



POLICY NO. CP 3.2.6

SPONSORSHIP OF CITY ASSETS, SERVICES AND ACTIVITIES

PURPOSE

To provide direction for City staff and potential sponsors on financial and in-kind partnerships and sponsorship arrangements with the City.

DEFINITIONS

For the purpose of this policy:

Sponsor An organisation or individual providing resources to the City for use in achieving City objectives, in return for specific benefits.

Sponsorship An arrangement in which a sponsor provides financial, in-kind, or volunteer resources to support City assets, services or activities, in return for negotiated benefits.

SCOPE

This Policy applies to incoming sponsorship agreements between the City and external organisations for City assets, services and activities.

Support in the form of funding and grants provided by the City to individuals and community based organisations is not considered sponsorship under the terms of this Policy as they are covered by the City's Policy 3.2.2 Community Funding Program.

POLICY STATEMENT

The City may seek sponsorship of its programs, services, facilities, events and projects and all sponsorship agreements will be in the form of a written agreement

1. PRINCIPLES

- 1.1 The City reserves the right to determine whether or not to accept a sponsorship proposal and any sponsorship the City accepts or undertakes will not compromise the City's reputation, governance or ability to fulfil its functions.
- 1.2 Any sponsorship arrangements undertaken should not replace a service required by law nor inhibit the City's ability to ensure that events, programs and services are accessible and appropriate to all groups in the community.
- 1.3 Sponsorship of City activities will not involve explicit endorsement of the sponsor or the sponsor's products/services.
- 1.4 Establishment of sponsorship agreements will be carried out in a transparent, efficient, fair and consistent manner.



1.5 Any benefits received from a sponsor/sponsorship must be in accordance with the City's Code of Conduct.

1.6 An existing sponsorship agreement may be transferred to another party by written agreement between the parties.

2. SELECTING SPONSORS

2.1 A sponsor(s) will be selected by the City based on the sponsor(s) best suited for a particular project, subject to complying with the intent of this Policy.

2.2 The City will seek sponsorship through a range of strategies in liaison with the Sponsorship and Funding Officer and with the support of the relevant Branch Manager(s).

3. APPROVALS

3.1 Sponsorship valued in excess of \$20,000 excluding GST will be presented to the CEO for approval.

3.2 Sponsorship proposals valued at \$20,000 or less excluding GST will be presented to the relevant Director for approval.

4. MONITORING

Sponsorship Agreements will be evaluated upon completion to assess the outcomes of the sponsorship benefits for the City and Sponsor.

GOVERNANCE REFERENCES

Statutory Compliance	Nil.
Industry Compliance	Nil.
Organisational Compliance	Nil.
Process Links	Nil.

POLICY ADMINISTRATION

Directorate		Officer Title		Contact:	
Community Engagement		Manager Marketing and Community Events		9397 3000	
Risk Rating	Low	Review Cycle	Triennial	Next Due:	2024
Version	Decision Reference	Synopsis			
1.	OCM 417/28/08/2012	Revoked and replaced to provide principles and requirements for the sponsorship of city Assets, Services and Activities with a sample Sponsorship Agreement template attached.			
2.	OCM 382/23/09/2014	Reviewed and amended to sponsorship selection process to optimise the City's ability to source sponsorship in line with industry practice. Approval amounts modified to align with Officers' purchasing authorities. Policy administration changed to Community Engagement resulting in a policy number change from 5.4.35 to 3.2.6.			
3.	Exec. Team Meeting 02/10/2017	Reviewed with administrative changes - excess wording removed under Policy heading.			
4.	OCM 302/11/09/2018	Reviewed with amendments			
5.	OCM 16/08/02/2022	Reviewed with amendments – simplification of the policy to remove unnecessary information.			