

TITLE:	Sponsorship Policy		
DIVISION:			
ADOPTED BY:	Council		
DATE OF ADOPTION:	16 October 2014	DATE OF REVIEW:	1 October 2014
MOTION NUMBER:	221/14		
POLICY NUMBER:	CP000033		
AUTHORISED:	Chief Executive Officer		

THIS POLICY APPLIES TO:

All employees of the Barkly Regional Council and Elected Members

PREAMBLE

The aim of all policy is for Councillors to provide strategic input into the effective operational framework of the organisation under S.11 of the Local Government Act

SUMMARY

This Policy sets out the principles and procedures for Council sponsorship of a program, service, event or project and procedures for sponsorship of Council activities. The policy does not apply to government grants or government sponsored activities or the Council's own *Community Grants Program*.

OBJECTIVES

This Policy aims to provide clear definitions, guidelines and procedures for sponsorships, to ensure an accessible, open and transparent process in assessing sponsorship proposals for the Council.

BACKGROUND

Barkly Regional Council may enter into sponsorship arrangements with organisations or individuals to support new or existing programs, services, facilities or events which contribute to the quality of life for the community and may accept external sponsorship for the Council's own programs.

In addition to sponsorship, the Council has a *Community Grants Program* aimed at assisting community organisations with the development of activities and services to benefit a broad cross-section of the community. *Community Grants are not covered by this Policy.*

POLICY STATEMENT

For the purposes of this Policy, sponsorship is defined as a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support a service, event or facility or program in return for specified benefits.

Sponsorship arrangements will only be considered when there is alignment with objectives outlined in the Regional Plan and benefits to the Council/community are demonstrable.

Key criteria for Council sponsorship:

Sponsorship applicants should provide programming or activities that directly benefit the Barkly Region.

Council may enter into sponsorship arrangements to provide support to outside organisations.

The public image, products and services of the organisation seeking sponsorship must be consistent with the goals and values of the Council. Organisations involved in politics such as where there is potential for conflict with Council's policies and responsibilities to the community, will not be eligible for sponsorship.

All sponsorship proposals should be able to demonstrate a valid contribution to outcomes for the Barkly Regional Council's community.

Sponsorship of organisations may be:

- On an on-going basis (subject to annual review)
- As seeding sponsorship over a defined period of time
- A 'one-off' sponsorship

This form of support is different to that provided for under the Council's Community Grants Program.

Any sponsorship proposal should address the following:

- A statement of the objectives and detailed description of the sponsorship activity
- Capacity to deliver long term benefits to the community
- Demonstrated ability to achieve timeframes and budgets outlined in the proposal
- The organisation's capacity for administering the project
- The activity's viability in terms of support from any other relevant organisations
- How Council's support will be acknowledged and publicised
- The names of other sponsors, proposed or confirmed, to be involved with the event or activity

The Council does not generally sponsor conferences, seminars, functions, individuals, record attempts or fundraisers unless they are directly related to the corporate objectives or local government.

The Council has an expectation that it will receive a return on its participation through demonstrated benefits including but not limited to:

- Appropriate branding and profile raising opportunities
- Ability to leverage sponsorship through media or advertising
- Ability to leverage support through attendance or staging of display or complementary event where appropriate

Conditions

Recipients of Council sponsorship will be required to:

- Enter into a written agreement clearly identifying the commitment made by both parties;
- Submit a tax invoice to Council
- Submit a completed sponsorship acquittal which includes a project report and a financial acquittal within three months of the project's completion.

Sponsorship funding must only be used for the purpose stated in the agreement.

Sponsorship of a Council activity

The Council may accept sponsorship for a Council program activity or event where this is considered appropriate.

- Sponsorship agreements must be in writing and specify the obligations and responsibilities of the parties.
- The Council will recognise sponsors in a number of ways. The extent of such recognition will be specified in the sponsorship agreement.
- Sponsorship agreements must not compromise the integrity or expected service delivery levels of the Council activity;
- The Council will not allow a sponsor to determine the content any program or activity;
- If equipment is donated, the costs associated with maintenance, running and insurance must form part of the sponsorship arrangement;
- Any donations of equipment, materials and labour will be treated in accordance with Council's asset management policies.

It is important that any sponsorship arrangement involving Council activities should:

- Be unambiguous and clearly understood by all parties
- Avoid any real or perceived conflict of interest
- Avoid real or implied preferential endorsement of a commercial product
- Provide suitable acknowledgment of the sponsor
- Ensure there is no conflict of interest arising as a result of the sponsorship
- Ensure that individual employees are not permitted to receive any substantial benefit from association with sponsors
- Not be used to provide routine Council services

Forms of recognition may include, but not be limited to:

Appropriate signage, media releases, inclusion of sponsor's name and logo in Council publications and advertisements, merchandising of goods at selected points of sale, display in the foyer of Council facilities for an activity of the sponsor when not required for the Council's own use.

Risk Assessment

Where a report is prepared for Council consideration a risk assessment must be included. This should include:

- An analysis of each component of an offered sponsorship showing the relevance of the offering and perceived benefit to the Council
- Detail of the any expected degree of endorsement of the sponsor or sponsor's products
- Potential conflicts of interest
- The ability of the Council to provide adequate resources and facilities to meet the terms of the proposed agreement

Use of Council Logo

Permission to use the Council logo and relevant artwork is to be obtained from Council's Communications Officer. The Council logo will be used in association with any displays/promotions associated with the sponsorship.

LEGISLATION, TERMINOLOGY AND REFERENCES

Part 2.3 of the Local Government Act establishes the role, functions and objectives of Councils and provides the basis for Barkly Regional Council's active role in community, cultural and social development.

IMPLEMENTATION AND DELEGATION

The Chief Executive Officer will be responsible for implementation of the Policy.

EVALUATION AND REVIEW

This Policy is to be reviewed every four (4) years, and may be reviewed at other times at the discretion of Chief Executive Officer.