



CABONNE COUNCIL STRATEGIC POLICY

SPONSORSHIP POLICY

1. Document Information

Version Date <i>(Draft or Council meeting date)</i>	23/06/2020
Author	Leader – Community & Economy
Owner <i>(Relevant Executive)</i>	General Manager
Status <i>(Draft, Approved, Adopted by Council, Superseded, or Withdrawn)</i>	Adopted by Council
Next Review Date	Within 12 months of new council election
Minute Number <i>(once adopted by Council)</i>	20/06/01

2. Summary

Details Council's policy and framework for entering into Sponsorship agreements

3. Approvals

Job Title	Date Approved	Signature
General Manager		

4. History

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Minute Number	Summary of Changes	New Version Date
20/04/13	Policy endorsed by council for public exhibition	28/04/2020
20/06/16	Policy adopted by Council	23/06/2020

5. Reason

The purpose of this policy is to:

- Provide a framework under which Council may enter into a sponsorship agreement;
- Ensure that any agreements are assessed and managed through a sponsorship approval, reporting and acquittal process;
- Ensure the level of commitment aligns with annual Budget allocations; and

Aligns with Council's Integrated Planning and Reporting framework, including the Long Term Financial Plan, Annual Budget, Delivery Program and Operational Plan.

6. Scope

This policy applies to sponsorship agreements entered into by Cabonne Council and applies to Councillors and employees of the Council, as well those organisations and businesses wishing to enter into sponsorship agreements with Council.

7. Associated Legislation

Local Government Act 1993

8. Definitions

NIL

9. Responsibilities

9.1 General Manager

The General Manager is responsible for the overall control and implementation of the policy.

9.2 Deputy General Managers

The Deputy General Managers are responsible for the control of the policy and procedures within their area of responsibility.

9.3 Leaders

The Department Leaders are also responsible for the control of the policy and procedures within their area of responsibility.

10. Related Documents

Document Name	Document Location

11. Policy Statement

Council may enter into sponsorship agreements which deliver identified and measurable benefits to the Cabonne community and economy and align with budgetary allocations, Council's Integrated Planning and Reporting framework, including the Long-Term Financial Plan, Delivery Program and Operational Plan.

Requests for sponsorship are to be assessed according to the following key principles:

- Identified economic, social and cultural benefits to the Cabonne Local Government Area;
- Alignment with Council's Integrated Planning and Reporting framework, including the Long-Term Financial Plan, Annual Budget, Delivery Program and Operational Plan; and
- Compatibility with Council's objectives and values.
- Risk Assessment, considering financial viability and guarantees, conflicts of interest, returns on investment, potential of adverse impact on the environment and potential of risk to Council's reputation.

Requests for sponsorship are separate to Council's Events Assistance Program and community donations program.

Sponsorship requests and associated documents must be submitted to Council for review and approval by a resolution of Council at least eight weeks prior to the event.

Types of Sponsorship

Council will consider three levels of sponsorship:

- Gold for large events with a significant demonstrated economic benefit for the Cabonne Local Government Area where Council has the naming rights or is one of the major sponsors.
- Silver for large events with a significant demonstrated economic benefit for the Cabonne Local Government Area; emerging events with the potential to deliver significant economic benefits; or large community events where Council has a high profile as a sponsor.
- Bronze for large events with a significant demonstrated economic benefit for the Cabonne Local Government Area; emerging events with the potential to deliver significant economic benefits; or large community events where Council has a lower profile as a sponsor.

Events or Activities Ineligible for Sponsorship

Council will not consider sponsor agreements for events or activities that:

- Do not demonstrate significant economic, social and cultural benefits to the Cabonne Local Government Area or the Cabonne, Orange and Blayney region;

- Do not align with Council's Integrated Planning and Reporting framework, vision and values;
- Are held outside the Cabonne, Orange and Blayney region and cannot demonstrate that they deliver economic benefits to the Cabonne Local Government Area;
- Are considered to be a conflict of interest;
- Could present a hazard to the community or environment;
- Unreasonably exclude or offend some sections of the community, particularly minority groups; and
- Promote gambling or smoking, or are associated with the use of illicit substances or anti-social behaviour.
- Are proposed by an organisation or company that has outstanding debts to Cabonne Council;
- Are proposed by an organisation or company that has not acquitted any previous sponsorship or grant funding to the satisfaction of Council;
- Are proposed by an organisation or company that has not previously complied with Development Consent, permits or other conditions of Council or failed to apply for the required Development Consent or permits of Council; and
- Are proposed by a political organisation or are to be organised for political purposes.

Sponsorship Agreements

Sponsorship recipients must enter into a written contract with Council that stipulates:

- The mutual benefits of the agreement;
- Terms and conditions for both parties;
- Financial accountability and acquittal requirements;
- Performance measures for the post event assessment;
- The public acknowledgement of Council as a sponsor;
- A sponsorship recipient is to provide a tax invoice for Council to pay the agreed amount;
- Provisions for any change of circumstances for the recipient or Council; and
- Provisions for the termination or suspension of the sponsorship agreement.

Acknowledgement of Council's Sponsorship

Sponsorship recipients must:

- Prominently feature recognition of Cabonne Shire Council's support in all materials, publications and programs related to the sponsorship;

- Include Council's logos and other acknowledgement as required in all advertising and promotional material, media releases and in other promotional contexts;
- Prominently display Council's promotional banners, signs and material at events or associated functions;
- Provide opportunities for Council to undertake on-site promotions during events or activities; and
- Provide opportunities for the Mayor, Councillors or Council staff to participate in promotional activities for the event and any formal presentations, ceremonies or media briefings.

Acquittal Process

- Sponsorship recipients must fully acquit the expenditure of Council's sponsorship funds as required by Council.
- The acquittal will require, but is not limited to:
- Provide Council with a completed acquittal form within three months of the completion of the event or activity;
- Provide invoices for agreed budget items;
- Provide receipts or bank statements confirming expenditure of sponsorship funds;
- Provide a detailed report that meets the performance measures required by the sponsorship agreement; and
- Provide evidence of acknowledgement of Council's sponsorship as required by the sponsorship agreement. This can be in the form of photographs, videos and copies of printed media coverage.