



WBS Community Sponsorship Policy

Wairarapa Building Society (WBS) is a community focussed financial services organisation. As the only 100% locally owned lending and investment provider in the Wairarapa, WBS is committed to its local community, and supports local initiatives and groups through funding, grants and sponsorship. These activities also serve to increase exposure and raise WBS's profile in the community, advertising WBS's core business as appropriate.

1. Policy Purpose

- 1.1. The purpose of the WBS Community Grants Policy is to:
 - a. guide the allocation of funding and sponsorship, ensuring consistency with WBS's strategic direction, core values and brand attributes;
 - b. outline types of sponsorship and sponsorship criteria; and
 - c. confirm a process for the assessment and coordination of sponsorship opportunities.

2. Scope

- 2.1. This policy relates to all sponsorship and community funding activities undertaken by WBS. The sponsorship budget will be set annually, and priorities for sponsorship allocation may vary according to operational priorities and strategic objectives.

3. Types of sponsorship

- 3.1. Sponsorship may be in the form of in kind or general (financial) support, or a combination of both.
- 3.2. **In kind sponsorship** may take the form of:
 - a. supply of WBS branded merchandise or general gifts.
 - b. promotional support, such as promotion of an event or campaign.
 - c. use of staff expertise or support of staff at an event or campaign.
- 3.3. In kind support applications can be submitted throughout the year and will be reviewed on a case-by-case basis by a WBS delegated authority.
- 3.4. **Community Loans** are considered in kind sponsorship, where funds are required to enable or progress a project or initiative that will benefit the local community.
 - a. A Community Loan is a loan with favourable terms, rates or conditions, as agreed by the WBS CEO and Finance Manager.
 - b. Community Loans are assessed on a case-by-case basis, and are subject to an in-depth review of financial records and planning documents. Community Loans will need to meet CCCFA requirements for responsible lending.
- 3.5. **General sponsorship** is any financial contribution towards a project or initiative that has tangible benefit to the Wairarapa community.
- 3.6. Applications for general sponsorship will be assessed as part of a funding round, held periodically through the year. These will be advertised on our website – wbs.net.nz.
- 3.7. Applicants may be asked to acknowledge any in kind or general sponsorship as appropriate, for example logo placement, recognition online or via social media, newsletters, signage, naming rights, etc.

- 3.8. A **Partnership** or **Corporate Sponsorship Agreement** may be entered into where the sponsorship is deemed mutually beneficial and aligns with WBS's operational and strategic objectives.

Any Partnership or Corporate Sponsorship Agreement is at the discretion of the CEO.

4. Eligibility

- 4.1. Any charitable or non-profit community organisation or formally constituted group is eligible to apply for in kind or general sponsorship, or propose a Partnership or Corporate Sponsorship Agreement, as applicable.
- 4.2. Applications from commercial organisations will primarily be considered as part of a Corporate Sponsorship or Partnership Agreement, where the application aligns with WBS's operational and strategic objectives and provides business development opportunities.
- 4.3. The applicant must be able to demonstrate that the project or initiative will benefit the Wairarapa community. Applications for activities outside of the Wairarapa region will not be considered.

5. Criteria

The following criteria will be used to guide decisions on the allocation of **general sponsorship**.

- 5.1. The project is Wairarapa-based or benefits the Wairarapa community.
- 5.2. There is evidence of the applicant's sound financial management, detailed planning, and demonstrated ability to report back on past funding as appropriate.
- 5.3. The main intent of the project is not for private or commercial financial gain.
- 5.4. Applications will be considered under the following categories:
- a. Arts and Culture
 - b. Sport and Recreation
 - c. Environment and Sustainability
 - d. Educational (particularly Financial Literacy)
 - e. Community support
 - f. Other
- 5.5. Applications must relate to projects to be undertaken within the next 12 months.

6. Applications that are not funded

- 6.1. Applications will not be considered where the funding is for:
- a. Ongoing operational expenses e.g. staff salaries or wages, rent, rates, insurance or debt payments.
 - b. Retrospective requests for completed projects.
 - c. Political organisations, lobby groups or religious or faith-based groups.
 - d. Any activity that may represent a reputational risk to WBS.
 - e. Any activity that may be considered a conflict of interest for WBS.

7. The application process

- 7.1. Applications for in-kind support or proposals for partnerships or corporate sponsorship agreements can be made throughout the year, with no applicable deadline.
- 7.2. All applications for general sponsorship must be submitted to WBS by the advertised date, generally 30 April and 31 October.
- 7.3. Applications may be made by emailing the Sponsorship Application Form to sponsorship@wbs.net.nz, or posting to:

WBS, PO Box 441, Masterton 5840

- 7.4. Applications received outside the two funding rounds will be held on file for the subsequent funding round.
- 7.5. A panel will be appointed by the CEO to consider the applications for each funding round.
- 7.6. The panel may invite applicants to speak to their application, or may request further clarification regarding the application.
- 7.7. Where the panel decides to approve funding, it may include conditions.
- 7.8. Decisions of the panel will be reported to applicants as soon as possible following the funding round.
- 7.9. No appeals on the decision of the panel will be considered.

8. Terms and Conditions

- 8.1. All sponsorship over \$2,000 will need to complete an accountability form, showing evidence of how funds were spent.
- 8.2. Any unspent funds must be returned to WBS, unless there is a prior agreement to carry over such funds.
- 8.3. Where sponsorship is ongoing, it will be reviewed annually unless otherwise specified.
- 8.4. Past funding does not represent a commitment to future funding beyond the term of the agreement.
- 8.5. Any general sponsorship approved outside the funding rounds is at the discretion of the CEO.
- 8.6. Sponsorships will be limited to the available funds and WBS reserves the right to reject applications based on annual budgetary planning and prioritising.