
SPONSORSHIP POLICY

1. PURPOSE

This policy provides direction on the equitable, transparent and efficient administration of sponsorship proposals received by council.

2. SCOPE

This policy applies to all sponsorship requests received by council as the sponsoring entity. It does not apply to requests for grants, donations or bequests. For grant funding requests, refer to the Community Grants Policy.

In each financial year council will consider as part of its Annual Estimates process the total value of sponsorship funding available for the relevant financial year.

For clarity, sponsorship is not part of normal assistance programs by council, or an endorsement of any product, service or factional cause by council.

3. DEFINITIONS

The following definitions apply to this policy:

Acquittal	means report that recipients of the sponsorship funding provide to council in line with the terms and conditions of the sponsorship agreement.
In-kind support	means a non-monetary contribution of goods or services.
Sponsorship agreement	means 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. A sponsorship

agreement may include the right to associate a sponsor's name, products or services with the sponsored organisation's service, product or activity, in return for negotiated benefits. Sponsorship agreements may have conditions attached and do not include grants, donations or bequests (philanthropic gifts).

4. POLICY STATEMENT

Requests for sponsorship support are often received from community organisations, individuals and clubs. This policy provides the principles and methodologies for the receipt and assessment of sponsorship requests.

5. RELATIONSHIP TO COUNCIL'S STRATEGIC PLAN

The following goals are identified in council's Strategic Plan 2016 – 2026:

- A people city – the degree to which the activity / program encourages diversity, equity and inclusiveness, and/or improves the health and quality of life for Clarence residents.
- A prosperous city – the degree to which the activity/program improves prosperity and expands both the level and equity of personal opportunity within Clarence.
- An environmentally responsible city – the degree to which the activity/program employs environmentally sustainable practices.
- A creative and innovative city – the degree to which the activity/program fosters creativity, innovation and enterprise.

6. RELATED DOCUMENTS

LEGISLATIVE (ACTS, REGULATIONS AND STANDARDS)

- *Anti-Discrimination Act 1998 (Tas)*

COUNCIL POLICY, PLANS, PROCEDURES AND GUIDELINES

- City of Clarence Strategic Plan 2016 - 2026
- Community Grants Policy

7. POLICY REQUIREMENTS

ELIGIBILITY CRITERIA

Council will consider sponsorship agreements where the objectives and activities of the potential recipients are compatible with council's legislative requirements, vision, strategies, plans and policies.

The types of activity or program that council will not consider for sponsorship agreements include but are not limited to:

- political or religious organisations (excluding charities run by religious groups)
- conflicts with legislative obligations
- presents a hazard or risk to the community or environment
- promotes gambling, smoking and/or consumption of other addictive substances
- any activity or program held outside of the Clarence municipality
- any activity or program having no demonstrable benefit to the Clarence community.

Council will only enter into a sponsorship agreement with those organisations or groups that comply with the requirements of the *Anti-Discrimination Act 1998 (Tas)*.

ASSESSMENT CRITERIA

Sponsorship applicants will be assessed against the criteria set out below. Once submitted, an application will be assessed according to eligibility criteria, assessment criteria, and available funding. Applicants who meet eligibility and assessment criteria are not guaranteed funding.

Assessment Criteria (equal weighting):

1. The extent to which the proposed project, event or program is aligned with Clarence City Council's strategic goals.

2. The extent to which the activity/program supports or enhances Clarence City Council's Vision and Mission statements.
3. The extent to which the activity/program raises the profile of Clarence as a location or destination.

Requests for sponsorship will be assessed against the eligibility and assessment criteria and submitted to the General Manager for recommendation and then to the Mayor for approval.

When recommending and approving a sponsorship request, the General Manager and the Mayor must be satisfied that:

1. The sponsorship activities will not expose Clarence City Council to any unreasonable financial, legal, reputational, or other risks.
2. That the benefits provided by the sponsorship are at least commensurate with the value of the sponsorship.
3. The other party to the agreement:
 - a. is reputable, with a public image, products or services which are consistent with Clarence City Council's values and strategies
 - b. do not adversely affect Clarence City Council's consumers, community or environment
 - c. is consistent with Clarence City Council's brand.
4. The sponsorship provides a distinct value, competitive advantage or demonstrable benefit to Clarence City Council, such as:
 - a. Raising Clarence City Council's profile and brand awareness among target audiences
 - b. Providing exposure or access to new strategic partners
 - c. Creating opportunities for Clarence City Council to add value by using its content, people, facilities, places or expertise.
 - d. Provides an opportunity to Clarence residents that would otherwise not be available or possible.

AGREEMENT

All sponsorships between Clarence City Council and sponsorship recipients must be formalised via a sponsorship agreement.

Sponsorship agreements must specify any conditions or specific requirements of the activity or project, the payment schedule, the terms on which payment is made, the responsibilities of all parties, and the reporting and acquittal requirements.

The successful recipient must acquit the use of council's contributions. The acquittal may require, and is not limited to:

1. An acquittal report that, as a minimum, details:
 - a. how the project achieved (fully, partly or not at all) the objectives of the sponsorship agreement
 - b. provide a financial statement detailing how the funds were spent.

As part of any sponsorship agreement, council will be publicly acknowledged as a contributor. This recognition may include, but is not limited to:

- acknowledgement in media releases and promotional activities
- council logo used in displays/promotions associated with the sponsorship
- brand exposure at events or associated functions
- opportunities for council to do onsite promotion during events
- opportunities for council participation in formal ceremonies.

APPLICATION PROCESS

Sponsorship applications open in March and August of each year with each round competitively assessed by June and November respectively, in accordance with council's annual budgeting and planning cycle.

Applicants seeking sponsorship funding may apply by submitting an online application form within the stated application timeframes.

8. IMPLEMENTATION AND COMMUNICATION

The Manager Communication and Strategic Development is responsible for the implementation of this Policy.

This policy will be communicated via:

- council’s website
- internal circulation to staff.

9. REPORTING

Reporting against outcomes related to this Policy will be provided to council via the existing quarterly reporting process.

10. ADMINISTRATIVE ARRANGEMENTS

TABLE OF AMENDMENTS

No.	Date	Brief Details

APPROVAL

COUNCIL APPROVAL DATE	21 September 2020
REVIEW	Every five years
RESPONSIBLE OFFICER	Manager Communication and Strategic Development
ECM REFERENCE	