

# MANNINGHAM SPONSORSHIP POLICY 2012-2016

## 1. INTRODUCTION

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Council recognises that local businesses and larger corporations play an important role in the community. Council provides opportunities for the private sector to contribute to our local community by demonstrating good corporate citizenship and positive investment within the community.

This Policy establishes guidelines by which sponsor partnership packages and naming rights can be negotiated for Council events, programs, services and Council assets. It does not apply to outside organisations including community groups and sporting/ recreational associations.

## 2. DEFINITIONS

**In Kind** is where a sponsor provides a product or service in replacement of cash

**Naming rights** is public recognition of an organisation brand upon a Council owned assets, event or program

**Sponsorship** is a contractual agreement between Council and an external party that provides benefits for both parties through the delivery of an activity, providing benefits that may include logo placement on Council marketing collateral including web presence on Council owned sites

**Philanthropic support** is a contribution from a Trust or Foundation.

## 3. BACKGROUND

Council has a responsibility to deliver programs and services for the benefit of the local community. In addition to ongoing programs and services, Council also conducts a range of community events, such as Manningham Carols by Candlelight and Manningham Multicultural Festival.

Sponsorship and philanthropic support can be provided as a cash or in-kind contribution. The value of sponsor partnership arrangements can vary and will be commensurate with the level of benefit provided to the sponsor. Sponsorship is generally time limited and may vary from short term (eg: event based) to long term (eg: number of years).

Sponsorship and philanthropic partnership support enables Council to enhance or extend the quality of activities, programs and projects it is delivering or to offset the Council contribution through sponsor contribution.

Sponsor partnerships provide benefits to a private sector company, corporation or other government agency in exchange for money, goods or services.

## 4. PRINCIPLES

A number of key guiding principles for all sponsorship arrangements are to ensure:

- Probity – transparency between both parties
- Accountability – ensure benefits and obligations are met by both parties
- Effective risk management – assessing the impact on Council's reputation
- Sustainability – enhance or assist Council and business activities.

## **5. AIM**

To provide a clear framework to guide the establishment of partnership proposals.

## **6. OBJECTIVES**

The overall policy objectives are;

- To assist in the pursuit of additional revenue streams for sustained community benefit
- Enhance co-ordination of endeavours across the organisation
- To avoid duplication of efforts
- To enhance opportunities to develop enduring public/ private partnerships relationships.

## **7. VISION AND VALUES**

This Policy is aligned with Council's Vision, Values and key Objectives, in particular the theme of Council Leadership and Organisational Performance.

## **8. POLICY CONTEXT**

This Policy applies to all cash and in-kind support provided by sponsor and philanthropic partnerships received by Council.

This Policy is to be read consistent with relevant Council policies including:

- Outdoor Advertising on Council Owned and managed Property
- Staff Code of Best Practice
- Technology Strategy (Draft)
- Corporate Style Guide.

This Policy will be linked with Council's Grants and Sponsorship Toolkit and Prospectus document.

Sponsor partnership arrangements are by default a general endorsement by Council of its corporate partners and acknowledges their support to the community.

## **9. GUIDELINES**

Council will not enter into sponsorship agreements with external parties where their primary operation or product involves:

- Tobacco
- Gambling
- Alcohol
- Sex industry
- Portrays a negative emphasis on gender, race, sexual preference, religious belief, marital status or physical or mental disability.

In situations where the external party is involved in the provision of one of the exclusions above, but where it is not the primary operation or product, acceptance of sponsorship should be determined on a case by case basis.

Council retains overall naming rights of events, assets and program activities. Where there is an opportunity for naming rights of Council assets it will be referred to Council for formal consideration. All other sponsorship arrangements will be referred to EMT, with the exception of festivals and events as sponsor contributions to events are generally mainly minor in nature and there are a number of existing long standing partners.

The Sponsorship Policy assumes that an organisation will be offered benefits commensurate with contribution or level of support, this may typically include acknowledgement with:

- Corporate logo placement in related Council marketing collateral
- Brand awareness and acknowledgement at related festival and events (where applicable)
- Corporate logo placement on Council websites.

In accordance with privacy restrictions Council will not provide sensitive or private information including databases and contact lists to any of its potential partners.

## **10. KEY CONSIDERATIONS**

All sponsor partnerships will be listed in Council's Annual Report noting the name of the sponsor and the event sponsored. The scope of the sponsor acknowledgement will be mutually agreed by both parties and may include exposure of the sponsor's name and logo.

Council's Community Planning Unit has the overall responsibility for sponsorship management and sponsorship agreements for the Sponsorship Policy and will be supported by the Communications and Marketing Unit in relation to design and branding.

A Prospectus document will be made available on Council's corporate website to ensure that open and effective competition is offered to a broad field of potential sponsors.

### **10.1 Risk assessment**

Any partnership Council undertakes must not compromise Council's reputation, public image, probity, or its ability to fulfil its functions and in particular partnerships must comply with the guidelines stipulated in Section 9 of this policy.

### **10.2 Dispute resolution**

All effort will be taken to create a mutually beneficial relationship between Council and its partners. Where a grievance arises both parties will first work together to resolve those grievous. Where disputes do arise a dispute resolution mechanism will be initiated. This process will ensure that Council's integrity is protected against any potential negative association.

## **11. REPORTING REVIEW**

An evaluation process will be undertaken every four years and any proposed amendments will need to be endorsed by Council.