

Policy Register

Sponsorship Policy 2020-2024

Policy Classification	- BUSINESS EVENTS & GRANTS
Policy N°	- POL/553 (DRAFT-D20/73114)
Policy Status	- CURRENT
Responsible Service Unit	- ECONOMIC & COMMUNITY WELLBEING
Authorised by	- COUNCIL
Date Adopted	- 25/08/2020
Next Review Date	- 25/08/2024

This policy is part of a suite of policies adopted by Council or the Executive Management Team (EMT).

New or replacement policies can be created and developed within Service Units but can only be added to Council's Policy Register by Governance Services following the approval of the policy by Council or the EMT.

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PURPOSE

To provide Council with a clear framework to guide the establishment of sponsorship proposals.

POLICY STATEMENT

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.

The Manningham Sponsorship Policy provides the basis for sponsor partnership packages and naming rights to be negotiated for Council events, programs, services and Council assets. It does not apply to non-Council organisations including community groups and sporting or recreational associations operating in the Manningham LGA.

This Policy also enables Council to enter into sponsorship agreements with third parties. This may be the support of an initiative, event, activity or festival within the municipality or region. This is separate from any funding and service agreements under Council's Community Grant Program Policy.

A number of key guiding principles for all incoming and outgoing 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.

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
- To increase awareness of Council and its role in the community.

SCOPE OF POLICY

This Policy applies to all cash and in-kind support provided by sponsor and philanthropic partnerships received by Council as well as all cash and in-kind supported provided by Council to a third party. Sponsor partnership arrangements are by default a general endorsement by Council of its corporate partners and acknowledges their support to the community.

Grants received to or given by Council are not considered sponsorship and are not covered by this Policy.

RESPONSIBILITY

Manager Economic and Community Wellbeing
Coordinator Business, Events and Grants

DEFINITIONS

In kind is a product or service provided by a sponsor in lieu of a cash contribution.

Naming rights is public recognition of an organisation brand upon a Council owned asset, 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 relevant marketing collateral including web presence on Council or third party owned sites

Philanthropic support is a contribution from a Trust or Foundation

RELATED POLICIES

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

- Outdoor Advertising on Council owned and managed Property
- Staff Code of Conduct
- Corporate Style Guide
- Community Grant Program Policy
- Procurement Policy

SUPPORTING PROCEDURES

This Policy will be linked with Council's Sponsorship Toolkit and Prospectus and associated example documents.

GUIDELINES

Sponsorship of Council activities

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.

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 (e.g.: event based) to long term (e.g.: number of years or series of activities or events).

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.

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

- Political parties
- 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.

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 or associated websites
- All benefits are to be clearly defined and presented in a publicly available sponsorship prospectus.

In accordance with privacy restrictions Council will not provide sensitive or private information including databases and contact lists to any of its potential partners. Council may, however, offer to include messaging to attendees via secure systems such as mailing tools on behalf of sponsors.

Council will only enter into a sponsorship arrangement with a third party where a prospectus has been presented with all benefits and obligations. These will be assessed on an individual basis within the scope of the prospectus and must represent value for money for Council and the community. All agreements will be signed by all parties with clearly defined benefits and obligations stated.

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.

Council sponsored events

From time to time Council may wish to support an initiative, event, activity or festival by way of sponsorship. This support can take the form of cash or in-kind contribution and must provide a benefit to Council in the form of promotion, exposure or brand identity through association.

All sponsorship requests will be referred to the Executive Management Team, with the exception of festivals and events where sponsor contributions to events generally involve minor, in-kind support or are subject to grant funding which is subject to a separate approval process.

RELATED LEGISLATION

This Policy is acted in accordance with the Local Government Act 2020

SUPPORTING RESEARCH AND ANALYSIS

This Policy is based on industry best practice, and has been developed through years of operational activities including sponsorship of community and business events as well as testing the marketing with opportunities as arisen.

The Sponsorship Toolkit and Prospectus has been developed in consultation with specialists and include examples from successful sponsorship activities.

DOCUMENT HISTORY

Policy Title:	Sponsorship Policy 2020-2024
Responsible Officer:	Ben Harnwell
Resp. Officer Position:	Coordinator Business Events and Grants
Next Review Date:	25 August 2024
To be included on website?	Yes

Last Updated	Meeting type? - Council or EMT	Meeting Date	Item N°
August 2020	Council	25 August 2020	TBD