

**Subject**            **SPONSORSHIP**

**Description:**        This document describes Council's Policy for dealing with Sponsorships of Events and Activities

**Objective:**            To ensure sponsorship matters are properly dealt with

**PART 1 - POLICY**

1. Council will not enter into a sponsorship agreement that could limit its ability to impartially carry out its full range of functions. Any sponsorship agreement will clearly state that Council must and will continue to carry out its public functions fully and impartially regardless of the sponsorship arrangement.
  2. Council will not enter into sponsorship if there is potential for a conflict between the objective and mission of the sponsor and the objectives and mission of the Council.
  3. Council will not seek or accept sponsorship from organisations whose businesses Council is currently inspecting or regulating or dealing with any application which would involve Council needing to approve or refuse any aspects of the operation of that business.
  4. All sponsorship agreements will be in writing and will state that the sponsorship relation must not and will not affect how the Council will exercise its regulatory or inspectorial functions.
  5. Council acknowledges that every local business could potentially lodge a building or development application or have their premises checked by a health inspector. Therefore, it will not refuse to accept sponsorship from local businesses but its policy will be designed to manage these contingencies by ensuring that the sponsorship agreement allows for the agreement to be cancelled or suspended during the period that the business may have an application for approval before the Council. The sponsorship agreement could then be continued once that application had been determined by the Council.
  6. Any sponsorship of Council should not involve explicit endorsement of the sponsor or the sponsor's product.
  7. Council staff and Councillors must not ask for or receive any personal benefits from a sponsorship arrangement. (This matter is already dealt with in Council's Code of Conduct.)
  8. Sponsorship opportunities should be made as widely known as possible. This provision will be dealt with by Council advertising its general willingness to accept sponsorship for various events and activities.
  9. Sponsorship arrangements must be based on a written agreement between the sponsor and Council.
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10. The sponsorship agreement should clearly set out:
  - ◆ The benefits available to the Council and the sponsor.
  - ◆ The proposed use of any sponsorship funds
  - ◆ The form of sponsorship acknowledgement which will be available.
  - ◆ The acceptable ways the sponsor can use the relationship.
  - ◆ The term of the sponsorship.
  - ◆ Provisions for terminating or suspending the agreement.
11. All sponsorship arrangements entered into by Council or any of its committees must be approved by Council. Details of the arrangements must then be included in Council's Annual Report.

#### PART 2 – EXEMPTIONS

Nil

#### PART 3 – CRITERIA

Nil

#### PART 4 – OTHER MATTERS

Nil

**Review:** This policy is to be reviewed as necessary or every four (4) years in accordance with Section 165, Local Government Act, 1993.

**Resolution No:** **4/99; Reviewed September 03: 452/03; March 05: 94/05; Revised September 2009: 419/09; Revised June 2011: 207/11, Adopted without Change August 2013 (249/13).**