



**Procedural Statements
and
Directives
No. COR 005**

**Corporate Sponsorship
(Incoming) Policy**

COR 005 Corporate Sponsorship (Incoming) Policy

Related Council Policy: Policy No. 303 Community Grants Scheme

Revision Year: 2008

Responsible Department: Corporate & Community Services;
Events, Promotions & Tourism Advisory
Committee

Responsible Position: Director Corporate & Community Services;
Community Projects Officer

Approved by Chief Executive Officer



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26-11-08

Next Review date: 2010

Strategic Plan Outcomes:

- Outcome 1.2: A vibrant tourism industry
 - Strategy 1.2.4: Actively promote and support local events
 - Strategy 1.2.6: maintain and develop tourism alliances that will benefit the town
 - Strategy 1.2.8: Actively promote local tourism at regional, state and international forums
- Outcome 4.1: Cultural preservation and harmony
 - Strategy 4.11: Support festival and events that promote interaction between cultures
- Outcome 5.3: Effective communication and consultation with community
 - Strategy 5.3.2: Actively promote Council initiatives, success stories and sponsorship support for the community through council website, newsletter and other media
 - Strategy 5.3.3: Communicate and promote major events through Council branding

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1. PURPOSE

The intent of this document is to express Alice Springs Town Council's commitment to achieving community development corporate objectives and to enable Council to plan and produce a number of community events and projects.

In order to enhance, extend and/or offset costs associated with producing community events and other projects, the Council will explore and if appropriate, enter into formal sponsorship agreements and receive monetary and/or in-kind benefits. All benefits received will be used to directly support the Council's community events/projects.

A sponsorship agreement will only be entered into with organisations/companies whose image supports the values and strategic objectives of Alice Springs Town Council. For example valuing the environment and maximising social wellbeing.

The Procedural Statements and Directives in this document adhere to:

- Transparency and Consistency principles
- Application of Council policies
- Internal and external accountability and fairness principles
- Council's support of local organisations and individuals

2. GUIDING PRINCIPLES

In addition, Alice Springs Town Council is committed to high standards of ethics, responsibility and fair dealing. Staff must be extremely vigilant in ensuring that a conflict of interest does not arise in the creation of sponsorship agreements.

This policy aims to establish a single, coordinated, transparent approach to the way Council enters into sponsorship agreements with organisations/companies.

3. DEFINITIONS

Corporate sponsorship (incoming) (referred to as 'sponsorship')

A contribution made by a group or organisation to Council for a Council run event, project, service or facility in return for perceived tangible benefits from Council such as signage, advertising etc. The contribution may be either monetary and/or 'in kind'.

Conflict of interest

A conflict of interest arises if it is likely that a private interest could conflict, or be seen to conflict, with the performance of public or professional duties.

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4. PROCEDURAL STATEMENTS

- 4.1 Alice Springs Town Council will only enter into sponsorship agreements that provide monetary and/or in kind benefits for Council run community events, projects, services or facilities.
- 4.2 A sponsorship proposal will be developed for each event or project requiring sponsorship. The proposal will include an overview of the event/project, details on the value/items being sought, benefits being provided to the sponsor and sponsorship selection criteria.
- 4.3 The benefits provided by Alice Springs Town Council to the organisation/company may include one or more of the following:
- branding exposure (eg. logo inclusion on signage, promotional material etc)
 - inclusion in newspaper and radio event advertising
 - the provision of a site/stall to promote or sell goods and services
 - PA announcements during the event
 - hospitality benefits at the event
 - in-kind goods (via the transfer of benefits from one sponsor to another)
 - networking opportunities
 - advertising on residents rates notices
- 4.4 Sponsorships must include a deed of agreement between Council and the organisation providing sponsorship. The terms and conditions of the agreement must be clearly and transparently documented.
- 4.5 GST invoices will be exchanged between Council and the sponsor for goods, services, contra and cash provided within the agreement.
- 4.6 A single sponsorship agreement may cover single or multiple events for one or more years.
- 4.7 Sponsorships will not involve explicit endorsement of the sponsor or the sponsor's products/services.
- 4.8 Where sponsorship takes the form of the provision of a sponsor's product, the product should still be evaluated for its fitness for purpose against objective operational criteria. Council may decline to accept or distribute product that does not meet an objective operational criteria.
- 4.9 All sponsorship agreements must conform to the Alice Springs Town Council Code of Conduct.
- 4.10 No employee shall receive a personal benefit as a result of any sponsorship.
- 4.11 The relevant Director is responsible for reporting, budgeting and making recommendations associated with this policy.

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- 4.12 When any of the following circumstances arise the sponsorship proposal and/or decision to accept any sponsorship, regardless of value will be referred to Council:
- where the sponsorship opportunity includes a major naming rights benefit
 - where the sponsorship is over \$5,000
 - where the sponsorship may conflict with Council policies or objectives
 - any other circumstances where the relevant Director believes the decision to accept a sponsorship requires Council approval
- 4.13 In circumstances where sponsorships over the value of \$5000 require an immediate response, the Mayor or his nominated representative may agree to the sponsorship. This agreement must be presented to the next Council meeting for ratification.
- 4.14 The Finance Department will keep a central database of all sponsorship agreements including details of the sponsored event, project, service or facility, sponsors details, sponsorship amount and term.
- 4.15 Councillors will be advised, via a monthly report of the details of all sponsorship arrangements approved by staff under delegated authority.