



Sponsorship Application Form – regional or national

Heartland Bank Limited (Heartland) provides sponsorship to groups and organisations that benefit the communities in which we operate. Heartland's sponsorships must:

- have a tangible connection with our communities, customers and/or staff;
- allow us to be the only financial services organisation involved in the sponsorship opportunity; *and*
- provide the opportunity for us to build and develop the reputation of the Heartland brand.

Note that Heartland will not consider sponsorship requests for any of the following:

- Religious or political lobby groups/activities
- Activities that discriminate
- High-risk or illegal activities
- Completed activities or events
- Individuals
- Events, organisations or groups outside of New Zealand and Australia.

Applicant Details	
Organisation name	
Contact name	
Position	
Contact number	
Email address	
Mailing address	
Sponsorship Details	
Description of proposed opportunity/event	
Event dates	
Total financial support requested	

Other non-financial support requested

Benefits for Heartland (eg. exposure to potential customers, opportunity to display Heartland logo etc.)

How will this sponsorship benefit Heartland's brand?

How will this sponsorship involve Heartland's staff?

Any other relevant information (financials, marketing materials etc.)