

SPONSORSHIP TO THE CITY POLICY



Legislation / local law requirements	N/A
Relevant delegations	Nil
Related policies, procedures and supporting documentation	Code of Conduct for City of Vincent Employees and Contractors ; Nominated Members Code ; and Attendance at Events Policy

PRELIMINARY

INTRODUCTION

This document outlines appropriate ways to seek and receive financial and in-kind sponsorship and support for City projects, facilities and events.

PURPOSE

This document establishes the principles for sponsorship agreements between the City of Vincent and other parties when the City is seeking sponsorship. The Policy has been developed to provide a transparent process in the interest of public accountability.

OBJECTIVE

To provide guidelines for City officers on seeking financial and in-kind sponsorships for the City.

SCOPE

This policy relates to sponsorships sought by the City of Vincent for City managed facilities, projects, programs or events.

Sponsorship does not include the selling of advertising space, joint ventures, partnerships, grant programs, consultancies, grants (received sponsorship), donations with a value of less than \$1,000 and unconditional gifts, donations, bequests or endowments.

The provision of donations and gifts to or from Council are covered by the City's Code of Conduct.

SPONSORSHIP TO THE CITY POLICY



POLICY PROVISIONS

DEFINITIONS

Sponsorship is a commercial arrangement in which a sponsor provides a financial contribution or 'in-kind' support in return for certain specified and definable benefits.

POLICY

1. Principles

- (i) The City of Vincent, from time to time, invites and seeks sponsorship for selected City facilities, projects, events, services or activities to maximise financial and 'in-kind' assistance for the benefit of the City of Vincent community.
- (ii) When City officers seek and obtain sponsorship, they will do so in a professional and co-ordinated manner that will withstand scrutiny and comply with the City's Code of Conduct.
- (iii) The City will consider engaging in sponsorship agreements where:
 - (a) connection with a reputable sponsor could enhance the City's image and reputation;
 - (b) sponsorship could make it possible for the City to undertake beneficial non-core activities that could not otherwise be funded or undertaken to the same extent;
 - (c) sponsorship could either reduce the cost of a particular event or activity or enable it, in the public interest, to be expanded or enhanced;
 - (d) sponsorship could achieve greater community awareness or public profile for the City, a particular service, program or activity, than may otherwise have been possible.

2. Suitable sponsorship partners

- (i) Suitable sponsorship partners include reputable companies/organisations/individuals whose objectives and products do not conflict with the City's values and objectives and/or provide goods and services which are required by and benefit the City and the Vincent community.
- (ii) Sponsorship should not be sought from political parties or organisations/individuals for an identifiable party political purpose. Sponsors should not be sought or obtained from organisations whose business conflicts with the City's public health or divestment objectives including the sale or promotion of gambling, alcohol or tobacco.

3. Conflict of interest

- (i) There should be no real or perceived conflict between the objectives and mission of the City and those of the sponsor or the company/organisation/individual seeking sponsorship.
- (ii) Sponsorship arrangements that impose or imply conditions that limit the City's ability to carry out its functions fully and impartially will not be agreed to.

SPONSORSHIP TO THE CITY POLICY



- (iii) any attempted influence of the City's functions will result in an automatic review and/or termination of the sponsorship arrangement.
- (iv) A sponsorship agreement may be reviewed in any case where, during the life of the sponsorship, the sponsor has a current application or matter before the City, or the City is aware of the possibility of an application or matter coming before the City in the near future.
- (v) Sponsor benefits or sponsorships do not include implied endorsement by the City of the sponsor's goods or services. Sponsorship agreements do not permit the use of the City's logo to promote their products/services.

4. Personal benefits

No City officer or Council Member should seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship agreement.

5. The role of Council Members

Council Members interested in assisting with sponsorship arrangements should liaise with the City's Chief Executive Officer and not seek to negotiate sponsorship independently on behalf of the Council.

OFFICE USE ONLY	
Responsible Officer	Manager Marketing and Partnerships
Initial Council Adoption	DD/11/2010
Previous Title	Applicable if the policy has been renamed
Reviewed / Amended	OCTOBER 2022
Next Review Date	MM/YYYY