



## POLICY NO. CP 3.2.6

### POLICY STATEMENT

### 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

**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 agreements between the City and external organisations for the sponsorship of City assets, services or activities.

### POLICY STATEMENT

The City may seek sponsorship of its assets, services or activities. 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 for Employees (AP 4.3.30) and the City's Code of Conduct for Council Members, Committee Members and Candidates.
- 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 Grants 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**

|                                  |      |
|----------------------------------|------|
| <b>Statutory Compliance</b>      | Nil. |
| <b>Industry Compliance</b>       | Nil. |
| <b>Organisational Compliance</b> | Nil. |
| <b>Process Links</b>             | Nil. |

**POLICY ADMINISTRATION**

| <b>Directorate</b>   |                               | <b>Officer Title</b>                                                                                                                                                                                                                                                                                                                 |           | <b>Contact:</b>  |      |
|----------------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------------|------|
| Community Engagement |                               | Manager Marketing and Community Events                                                                                                                                                                                                                                                                                               |           | 9397 3000        |      |
| <b>Risk Rating</b>   | Low                           | <b>Review Cycle</b>                                                                                                                                                                                                                                                                                                                  | Triennial | <b>Next Due:</b> | 2028 |
| <b>Version</b>       | <b>Decision Reference</b>     | <b>Synopsis</b>                                                                                                                                                                                                                                                                                                                      |           |                  |      |
| 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.                                                                                                                                                                                                                                           |           |                  |      |
| 6.                   | OCM 2025/45 11/03/2025        | Reviewed with minor amendments.                                                                                                                                                                                                                                                                                                      |           |                  |      |