



Policy for the Sponsorship of Events and Activities

Version No: 1

Approved By: Council

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Responsible Officer: Director Community Services

Background

Woollahra Council recognises the value of sponsorship to supplement the funding of community events, projects and activities. This document sets out the policy and procedures for attracting and managing sponsorship for this purpose.

Definitions

Woollahra Council endorses the Independent Commission Against Corruption's (ICAC) Guidelines definition of sponsorship:

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

Our Policy

To enable community events or activities to be staged by Council through full or part sponsorship by private individuals or corporations.

Objectives

The objectives of this Policy are:

1. to establish principles for sponsorship by the corporate sector and private individuals, to enhance events and activities provided by Council to the community.
2. to develop practices that are in accordance with the Independent Commission Against Corruption (ICAC) Sponsorship Principles.

How this policy relates to our Management Plan

This policy relates to community events and activities undertaken by Council, as listed in Council's Management Plan. It covers sponsorship in the form of financial and in-kind assistance.

Relevant Guidelines & Documents

- Independent Commission Against Corruption Guidelines
- Standard Sponsorship Agreement template

Policy Principles

The policy will be carried out so as to:

1. Provide opportunities for corporations and individuals to contribute to the provision of community activities, programs and events.
2. Conduct the attraction and management of sponsorship in an ethical, open and transparent manner.
3. Meet the ICAC guidelines for sponsorship agreements.

Probity Safeguards

- The terms of any sponsorship will not restrict Woollahra Council's ability to carry out its regulatory functions fully and impartially.
- Sponsorships will not be entered into with individuals or corporations where there is a real or apparent conflict of interest.
- Applications for development consent or other Council approvals by a party who has a sponsorship agreement with Council may be referred to an independent assessor.
- The Council will not explicitly endorse sponsors or their products.
- If sponsors' products or services are to be offered as a part of the Sponsorship agreement, they will be evaluated objectively in accordance with Council's procurement procedures to ensure they meet Council's needs.
- Council staff and Councillors must not seek or receive any personal benefit from, or related to a sponsorship agreement.
- Sponsorships will be based on a written agreement between Council and the sponsor and be assessed against predetermined criteria.

- Sponsorships will not be entered into with individuals or corporations who conflict with Council’s policies, or discriminate against any individual or group, or who trade in tobacco or alcohol related products, or products harmful to health.
- Sponsors will not be employed as contractors unless they have been selected through a public competitive tender process separate from the selection process for the sponsorship.
- Forms of recognition or benefits will be appropriate to the extent and nature of the event or activity.

Procedures

Identification of events and activities

Events or activities which could benefit from Sponsorships will be identified during the planning stage of a community event, project or activity, and in the context of Council’s Management Plan. At this stage predetermined criteria will be developed for the sponsorship of the event or activity, to be used in the evaluation of offers.

Receiving Sponsorship Proposals

Sponsorships may be initiated in the following ways:

1. A direct offer to Council.
2. An approach by Council to appropriate organisations.
3. A call for Expressions of Interest.

The method used will be determined by the sponsorship opportunity. If it is a competitive market a call for expressions of interest would be appropriate. If the opportunity is limited and only of value to a few potential sponsors, a direct approach or offer may be more appropriate.

If a private individual or businesses approaches Council with an independent proposal that is not a result of an advertised opportunity or direct approach then Council will consider the outcomes for Council and may advertise the proposal to the public before evaluation of the proposal.

Evaluation of offers

Sponsorship proposals will be assessed in accordance with the ICAC Sponsorship guidelines, the probity safeguards in this Policy and the predetermined criteria set at the planning stage of the event or activity. All sponsors will be made aware of all other sponsors involved in the project, event or activity prior to the signing of the sponsorship agreement.

Council may decide at any stage not to proceed with the sponsorship opportunity.

The receipt of a sponsorship proposal of a significant value, (over \$5,000) either sought or offered by Council, will be reported to Council with recommendations to:

1. accept a proposal; or
2. further negotiate with one or more applicants; or
3. accept none of the proposals.

Once a suitable outcome has been achieved for both parties, Council shall determine final approval for each sponsorship agreement. Once approved, the details of the sponsorship will be made public, including the forms of recognition and benefits offered to the Sponsor.

Written agreement

Sponsorships will be documented in a written agreement between Council and the Sponsor. This written agreement will be a contract and will become a public document and be listed in Council's Annual Report.

The agreement will be signed by both parties and will contain the following information:

- The benefits for both parties
- The expected outcomes for Council
- Forms of acknowledgment
- The scope to which the sponsor may use the agreement
- Requirements for record keeping
- Financial accountability
- Provisions for breach of the agreement and methods for handling disputes
- Terms of the agreement and conditions for renewal
- Criteria for Evaluation

A standard template for sponsorship agreements is available in the internal Procedures database.

Recognition

Recognition may take the form of benefits such as, but not necessarily restricted to:

- Information signage identifying the contributing individual or corporate body. Signage might include company logo, but not advertising of any product or service. The scale and style would be controlled to not detract from the visual amenity of the public space.
- Naming rights of events or activities conducted by Council.
- Attribution in Council's web site.
- Temporary displays recognising support given.
- Media releases recognising support given.
- Invitations to attend Council events.
- Mention in Mayoral Column, Woollahra News, etc recognising support given.

Specific benefits will be advertised with any Call for Expressions of Interest or outlined to the potential sponsors if a direct approach is made to or by Council.

Register of Sponsorships

A register will be used to record all details of all current Sponsorship agreements. Each new agreement will be added to the register after both parties have signed the written agreement.

Sponsorship Implementation

When a Sponsor has accepted the written agreement, Council will make arrangements to initiate the project and deliver the agreed benefits.

Monitoring

Council will monitor the success of the current sponsorships from both Council's and the Sponsor's points of view, based on criteria set out in the written agreement.

A report, or progress reports where appropriate, will be provided to Council on each agreement dealing with the success of key points within the individual agreement, which may include:

- media coverage
- attendances
- public feedback
- delivered sponsors benefits

Where appropriate, throughout the term of a Sponsorship Agreement, Council will seek feedback from the sponsor and the community as to their opinion of the success of the event or activity sponsored. This information will be assessed as to whether any ideas can be put in place to improve or extend the current arrangement or alternatively be used in improving future agreements or programs.

Record keeping, expenditure reporting and annual reporting

For each sponsorship, an individual account will be established to record expenditure, and to enable auditing and reporting.