



PHILLIP ISLAND RSL PARTNERSHIP &/OR SPONSORSHIP POLICY 2016

PHILLIP ISLAND RSL VISION

To be the pinnacle benchmark for all Victorian RSL's both commercially and in our contribution to the community.

PHILLIP ISLAND RSL MISSION

To support the wellbeing of our members through the provision of welfare and commemorative services while continuing to enhance our image and value to the community.

This policy will assist local organisations looking for funding via sponsorship which is mutually beneficial based on the following criteria and guidelines.

POLICY AIM

To provide a basis for the assessment of requests to enter into a commercial partnership &/or sponsorship agreement from local Not for Profit organisations.

POLICY OBJECTIVES

To provide an equitable process for dealing with applications for partnerships &/or sponsorship.

1. Partnerships – can be financial or in kind

Where there is mutual benefit for both parties - financially and socially - that provides Return on Investment to the Phillip Island RSL as well as the other party. For example:

- assist in selling ANZAC Day badges and Remembrance Day poppies
- use of the RSL's venues for meetings and functions
- new memberships to the RSL
- positive publicity and promotion for both parties via strong branding of both parties

2. Sponsorship – financial or in kind

To provide financial support and/or in-kind support/media coverage for a specific community event that provides Return on Investment to the Phillip Island RSL. For example:

- activity converts to bistro bookings
- functions or events
- new memberships
- positive publicity and promotion for the Phillip Island RSL with strong recognition of our brand and business
- Opportunity for Phillip Island RSL promotion to organisation's database or audience/attendees eg special offers advertised in programs, signage etc.



ELIGIBILITY

The Phillip Island RSL can only approve sponsorship to incorporated local community organisations and clubs or clubs or organisations endorsed by the ATO for both Charity Tax Concession and Deductible Gift Recipient status

The applicant must reside or be an official representative from a local organisation on Phillip Island/San Remo

PHILLIP ISLAND RSL PARTNERSHIPS/SPONSORSHIPS WILL NOT FUND:

1. Commercial business
2. Charities
3. Clinical research projects
4. Endowment funds
5. Retrospective funding
6. Recurrent expenditure where there is no plan in place for the long term sustainability of the project or program
7. Auspicing - the organisation applying must be the organisation undertaking the project or program

ADMINISTRATION

The following procedure shall apply

1. To be considered for funding, applicants must complete the applicable Phillip Island RSL Sponsorship Application form available from www.phillipislandrsl.com.au/community/business partnerships or from the Phillip Island RSL Administration office
2. AS part of the funding reporting process, applicants must agree to provide the Phillip Island RSL with an Acquittal Report, available from www.phillipislandrsl.com.au/community/businesspartnerships once funds are expended.
3. Applications are to be considered by the Phillip Island RSL Management team.
4. Applicants must be aware that there may be at least a one month period before a decision is made.
5. A letter will be sent to confirm or reject the Applicant's request within a month
6. Funds provided will be subject to budget availability and criteria met

CANCELLATION OF GRANT

Grant funds will be withdrawn under the following circumstances:

1. If the activity is cancelled for any reason
2. False information is provided by a grant recipient/organisation
3. Negative publicity for the Phillip Island RSL

CONTACT:

Applications to be addressed to:
Marketing & Communications Manager
Phillip Island RSL
PO Box 503,
Cowes, 3922



PHILLIP ISLAND RSL GUIDELINES FOR Sponsorship

All Sponsorship applications must complete the Phillip Island RSL Sponsorship/Partnership Application Form

The Proposal must include:

- Project title
- Aims and objectives of the project
- The need for the project and how this need was identified
- Why your organisation is best placed to address this need
- A description of the activities to be undertaken with the grant
- Who will benefit and how
- A time line including key dates
- A statement of expected outcomes both immediate and into the longer term
- Evaluation procedures
- Budget details for the project
- Letters of support for the project from other individuals or organisations
- Details of any partnerships or alliances with other groups involved with this project
- Details of other funding sources who you have applied to for this project
- Details of previous funding received from the Phillip Island RSL
- A letter of reference
- A description on how Phillip Island RSL's contribution will be acknowledged
- A description on how Phillip Island RSL's brand will be promoted
- A description on what community benefits will be offered to the Phillip Island RSL
- Applicants who receive funding must provide accountability and evidence on how the funds were utilised (eg. photos, letters) by submitting the Acquittal Form within one month after the program/project has ceased or completed

Attachments:

- Copy of Certificate of Incorporation
- Copy of Public Liability Insurance (for events not held on Phillip Island RSL property)
- Copy of Deductible Gift Recipient Certificate
- Copy of Taxation Charity Concession Certificate
- Copy of your latest Annual Report
- Copy of your latest Financial Statement
- Letters of support from organisations you have worked with in the past (Please do not provide testimonials)