



Title: Sponsorship and Receiving Money

Category: Strategic - Develop objectives, outputs & outcomes

Key words: Sponsorship, opportunity, invitation, benefit, endorsement, events

File number: S-142-1

Policy owner: Director Corporate Services (Corporate Communications)

Authorisation: 13 April 1994 by Council Minute 94

Review date: 30 June 2015

Modification history: Reviewed 8 August 2012; Amended policy approved by General Manager 9 July 2013

Related policies: Community Events Policy
Code of Conduct

Contents:

1. Statement of Intent
2. Objectives
3. Scope
4. Principles
5. Procedures
6. Review

1. Statement of Intent

The purpose of this policy is to outline and clarify issues relating to sponsorship (cash and in-kind donation) which support and contribute to Council delivering community festivals and events in the City of Canterbury.

1.1 Purpose

Each year, we hold a number of community events and festivals in the City of Canterbury. These events promote our city, our cultural diversity, stimulate economic activity, provide both emerging and established business with opportunities to invest and grow and also provide a platform for performers and entertainers to get a start. These events also provide an opportunity for a wide range of cultural groups to become involved in these festivals. To deliver our extensive festivals and events program it is essential to gain community, business and corporate sponsorship both in-kind and cash to alleviate the financial burden to council and demonstrate the acceptance and support of our community festivals and events program to the City of Canterbury.

1.2 Rationale

Community events are important features of the social, cultural and economic life of our community. However, the level of resources, support and organisational co-ordination required to effectively deliver an events program such as this, can place significant strains on our corporate programs and operations. This Policy provides greater transparency around the need for and use of sponsorship regarding Council's festivals and events.

2. Objectives

The objectives of this policy are to:

- Ensure efficient use of council resources;
- Promote leadership, ownership and participation by local groups, businesses and corporates;
- Promote transparency and ensure that sponsorship is in accordance with our corporate values, governance procedures and procurement policy.

3. Scope

This policy applies to all members of staff and external stakeholders involved in community events which are supported, resourced or delivered by Council.

Definitions

In Kind: Products or services provided in lieu of cash in exchange for sponsorship rights

Sponsor: An organisation or individual providing resources to Council, for use in achieving Council objectives, in return for specific benefits articulated in a sponsorship agreement

Sponsorship: The provision of a monetary, material or other benefit to council, generally without direct material benefit to the sponsor other than in association with the sponsored festival.

Sponsorship Agreement: Agreement signed by both parties outlining all aspects of the sponsorship, including benefits, communication and payment schedule

4. Principles

The public interest is best served by making sponsorship opportunities widely known. Major sponsorship should be sought by the calling of expressions of interest or the use of methods to ensure that requests for sponsorship are not limited only to invited sponsors.

Organisations which submit an expression of interest and those invited sponsors should be advised in writing of this policy prior to the acceptance of any benefit by Council.

Sponsorship arrangements will be described and detailed in a letter or agreement, which clearly sets out the following:-

- All benefits to Council and to the sponsor.
- The form or forms of sponsorship.
- The term of the sponsorship and any conditions regarding its offer to Council.
- Details of any consequences should circumstances change. For example, if a sponsor subsequently submits a development application whilst still actively contributing some form of sponsorship to Council, or if the event is cancelled due to unforeseen circumstances such as dangerous weather.

In accordance with Council's Code of Conduct it is inappropriate for a Councillor or Staff member or relative of either, or any organisation nominated by either without the full knowledge of Council, to receive any personal benefit from any sponsorship.

Acceptance of any sponsorship is not to impose or imply conditions that would limit, or appear to limit Council's ability to carry out its functions fully and impartially.

Sponsorship of Council or a Council activity does not bind or imply Council's explicit endorsement of the sponsor or the sponsor's products.

If sponsorship is to be sought or offered from persons or bodies which are, or are most likely to be, subject to specific regulation or inspection by Council during the period of the sponsorship, the matter is to be reported to Council prior to acceptance of any benefit.

All major sponsorship arrangements are to be approved by the General Manager or his nominee and described in the annual report in a form commensurate with the significance and size of the sponsorship.

Council reserves the right to decline or cancel sponsorship if there is a perceived conflict of interest; it is not in the public interest; or if it is not in accordance with Council's strategic goals and objectives.

Any instances of soliciting or acceptance of sponsorship which substantially differ from the terms of this policy are to be reported to Council without delay.

Minor sponsorship (\$500 and less in value), whilst subject to the intent of the above conditions, does not require the calling of expressions of interest, the requirement for a formal letter of acceptance, or reporting in the annual report. However, Councillors and

Staff are to ensure that acceptance of minor sponsorship does not, in any way, compromise the principles as established by this policy.

5. Procedures

- All sponsorship will be acknowledged in accordance with the individual sponsorship terms and agreement.
- All sponsors will be issued a tax invoice for cash and in-kind sponsorship – this is to be facilitated through council's finance section in accordance with their approved processes and procedures.
- Sponsorship is inclusive of GST.
- All Sponsorship will be acknowledged in our (Canterbury City Council) sponsorship register.
- Amendments or cancellations must be made in writing no later than 20 (twenty) working days prior to the event.

6. Review

This policy will be reviewed at least every two years, or more frequently if deemed necessary.