

## Sponsorship (Outgoing) Policy



<b>Policy type</b>	Council
<b>Adopted (or) Approved by</b>	Moira Shire Council
<b>Responsible General Manager</b>	Corporate
<b>Responsible officer</b>	Governance & Communications Manager
<b>Date adopted</b>	20 June 2016
<b>Scheduled for review</b>	20 June 2019

### PURPOSE

The purpose of this Policy is to assist Council to equitably and effectively use sponsorship from Council (outgoing sponsorship) to support the business of Council.

### SCOPE

This policy applies to all employees, Councillors and Committees of Council.

This policy guides the provision of sponsorship from Council to organisations (outgoing), it does not guide the acceptance of sponsorship by Council.

### DEFINITIONS

<b>Sponsorship</b>	The purchase of rights or benefits, including naming rights, delivered through association with the sponsored organisation's name, products, services or activities. Sponsorship does not include <ul style="list-style-type: none"><li>• funds received through Council's <b>grant programs</b>, and does not preclude the sponsored organisation from participating in such programs;</li><li>• direct and/or <b>contracted</b> service or program funding arrangements;</li><li>• <b>bequests</b> which impose no obligations on the recipient and offer little or no rights or benefits to the provider.</li></ul>
<b>Sponsorship value</b>	The value of a sponsorship includes any financial contribution and the value of any and all non-financial support or resources provided by Council.

### STATEMENT

Council may provide sponsorship to support the delivery of programs and services that align with the objectives of the Council Plan.

All sponsorship arrangements will be undertaken in a professional and co-ordinated manner, and in accordance with relevant Council policies.

Acceptance of a Sponsorship Agreement does not mean that Council endorses the product or services of the sponsor. This philosophy must be clearly stated in all sponsorship agreements.

### POLICY

#### 1. Applicant and Funding Exclusions

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- 1.1. Sponsorship applications will only be considered where there is alignment with objectives outlined in the Council Plan and there are demonstrable benefits to Council in the delivery of services to our community.
- 1.2. Council will not enter into sponsorship agreements with organisations that
  - are deemed unethical, potentially unlawful or who do not align with Moira Shire Council's Council Plan, values or vision statement
  - are involved in a competitive tender or purchasing process at, or around the time of, negotiating a sponsorship agreement
  - are in arrears in debt repayment to Council
  - have an unacceptable sponsorship record with Moira Shire Council or with any other government authority
- 1.3. Council will generally not consider requests for sponsorship from:
  - Political, religious, race specific or commercial organisations
  - Individuals
  - Unincorporated bodies / groups
  - Projects that discriminate against any organisation, group or person
- 1.4. Low priority will be given to large organisations that have significant sources of income or receive funding from other government or charitable organisations and have the financial capacity to fund the proposal without funding from Council.
- 1.5. The following sponsorship proposals will not be considered for funding:
  - Projects or activities that are considered to be core services of State or Federal Government
  - Initiatives that do not focus or directly benefit the Moira Shire community.
  - Initiatives that are singular, insular or of self-interest to the applicant or that promote the business or profit interest of the applicant.
  - Requests for retrospective funding, where projects have commenced or are completed prior to submitting an application or receiving funding approval.
  - Projects that are not ready to proceed.
  - Applications from schools for curriculum based activities or where the activity outcome is confined to the school.
  - Applications seeking funding to cover outstanding loans or debts.
- 1.6. Council will publish this assessment criteria on its website

### **2. Applications and Requests**

- 2.1. Sponsorship applications will be accepted year-round.
- 2.2. The information requirements detailed in Council's application form must be provided before the proposal can be considered by Council.

### **3. Approval of applications**

- 3.1. The CEO must approve the sponsorship before any funds or services will be provided to the sponsored organisation.
- 3.2. The CEO may delegate approval of a sponsorship application to a General Manager.
- 3.3. If the total value of the sponsorship exceeds the CEO's delegation, the request will require Council approval.

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- 3.4. In approving any sponsorship application, staff and Councillors must have regard for any Conflict of Interest.
- 3.5. Availability of funds may limit the level at which Moira Shire Council is able to sponsor projects.
- 3.6. Council sponsorship may be in the form of cash or in kind contribution (eg materials, labour or resources) in exchange for agreed benefits.
- 3.7. Applicants will be notified in writing of Moira Shire Council's approval (or otherwise) of the sponsorship application.
- 3.8. Depending upon the level of sponsorship provided, sponsorship may be confirmed via an email, letter or contract agreement.

### 4. Agreements

- 4.1. A sponsorship agreement must be signed by all parties and received by Council before any funds or services will be provided to the sponsor.
- 4.2. Sponsorship recognition will be consistent with Council and the sponsor's policies, guidelines and regulations relating to signage, branding and communications. Forms of recognition will be outlined in the sponsorship agreement to the level and nature of the sponsorship and subject to agreement specifying benefits and costs.
- 4.3. A sponsorship agreement may be refused and/or terminated if deemed by the CEO as a real or perceived conflict, or where a breach of the terms of an agreement has occurred.

### 5. Timing

- 5.1. Council may enter into sponsorship agreements for up to a maximum of three (3) years.

### 6. Sponsorship reporting and acquittal

- 6.1. At the conclusion of each financial year the sponsored project or event must provide Council with a written acquittal of the funds and in-kind support provided by Council
- 6.2. Upon completion of a sponsorship agreement, the sponsored project or event must provide Council with a written
  - report outlining how Council benefited from the sponsorship agreement
  - acquittal of the funds and in-kind support provided by Council

### 7. Sponsorship delivery

During delivery, the sponsorship will

- 7.1. consistently maintain Council's professional image within the community;
- 7.2. not conflict with the objectives and policies of Council;
- 7.3. not impose or imply conditions that would limit Council's ability to carry out its functions fully and impartially;
- 7.4. not involve explicit endorsement of the recipient or its products;
- 7.5. not control or influence any dealings between the parties; and
- 7.6. ensure no employee or Councillor receives a personal benefit from the sponsorship

### 8. Interaction with other Council programs or funding opportunities

- 8.1. Council will not sponsor applications that can be effectively serviced through Council grant funding programs.
- 8.2. A sponsorship does not preclude the sponsored organisation or program from participating in Council grant programs
- 8.3. If the sponsored organisation also receives funding through Council's grant programs
  - Grant funds are not included in the total value of the sponsorship

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- Council may consider the total of grant and sponsorship funding to an individual organisation in determining whether to approve a sponsorship or grant application.

### **RELATED LEGISLATION**

*Local Government Act 1989*

*Charter of Human Rights and Responsibilities Act 2006*

*Freedom of Information Act 1982*

### **RELATED POLICIES, PROCEDURES/PROTOCOLS, STATEMENTS & DOCUMENTS**

Community and Event Grants Policy

Councillor Code of Conduct

Gift and Benefits Policy

Information Privacy Policy

Procurement Policy

Risk Management Register and Plan