for Trinity Willison Cricket Club.

Contact Kate for a free home loan health check.

Kate Bellamy Community Engagement Advisor  
0478 435 736 kate.bellamy@bendigoadelaide.com.au

**Bendigo Bank** Community Bank Inner East

Sample promotional items-  
Social media posts  
eNewsletter advertisement

## Other promotion ideas

### Story Telling.

Adding logos is just one way of showcasing our partnership. We also have a terrific story to tell about the role our Community Bank branches play in our community and the reason why it is so important to support your organisation or event and to bank locally. We can supply, on request, pre-prepared text that you can add to your materials that tells this story.

There will be situations where you will have the opportunity to acknowledge the sponsorship in a speech or presentation.

Suggested wording is:

*We would like to thank Community Bank Inner East for their support. Over \$11 million dollars has been invested in the local community since 2003. This, and many other projects in our local community may not have happened without this support. We encourage you to consider the Community Bank for your banking needs.*

Big on community.



**Bigger for backing your club.**

Community Bank Inner East  
Ashburton Balwyn Canterbury Surrey Hills



**Bendigo Bank**  
The better big bank

Big on community.



**Bigger for your cricket club.**

Community Bank Inner East  
Ashburton Balwyn Canterbury Surrey Hills



**Bendigo Bank**  
The better big bank

Big on community.



**Bigger for backing your team.**

Community Bank Inner East  
Ashburton Balwyn Canterbury Surrey Hills



**Bendigo Bank**  
The better big bank

Big on community.



**Bigger for your footy club.**

Community Bank Inner East  
Ashburton Balwyn Canterbury Surrey Hills

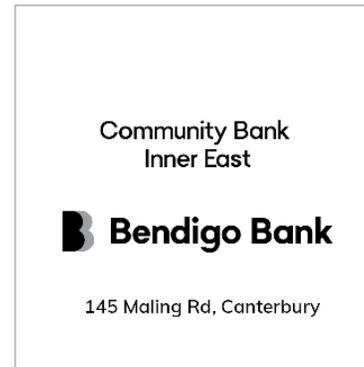
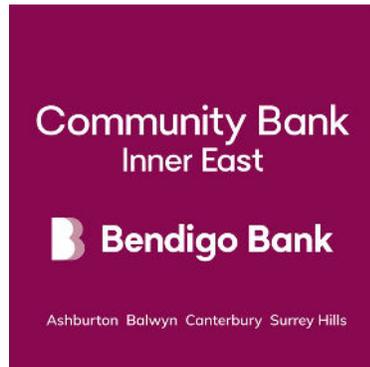


**Bendigo Bank**  
The better big bank

# Using the Community Bank Logos

## Style Guide and access to Logos.

It is important when using the Community Bank logos that the following logos are used. The Bendigo Bank logo without the Community Bank name is not the correct logo. We have several different versions of our logo in three colour formats. Our style Guide can be downloaded via the link below along with our logos. Select the most appropriate size and colour for the application. If you are unsure of which logo to use, please contact our Marketing team via email: [marketing@iecf.com.au](mailto:marketing@iecf.com.au).



Download our logos and style guide here:



<https://bit.ly/IECFlogos>



# Where can you use our logo?

## Using our logo.

Flyers, postcards, business cards, brochures, posters and other printed materials specific to purpose all provide an ideal opportunity to feature the Community Bank logo.

You may be preparing programs, event schedules, taking advertising space in local community newsletters, school newsletters, or the local paper – these all provide excellent opportunities to promote your sponsorship by including our logo.

Clothing, sports and other uniforms, banners, protective gear, equipment and so on can also provide visible opportunities for promoting the sponsorship.

Any use of our logo in printed material requires our approval.



# Advertising, Banners & Signage

## Advertising

We can prepare and supply advertising materials for your newsletters to promote our services. Contact our marketing team regarding your advertising requirements.

## Signage

Permanent signage should ideally be located at the entrance of the venue/site or in the most prominent location. We can supply signage for sports grounds, schools and community areas to promote our sponsorship.

We have several pull-up and tear drop banners that can be borrowed and used at your events. We can also, certificates and plaques personalised with your organisation details.



Sample promotional materials  
Flag Banners | social media assets | postcards & promotional flyers

## Other Merchandise

### Piggy

Piggy is the official mascot of the Bendigo Bank and is popular at community events and festivals. We can arrange for Piggy to attend your event. Piggy's availability can be limited so we suggest you book well in advance.

### Marquees, Banners and Signage

Each Branch has a 3m x 3m marquee, tear drop banners and vinyl signs that can be borrowed and used at your events. Contact the Branch Manager to book these items for your event.

### Other Promotional Materials

Other promotional materials that we may be able to source for you include:

- CAPS
- BALLS
- MONEY BOXES
- PENS



# Digital & Social Media

## Social Media

### Facebook

<https://www.facebook.com/communitybankinnereast>

### Instagram

@communitybankinnereast

We will 'like' your Facebook and Instagram accounts and tag you in any post we make to promote our relationship with you. We ask that you 'like' our social media assets and tag us when acknowledging our sponsorship. We can provide Facebook posts specific to an event or activity.



## Website

When you include our logo on your website in your sponsors area, please ensure the link goes to our company website <https://iecf.com.au> not the Bendigo Bank website.

You can find information on our Community Investment Program and contact details for all our team on our website.



# Our Team

Our team of banking experts is here to assist your organisation, members and supporters with all your banking needs. Please contact your dedicated staff member for support.



**Nick Coker**  
Chief Executive Officer  
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**Maggie Stamoulis**  
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**Kate Bellamy**  
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**Aaron Knott**  
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# Further information

We are very happy to assist you to promote our relationship. For any banking related enquiries, please contact your dedicated staff member. For any marketing or promotion enquiries, please contact our Marketing Manager:

Anna Gration  
Marketing Manager  
m | 0411 326 908  
[anna.gration@iecf.com.au](mailto:anna.gration@iecf.com.au)

## BRANCH CONTACT DETAILS:

**Canterbury**  
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**Surrey Hills**  
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**Balwyn**  
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<https://iecf.com.au>