



## Community Investment Program

Our Community Investment Program is funded by Inner East Community Finance Limited, the company that operates Community Bank Inner East, with branches located in Ashburton, Balwyn, Canterbury, Surrey Hills and Balwyn.

Local community groups and not-for-profit organisations are invited to apply for funding to support worthwhile initiatives that support Melbourne's Inner East and promote our Community Bank branches and staff. Funds are made available to increase visibility of the Community Bank Inner East brand and products and services and seek to provide a financial return to IECF by increasing the customer/business base. There is a strong emphasis, wherever possible, on funding programs and projects that provide valuable marketing and branding opportunities. At the same time, we remain committed to supporting other initiatives that deliver important benefits to the community.

To apply, your organisation needs to be based within the Community Bank Inner East network in Melbourne's Inner East and have an ABN or ACN. You'll also need to bank with Community Bank Inner East, or be willing to move your banking (unless exempt under State Government legislation). Organisations can apply once every 12 months.

Our Community Bank branches can help guide how much funding to apply for. Funding amounts are influenced by a range of factors, including available funds, the type and impact of your project, opportunities to promote Community Bank services to your members, and any previous business generated through earlier funding support.

For sporting clubs, funding is tiered and linked to engagement, promotional activity and business outcomes. There are four levels of sponsorship, ranging from Community Support (Bronze), which focuses on basic promotion and awareness, through to Community Engagement (Silver), which involves more active promotion and member engagement. Strategic Partnerships (Gold and Platinum) are designed for organisations with strong reach and influence, offering high-profile promotion and a more collaborative, results-driven relationship, with tiers based on the level of business achieved. Detailed information on the tiered sponsorship levels for sporting clubs is provided on the next page.

The Community Partner category supports other local organisations that enhance community wellbeing across areas such as health, education, culture and social connection. This includes groups like schools, kindergartens and community organisations, with funding supporting initiatives such as youth programs, community services, local events and projects that bring people together. For full eligibility details and to apply, download the Community Investment Applicant Guidelines from our website.



Please use the QR code for more information and the link to the application form.

### 2026 submission close dates:

**Round 1** 13 February

**Round 2** 15 May

**Round 3** 14 August

**Round 4** 13 November

### contact us:

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Sponsorship Levels for Sporting Clubs 2026.

	Community Support Partner (Bronze)	Community Engagement Partner (Silver)	Strategic Partner (Gold & Platinum)
<b>Our Financial Commitment.</b>	\$2,500 per annum.	\$5,000 per annum.	\$10,000 (Gold) \$20,000 (Platinum) per annum.
	This level is designed for organisations seeking foundational sponsorship support while helping us build awareness with your members and supporters. Partnerships at this level focus on basic promotion and acknowledgement, creating an entry point for engagement that benefits both the club and our business.	This level is suited to organisations with established and active member or supporter bases. Sponsorship at this level involves deeper engagement and more deliberate promotion of our services, creating opportunities for meaningful interaction and new customer acquisition while supporting the organisation’s objectives.	These levels are designed for organisations with significant reach and influence, where a close, collaborative relationship can deliver meaningful outcomes for both parties. Strategic Partnerships involve high-profile promotion of our services, while helping the organisation achieve its key objectives. These tiers are differentiated only by the level of business acquisition achieved.
<b>Organisational Obligations.</b>	<ul style="list-style-type: none"> <li>Attend presentation evening.</li> <li>Acknowledgement of sponsorship (logo on website and/or event collateral).</li> <li>Opportunity to attend one committee meeting.</li> <li>Minimum number of social media mentions per year [4].</li> <li>Recognition of sponsorship in newsletters or member communications per year [4].</li> <li>Completion of Annual Community Impact survey.</li> </ul>	<p>All Bronze inclusions, <b>plus:</b></p> <ul style="list-style-type: none"> <li>Co-branded marketing opportunities.</li> <li>Minimum number of targeted promotions of our products or services [4].</li> <li>Opportunities for face-to-face engagement (committee meetings events, activations, information sessions) [4].</li> <li>Branding on uniforms and signage opportunities.</li> <li>Participation in agreed Partnership Plan with measurable outcomes.</li> <li>Category exclusivity.</li> <li>Completion of the Sponsorship Acquittal.</li> </ul>	<p>All Bronze inclusions, <b>plus:</b></p> <ul style="list-style-type: none"> <li>Joint campaigns or initiatives aimed at customer acquisition.</li> <li>Priority branding across key events and communications.</li> <li>Naming Rights opportunities.</li> <li>Established club advocates.</li> </ul>
<b>Our Commitment.</b>	<ul style="list-style-type: none"> <li>Financial support.</li> <li>Use of our logo and promotional materials.</li> <li>Occasional attendance at key events.</li> </ul>	<ul style="list-style-type: none"> <li>Increased financial support.</li> <li>Dedicated relationship management.</li> <li>Access to product specialists or staff for events.</li> </ul>	<ul style="list-style-type: none"> <li>Premium financial investment.</li> <li>Regular performance reviews and reporting.</li> <li>Senior staff &amp; director involvement.</li> </ul>
<b>Expected Outcomes.</b>	<ul style="list-style-type: none"> <li>Brand awareness within the organisation’s community.</li> </ul>	<ul style="list-style-type: none"> <li>Lead generation, referrals, and deeper engagement with potential customers.</li> <li>New Customer Lending Acquisition per year [2].</li> </ul>	<ul style="list-style-type: none"> <li>Strong brand advocacy, and long-term partnership value.</li> <li>New Customer Lending acquisition per year: Gold [3] Platinum [5].</li> </ul>
<b>Additional Revenue Opportunities*.</b>	Eligible for supporter sponsorship payments for new customer lending acquisition.	\$4,000 supporter sponsorship payable on achievement of new customer lending acquisition [2 new loans].	\$6,000 (Gold), \$10,000 (Platinum) supporter sponsorship payable on achievement of new customer lending acquisition [3 new loans (Gold) & 5 new loans (Platinum)].

