

POLICY:	SPONSORSHIP POLICY
DATE PREPARED:	JULY 2012
DATED ADOPTED BY THE COUNCIL:	28th AUGUST 2012
DIRECTORATE:	GOVERNANCE AND COMMUNICATION
DEPARTMENT:	COMMUNICATIONS
RESPONSIBLE OFFICER:	MANAGER GOVERNANCE AND COMMUNICATION

PURPOSE/BACKGROUND

The Council delivers a range of services and programs to the community. Entering sponsorship agreements can help reduce the net cost of these activities. The purpose of this policy is to provide guidelines to support sustainable management of sponsorship agreements, including who can sponsor the Council and under what conditions.

It is important that sponsorship agreements do not compromise the integrity of the operations of the Council. The sponsorship policy will help to manage potential conflicts of interest, which may arise through sponsorship. It provides for transparent decision making and ensuring that the sponsorship is in the public interest.

POLICY OBJECTIVE

The objectives of the policy are to:

1. Provide guidance in relation to the management of event sponsorship, cultural sponsorship, corporate sponsorship and donations;
2. Ensure that sponsorship of events in Hobsons Bay provides a net community benefit;
3. Stimulate cultural development through appropriate support of cultural events and activities;
4. Provide philanthropic support of community groups while enhancing the delivery of services to the community and visitors to Hobsons Bay; and
5. Exploit opportunities to advance the corporate image of Hobsons Bay City Council.

DEFINITIONS

Sponsorship is a reciprocal commercial relationship between two parties (organisations and/or individuals) which has been entered into for the mutual benefit of both parties. Sponsorships can be in the form of cash contributions, in-kind support or a combination of both. The benefits to sponsors can include building brand and/or product recognition and awareness, good corporate citizenship and/or making grass-roots connections with the local community.

The sponsor is able to increase its profile in number of areas including but not limited to:

- Positioning and collateral;
- Signage rights;
- Association with events;
- Networking opportunities; and
- Image association, prestige and goodwill.

Corporate Sponsorship is the provision of financial or material support (cash, services or product) by a company for an independent activity not linked directly to the company's normal business.

Sponsorship is a business tool used to achieve defined objectives, e.g. sponsoring to increase brand awareness. It is more often used to enhance the corporate reputation of the sponsor than as a direct product link.

Marketing sponsorship is the provision of cash or contra in return for access to the potential public recognition associated with an event, organisation or individual.

It is commonly used as part of a marketing mix, along with the advertising, sales promotion, direct marketing and public relations.

POLICY AND PRINCIPLES

Sponsorship Protocols

Hobsons Bay City Council supports the use of appropriate sponsorship to maximise financial and in-kind support to identified activities and events. All sponsorship agreements will be undertaken in a professional and co-ordinated manner, and in accordance with relevant Council policies and the following protocols:-

1. Sponsorship partnerships must not limit, or appear to limit, the Council's ability to carry out its functions fully and impartially.
Actual and perceived ethical behaviour and fair dealing are vital to ensure public confidence in the sponsorship process.
2. It is inappropriate for any employee of a public sector agency to receive a personal benefit from a sponsorship. Officers need to ensure their private interests do not conflict with their public duties by:
 - Not accepting or seeking gifts or other favours;
 - not entertaining approaches from sponsors that might be interpreted as attempts to influence, and
 - maintaining confidentiality in their dealings.
3. The Council will not allow a sponsor to determine the content or interpretation of any program or services.
4. Acceptance of a sponsorship agreement does not mean that the Council endorses the product or services of the sponsor. This must be clearly stated in all sponsorship agreements.

Sponsorship Limitations and Exclusions

1. Hobsons Bay City Council will only enter into a sponsorship arrangement with a business or an individual whose reputation and image is consistent with the values, objectives and policies of the Council.
2. The Council will not sponsor individuals, groups or organisations associated with the sale and/or distribution of tobacco or gambling. Acceptance of sponsorship from organisations dealing with alcoholic beverages will be at the discretion of the Chief Executive Officer. Direct sponsorship by alcohol brands/companies will not be considered.

3. The use of commercial billboards is not encouraged.
4. Any sponsorship deal that is undertaken must be subject of a duly signed agreement, which clearly identifies:
 - The detail of the project;
 - The amount of sponsorship;
 - Detail of sponsorship – cash or in kind;
 - Detail of the timing and other conditions associated with the sponsorship payment;
 - Detail of the benefits the sponsor will receive from the Hobsons Bay City Council;
 - A nominated contact person from the sponsor for all correspondence and negotiations;
 - Occupational Health and Safety procedures if applicable; and
 - The specific format and location of acknowledgement by Hobsons Bay City Council of the sponsorship contribution.

RELATED POLICIES

- Sponsorship Operational Policy
- Councillor Code of Conduct
- Gifts, Benefits and Hospitality Policy
- Procurement Policy
- Risk Management Register
- Staff Code of Conduct
- Tendering Policy