

Sponsorship

Council policy

1 Policy statement

We will seek sponsorship arrangements that assist us in providing services and programs to our community, but do not limit our ability to carry out our functions fully or impartially.

Sponsorship arrangements will be transparent and mutually beneficial to both Council and the sponsor.

2 Scope

This policy applies to any sponsorship (as defined by ICAC below) sought by Council.

It does not apply to any financial assistance, grants or sponsorship provided by Council.

3 Definitions

Council representative	Councillors, contractors, consultants, volunteers, delegates of the Council and members of Council committees who represent or act on behalf of Blacktown City Council.
Employee	Any person with an employment contract with Council and works on a full time, part time, casual or term contract basis.
Sponsorship (as defined in ICAC's 'Sponsorship in the public sector', May 2006)	Sponsorship is a commercial arrangement in which a sponsor provides a contribution in money or in-kind, to support an activity in return for certain specified benefits. Sponsorship can be provided: • by the corporate sector or private individuals, in support of a public sector activity, or • by the public sector in support of related and worthwhile private or public sector activities. Sponsorship does not include: • the selling of advertising space • joint ventures • consultancies • grants (in regard to received sponsorship) • unconditional gifts, donations, bequests or endowments. Sponsorship is not philanthropic. A sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement.
We, us, our	Blacktown City Council

4 Why we seek sponsorship

- 4.1 Sponsorship is a form of marketing and a potentially powerful promotional tool. It is important to recognise that sponsorship implies our tacit endorsement of the products and/or services provided by any sponsoring organisation, business or individual. We do not lend our name lightly when accepting sponsorship of any kind.
- 4.2 Sponsorship is also an opportunity for us to form relationships and links to variety of external organisations. It presents an opportunity for those organisations to interact with us, our residents and the business community.
- 4.3 In addition, as operational costs grow and we are required to provide an ever-increasing range of services and facilities to meet community needs and expectations, we need to seek new ways of providing funds that are outside usual budgetary resources.
- 4.4 In seeking sponsorship we want to support and strengthen 3 key elements:
- Financial: sponsorship should reduce costs to Council, supplement the existing budget to provide additional services and encourage economic development.
 - Brand: sponsorship should add value to our activities and contribute positively to our image.
 - Communication: sponsorship should strengthen both parties ability to advertise and promote using some or all of the benefits available (see section 7).

5 How we seek sponsorship

- 5.1 We will publicly advertise opportunities to sponsor Council events, programs and services through local media and/or our website. We will endeavour to do this on an annual basis for known events.
- 5.2 We may also make targeted approaches to individuals and organisations to seek and secure sponsorships.

6 What we will seek sponsorship for

- 6.1 We will generally seek sponsorship for short term activities or programs such as:
- events and festivals
 - community development and community awareness campaigns
 - art and cultural activities and exhibitions
 - environmental projects
 - education or recreation programs
 - public conferences, seminars and workshops
 - community or industry awards.

7 What benefits we offer

7.1 Benefits to sponsors will vary depending on the level or value of sponsorship agreed, but may include:

- naming rights to the event/service or activity
- appropriate signage at the sponsored events, activity or service
- acknowledgement in media releases written and distributed by us
- static display in the foyer of our administration building, library(s) or other facilities
- acknowledgement via our website, online calendar, social media channels or newsletters
- acknowledgement in publicity for the event, activity or service
- invitations to selected Council functions.

7.2 We will not explicitly endorse either the sponsor or the sponsor's products.

8 How we will evaluate proposals

8.1 All sponsorship proposals must be in writing, using our 'Sponsoring a Council event, activity or service' expression of interest form.

8.2 We will not accept sponsorship proposals from any party that:

- is tendering for Council business
- is currently the subject of any court or other formal investigation
- has been found guilty of illegal, corrupt or improper conduct
- is political in nature, e.g. political parties
- is engaged in negotiation with Council where the parties are involved in a business related transaction
- is involved in the manufacture or wholesaling of alcohol or tobacco related products or addictive drugs, armaments, pornography or sexual services
- is a gambling betting agency.

8.3 If a party has a development application or other regulatory matter before Council, we will not accept a sponsorship proposal unless an assessment determines any risks and/or conflicts of interest can be managed in an accountable and impartial manner.

8.4 All sponsorship proposals must address our standard predetermined criteria set out on the application form as well as any additional criteria provided as part of the advertisement for the opportunity.

8.5 As part of our evaluation will ensure:

- the potential sponsor partner is of good reputation and that its values, policies and objectives do not conflict with those of Council, i.e. it will not expose Council to controversial issues or adverse criticism
- any real or perceived conflicts of interest can be mitigated and/or managed
- the sponsorship proposal does not impose or imply any conditions on Council that would limited, or appear to limit its ability to carry out its functions fully and impartially

- the benefits and commitments of each party are clearly defined
- Council is able to meet commitments in terms of benefits offered to the sponsoring party and that they can be serviced from existing budgets and staff resources
- the proposal is in the public interest, i.e. it must benefit the City, its residents, workers and visitors without providing any personal benefit to any Council representative or employee.

8.6 Where a proposal involves the provision of products, services or other in-kind arrangements such as advertising in lieu of cash, it must value the cost price Council would have to pay for those goods and services (benefits of the sponsorship program must reflect the retail value of the products and services given).

9 How we will accept a sponsorship proposal

- 9.1 Acceptance of the sponsorship proposal up to \$50,000 will be subject to approval by the Chief Executive Officer or by Council for proposals above \$50,000.
- 9.2 We will reconfirm the arrangement through a letter of acceptance which will set out the details of the proposal, include clear mechanisms for dispute resolution and/or termination, timeframes, payments schedules and the rights of each party in the use of logos and endorsements.

10 How we will report sponsorships

- 10.1 All sponsorship arrangements will be recorded in a publicly accessible register.

11 References and approvals

Category	Communications and Marketing
Reports	PO1422 CS380131, WF2545 CS2900061
Date created	18 March 2009
Version	8
Last review	February 2023 – Minor amendment approved by CEO on 21.2.23
Approval	Council
Next review	2023
Owner	Director Corporate Services
Responsible officers	Manager Procurement & Governance Executive Manager Communications and Marketing Manager Events and Sisters Cities
Related policies	Code of Conduct (11 th Edition)
Related delegations	CEO up to \$50,000
Related law	<i>Local Government Act 1993</i>
Related documents	ICAC Sponsorship in the Public Sector May 2006
Attachments	Sponsoring a Council event, activity or service expression of interest form.