\*Additional sponsorship (supporter sponsorship) is available to sporting clubs for new or re-financed lending business acquired. T&C's apply. For full eligibility details and to apply, download the Community Investment Applicant Guidelines from our website [iecf.com.au](http://iecf.com.au).

Non- Sporting Clubs- Community Partner 2026.

	<p><b>Community Partner</b></p> <p>The Community Partner category supports local organisations that strengthen community wellbeing across health, education, culture and social welfare. This includes schools, kindergartens, scouts, Lions, Rotary and Probus Clubs and other groups that foster community connection. Funding supports initiatives such as youth mentoring, leadership programs, scholarships, community centres, neighbourhood houses, traders associations, food relief, aged care, disability services and local events.</p>
<b>Our Financial Commitment.</b>	<p>Due to the diverse range of programs and initiatives within this category, funding levels may vary. The following amounts are provided as a guide to the typical level of investment for recurring programs and events:</p> <ul style="list-style-type: none"> <li>▪ School fetes and fairs – up to \$2,500</li> <li>▪ Early Learning Centres and Kindergartens – up to \$1,500</li> <li>▪ Small Community Events – up to \$5,000</li> <li>▪ Lions and Probus Clubs – up to \$2,000</li> <li>▪ Large Community Events – assessed on application</li> </ul> <p>You should contact your local branch for guidance on how much you should apply for prior to submitting an application.</p>
<b>Organisational Obligations.</b>	<p>Recognition at this level will vary depending on size of investment, however as a minimum the partner will:</p> <ul style="list-style-type: none"> <li>▪ Attend presentation evening.</li> <li>▪ Acknowledgement of support in newsletters, emails, social media and on website.</li> <li>▪ Opportunity for our staff/directors to attend or present at a meeting, event, or fundraiser.</li> <li>▪ Distribution of promotional material to members or families.</li> <li>▪ Referrals or introductions where appropriate.</li> <li>▪ Completion of Annual Community Impact survey.</li> </ul>
<b>Our Commitment.</b>	<ul style="list-style-type: none"> <li>▪ Financial or in-kind support (e.g. prizes, materials, event support)</li> <li>▪ Use of our logo and promotional materials.</li> <li>▪ Local staff involvement where appropriate.</li> </ul>
<b>Expected Outcomes.</b>	<ul style="list-style-type: none"> <li>▪ Local brand visibility.</li> <li>▪ Relationship building within key community segments.</li> <li>▪ Potential new customer enquiries or introductions.</li> <li>▪ Support for organisations delivering valuable community outcomes.</li> </ul>
<b>Additional Revenue Opportunities*.</b>	<p>Eligible for supporter sponsorship payments for new customer lending acquisition.</p>

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