

1.55 Sponsorship Policy & Guideline

Policy Owner	Executive Director Corporate & Commercial Services
Responsible Officers	Manager Finance Revenue Development Officer Manager Governance & Risk
Date of Approval	20/12/2017
Amended/Revised	25/06/2024

Objective

The purpose of the Sponsorship Policy is to establish principles for sponsorship agreements entered between the City of Albany (the City) and other parties and to provide a guide for naming rights for venues owned by the City. The policy also provides guidelines for how the City will go about seeking sponsorship.

Sponsorship is the contribution of financial and/or “in kind” support that the City receives or provides for, partnering in the provision of community infrastructure, service or program, event or activity that may contribute to the economic, social, sporting, environmental or cultural development of the City.

Sponsorships are undertaken or entered, to help achieve business or community objectives.

Scope

This policy applies where sponsorship arrangements are to be negotiated.

The Sponsorship Policy outlines the receiving or provision of financial and/or in-kind support from/to a commercial or external organisation, in exchange for public recognition or association.

Policy Statement

Principles:

Council acknowledges that sponsorship can provide significant benefits to the City and the community, and will consider sponsorship opportunities where the following principles apply:

- Any incidental expenses created by the sponsorship will be part of the first consideration.
- A sponsorship agreement outlining the full terms and conditions of the agreement will be recorded in writing and signed by both parties.
- All sponsorship arrangements will be described in the annual report in a manner commensurate with the significance of the sponsorship.
- Council invites and seeks sponsorship for selected City projects, events, services or activities.
- Council is approached for sponsorship of projects, events, services or activities.
- Council reserves the right to enter exclusive arrangements where the integrity of the relationship needs to be protected.
- Council will not seek sponsorship from or provide sponsorship to any party engaged in current or pending legal proceedings involving the Council.

- On all sponsorships, appropriate due diligence on the proposed sponsor or recipient is to be undertaken.
- Sponsor benefits or sponsorship does not include implied endorsement by the Council or City of the sponsor's goods or services or use of the Council's logo to promote their products.
- Sponsorship arrangements that impose or imply conditions that limit the Council or City's ability to carry out its functions fully and impartially will not be agreed to.
- The Council reserves the right to withdraw sponsorship with an external party when they are considered to have not complied with the spirit of this policy and/or a written agreement entered into as a sponsor arrangement.
- The sponsorship is complementary to the Council's adopted City's vision, values, policies and strategies.
- There should not be any real or perceived conflict between the objectives and mission of the sponsor and Council.
- Ensure sponsorship received by the City supports the aims of the City of Albany Public Health Plan and does not promote:
 - the excessive consumption of fast food;
 - the use of tobacco products;
 - gambling; or
 - irresponsible drinking.
- The City of Albany Council will not enter into a sponsorship with external bodies who:
 - Are involved in unlawful activities;
 - Do not share the Council's views on promoting a diverse, tolerant and inclusive community;
 - Are political parties;
 - Are considered to be an unsuitable partner by the Council or City Officers for reasons it sees fit to apply in the context of this policy;
 - Offer programs that may present a hazard to the community;
 - Offer programs that do not reflect widely held community views; and
 - Contravene State and Commonwealth legislation, and local laws.

1.55 Guidelines for Seeking Sponsorship

The public interest may be best served by Council making a particular sponsorship opportunity widely known for example, by calling for expressions of interest or by letters of invitation to submit sponsorship proposals to a number of prospective sponsors.

However, it is recognised that in some circumstances this ideal would be impractical and Council's request for sponsorship could be by invitation to specific potential sponsors.

A sponsorship proposal should be developed that clearly outlines the nature of the project, why it is being proposed, the benefits to the proposed sponsor and the City, and the type or value of sponsorship sought.

Councillors interested in assisting with sponsorship arrangements should work through the relevant Council Directorate and not seek to negotiate sponsorship independently on behalf of the Council.

It is inappropriate for any Councillors or Council staff members or their relatives or partners to receive personal benefit from sponsorship agreements.

Benefits to Potential Sponsors:

Examples of potential benefits to potential sponsors:

- Brand awareness and recognition of sponsor status in publicity material associated with the activity e.g. social media, print and digital advertising, posters and other marketing material;
- Distribution of materials promoting the sponsor's products or services in conjunction with the activity;
- Presence of the sponsor at an activity and access to participants;
- Signage and other marketing material displayed at activity;
- Acknowledgement in speeches;
- Entry tickets to sponsored activities; and
- Naming rights of the whole or a portion of the activity.

