

Policy – No 114	Adopted:	OM: 07.12.1998
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	Revoked:	

TITLE: SPONSORSHIP POLICY

STRATEGY: Business Management

BUSINESS UNIT: Administration & Governance

RELEVANT LEGISLATION: None

RELATED POLICIES: No. 182 - Gifts and Benefits Policy

Objective

Pittwater Council supports corporate sponsorship with organisations whose public image, products and services are consistent with the values, goals and specific policies of local government in the Pittwater Area

Policy Statement

“Sponsorship” means a contribution in money or kind, generally by the corporate sector or private individuals, in support of a Council activity. It does not include the selling of advertising space, joint ventures, consultancies and gifts or donations where the reciprocal benefit provided by the Council does not extend beyond some modest acknowledgment.

SPONSORSHIP PRINCIPLES

1.0 General Principals

- 1.1 The General Manager, or an officer authorised by the General Manager, has the authority to seek and negotiate corporate sponsorship agreements.
- 1.2 Final approval of each corporate sponsorship agreement over \$50,000 shall be by the full Council in accordance with this Policy.
- 1.3 Any consideration given to the establishment of sponsorship agreements shall include regard to the following:
 - Council is, and is seen to be, impartial with respect to its decision making,
 - The maintenance of a consistent and professional image of Council and the sponsor within the community at all times,
 - Realistic servicing of the sponsorship agreement by Council, and
 - Sponsorship agreements are to be developed in line with Council's long-range strategic planning and reflect unified and consistent themes.
- 1.4 In relation to sponsor products Council will not enter into a sponsorship agreement with the following:
 - Organisations involved in the manufacture, distribution and wholesaling of tobacco and tobacco-related products,
 - Organisations involved in the manufacture, distribution and the wholesaling of alcoholic products where such a sponsorship would be related to services or activities for youth,
 - Organisations whose services or products are injurious to health, or are perceived to be in conflict with Council's policies and responsibilities to the community.
- 1.5 Each project will be assessed on the individual merits of the sponsor and the items to be sponsored
- 1.6 An employee of the Council or Councillors shall not accept any personal benefits from sponsorship
- 1.7 Funds raised through sponsorship of specific expenditure items which are included in the current budget will be used for that purpose and not be redirected into general revenue.
- 1.8 Sponsorship shall generally be sought in accordance with Council's Procurement guidelines to ensure transparency and equity in the selection process.

2.0 Recognition Mechanisms

- 2.1 Pittwater Council will recognise its corporate sponsors in a number of ways. The extent of such recognition will be determined in relation to the level and nature of the sponsorship. Such forms of recognition may include:
 - Appropriate signage of the sponsored item,
 - Media release and seeking of associated media opportunities,
 - Invitations to selected Council functions,
 - Annual function for sponsors,
 - Naming rights for an event, building, etc for the term of sponsorship,
 - Award or trophy struck in the sponsor's name and publicly presented ,

- Right to use the asset, service, event, name and logo, etc in sponsor's advertising and sales promotion in a form to be mutually agreed,
- Event facilities, which may include hospitality, free preferential seats, event functions, award presentation, car parking, VIP functions, etc,
- Merchandising of goods at selected points of sale,
- Static display in the foyer of Council's Administration Building or other Council-owned facility in a form to be mutually agreed,
- Professional footage and photography of the asset, service, event etc, for use by sponsor in a form to be mutually agreed,
- To use the asset or facility, subject to approval in each individual case, in static displays or for an activity of the sponsor when not required for Council's use, and
- Opportunity for sponsor's name / or logo to be promoted through appropriate general advertising by Council.

3.0 Sponsorship Conditions

3.1 Sponsorship must comply with the following conditions:

- The sponsorship must not conflict or be seen to conflict with the objectives and policies of the Council,
- The sponsor shall not impose or imply conditions that would limit the Council's ability to carry out its functions fully and impartially,
- Council explicitly will not endorse the sponsor or its products, and
- The agreement to sponsor will not control or influence in any way any other dealings between the parties.

3.2 The Council may terminate the sponsorship agreement if any of the conditions in 3.1 occur.

In particular:

- If Council is asked to make a determination in respect of an application made to it by the sponsor for approval under a statute which requires the exercise of Council's discretion then the Council will have the right to forthwith terminate the sponsorship agreement and no party shall be entitled to claim compensation. The Council may also seek appropriate independent advice on the merits of the application, whether it ought to be approved, and if so, on what conditions, and
- If Council is required to exercise its regulatory functions and serve a notice, on the sponsor pursuant to a function, the contract will be terminated without the right of either party to claim compensation.

3.3 Benefits accorded to sponsors will be determined by the value of the sponsorship in dollar terms, the length of sponsorship and the type of asset, service, function or program being sponsored. For major sponsors with a multi-year commitment, sponsorship benefits may need to be negotiated on an individual basis.

4.0 Responsibility / Accountability

4.1 The General Manager is responsible for authorising Council officers to seek and negotiate corporate sponsorship agreements.