



**Procedural Statements  
and  
Directives  
No. COR 004**

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**Corporate Sponsorship  
(Outgoing) Policy**

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**COR 004 Corporate Sponsorship (Outgoing) 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**



26.11.08

**Next Review date:** 2010

**Strategic Plan Outcomes:**

- Outcome 1.1: A more diversified economic base
  - Strategy 1.1.5: Support appropriate economic development projects
- 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 1.3: Increased participation of Indigenous people in the economy
  - Strategy: 1.3.2: Support programs that encourage Indigenous business development and good business practices
- 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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## COR 004 Corporate Sponsorship (Outgoing) Policy

### 1. PURPOSE

The intent of this document is to support and promote strong community involvement within the Alice Springs Town Council's projects and programs by sponsoring individuals and organisations requesting support for worthwhile projects or programs.

Sponsorship will only be provided to organisations and individuals that can demonstrate a benefit to the local community, Council or Alice Springs image of Central Australia.

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

This policy aims to establish a single, co-ordinated, transparent approach to the way Council allocates corporate sponsorship to individuals and organisations.

### 3. DEFINITIONS

#### **Corporate Sponsorship**

A contribution made by Council to an individual, group or organisation for a specific purpose in return for perceived tangible benefits to Council, the community or the town of Alice Springs, such as signage, advertising, promotion etc.

Corporate sponsorships should endorse and promote Alice Springs's role and image of Central Australia. The contribution may be either monetary or 'in kind'.

#### **In kind support**

Non-monetary contribution eg. officer expertise, promotion in Council publication, provision of Council facilities etc.

#### **Community benefit**

The return or benefit to the community that flows from Council's corporate sponsorship support.

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### 4. EXCEPTIONS

Council will **NOT** support the following:

- School activities unless the activity pertains to the broad youth of the Alice Springs community rather than a single school
- Infrastructure on or for Northern Territory Government property (eg Blatherskite Park, Olive Pink Reserve) or Federal Government property (cost shifting)
- Recipients of any other financial or other type of assistance from Council in that financial year
- Activity that occurs on a premises licensed for gambling other than for strictly charitable or community activities
- Religious groups or political parties other than for strictly charitable or community activities
- Fundraising activities
- Organisations based outside the Municipal boundaries of Alice Springs (unless the demonstrated benefits are primarily to the Alice Springs community)
- Projects or organisations which have not satisfactorily acquitted previous Alice Springs Town Council sponsorships
- Organisations raising funds on behalf of another group which is itself the recipient of financial assistance from Council in that financial year
- Representation by organisations of sporting clubs at interstate competitions
- Ongoing operational expenses

### 5. APPLICABILITY

Preference will be given to organisations or activities utilising Council owned community facilities

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### 6. PROCEDURAL STATEMENTS

- 6.1 Where possible, Alice Springs Town Council aims to provide financial assistance for programs through corporate sponsorship of individuals or organisations (with the exception of the above) that can provide perceived tangible benefits in return for financial support, for example: signage, advertising exposure etc.
- 6.2 Where appropriate, corporate sponsorships will include a contractual agreement between Council and the individual or organisation receiving sponsorship. The terms and conditions of the agreement must be clearly and transparently documented.
- 6.3 The Events, Promotions & Tourism Advisory Committee using the attached assessment form is responsible for the reporting, budgeting and making of recommendations to Council associated with the policy.
- 6.4 The Events, Promotions & Tourism Advisory Committee will identify proposed corporate sponsorships as part of Council's annual budgetary process, in line with corporate objectives. Council will be provided with a detailed breakdown of the corporate sponsorship budget for the next financial year as part of Council's annual budgetary process.
- 6.5 Corporate sponsorships that have been supported in the annual budget will be funded upon request. Corporate sponsorships that have not been included in the budget require Council resolution to be approved for funding.
- 6.6 In circumstances where a request for corporate sponsorship requires an immediate response, the Mayor or a nominated representative may agree to provide funding. This agreement must be presented to the next Council meeting for ratification.
- 6.7 Apart from 8.6 above, no individual or organisation is able to obtain approval for corporate sponsorship funding prior to Council resolution.
- 6.8 The Events, Promotions & Tourism Advisory Committee will receive, consider and make recommendations to Council on any corporate sponsorship requests received outside of the agreed budget.
- 6.9 Where necessary, corporate sponsorship funding may be provided directly by way of Council resolution, without first being recommended by the Events, Promotions & Tourism Advisory Committee