Venue naming Rights sponsorship:

Applications for venue naming rights will be considered under the following conditions:

- Venue naming rights are limited to sports grounds, pavilions or a specific area/portion within a reserve, but not the entire reserve.
- The term of the sponsorship agreement is limited to the term of the club's licence, lease or agreement over the community venue.
- In the case where naming rights are proposed and accepted for an entire reserve, the naming convention would be:

<p>(VENUE) PROUDLY SPONSORED BY (SPONSORS NAME)</p> <p>or</p> <p>(VENUE) SPONSORED BY</p>

The proposed name of the sports ground is not in any way offensive or discriminatory; and

The community venue ground is only referred to the 'sponsored name' in club, association, competition or league promotions and marketing. Council names for the reserve, pavilion and any other public building will prevail in public documents e.g. Council reports, engineering / road plans, directories, websites etc.

The monetary benefits of the naming rights sponsorship will be allocated to the associated community or sporting group. This ensures that the local community directly benefits from the sponsorship. Community venue naming rights remain vested with the City of Albany as venue owner and manager.

Upon approval, the organisation/club will be permitted to install a single naming sign that complies with the current City of Albany planning scheme.

Sponsorship Agreement:

Any sponsorship agreement must be recorded in writing and signed by both parties. This should include:

- The term or purpose of the sponsorship and any conditions regarding renewal.
- Specific services, products or funds to be provided by the City and the reciprocal benefits, including, where practical, a dollar value of services or products.
- Do not print and store a copy of this document. Always access the Internet/Intranet copy to ensure you have the latest version.
- The form or forms of sponsorship acknowledgement which will be available. e.g. Signage, advertising/social media/digital/media releases.
- Any limitations to the sponsorship such as restrictions on seeking additional sponsors.
- The responsibilities and expectations of each party for the project.
- Any guidelines for the use of corporate logos or limitations on advertising, media and other publicity.
- A statement to the effect that any attempted influence on City Officers or the Council's regulatory functions will result in an automatic review and/or termination of the sponsorship agreement.
- Any special conditions which may apply.

Policy Non-Compliance:

A sponsorship agreement may be refused and/or terminated if deemed by the Chief Executive Officer as a real or perceived conflict, or where a breach of the terms of an agreement has occurred.

Conflict of Interest

All City employees, contractors and Elected Members are bound by their respective "Codes of Conduct" and are prohibited from receiving personal financial rewards for their involvement in the solicitation, negotiation, authorisation or execution of a sponsorship arrangement for a City project.

All City employees receiving products, goods or services as mementoes or tokens of appreciation from sponsors, will disclose the receipt of such items in accordance with City policies and the City's Employee Code of Conduct.

City employees and Elected Members must declare an interest if a closely associated person (within the meaning of the Local Government Act 1995) and/or any businesses they may own, control or are in any way associated with, are negotiating and/or entering into sponsorship arrangements with the City.

Legislative and Strategic Context

Local Government Act 1995, section 2.7(2)(b) Council determines local government policies.

Compliance with the Policies and Standards for Geographical Naming in Western Australia is required.

Review Position and Date

This policy and guideline is to be reviewed every two years.

Associated Documents

Strategies, procedures, references, guidelines or other documents that have a bearing on this policy and that may be useful reference material for users of this policy:

- [Local Government Act 1995](#)
- [Local Government \(Model Code of Conduct\) Regulations 2021](#)
- [Local Government \(Administration\) Regulations 1996](#)
- Codes of Conduct, which apply to employees & elected members
- [Gift & Travel Register](#). Local Governments are required by law to display a register of Gifts and Travel received by elected members and employees.

Definitions

For the purpose of this policy, the following definitions will apply:

- **Activity** includes any event or component or an event or any season or roster of a particular sport.
- **External Bodies** include non-government organisations (NGOs), corporate and business organisations and the Albany community.
- **Company** means any form of private entity operating for the purpose of profit creation.
- **Organisation** means any group, incorporated or unincorporated, operating for a defined purpose or function.
- **Sponsorship** means the exchange of money, goods or services from one party to another where there are specific obligations on the receiver for a return to the sponsor in some form.
- **Naming Rights** means the exclusive right for an organisation to name/brand a venue, event or program.