

Sponsorship Policy

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1 Purpose

This policy establishes the principles for sponsorship agreements between the City of Canada Bay and other parties. It provides guidelines for incoming financial and in-kind sponsorship and outlines the procedures to be met by both Council and the sponsorship partner. The policy has been developed to provide a transparent process in the interests of public accountability.

The objectives of this Policy are to:

- Outline a framework and general principles for managing Council's inbound sponsorships, both monetary and non-monetary in nature.
- Outline considerations in identifying, assessing, approving, and managing inbound sponsorship.
- Ensure that all sponsorship is dealt with in a fair, transparent and equitable manner.
- Outlines responsibilities of all parties involved in a sponsorship arrangement.
- Specifies criteria that guide what sponsorship opportunities can be sought or supported, including considerations for ensuring probity, policy conformity, and avoiding conflicts of interest.
- Enable effective sponsorship that will benefit the community.

2 Scope

This policy applies to all inbound sponsorship arrangements entered into by the City of Canada Bay Council. It does not apply to outbound sponsorship arrangements which are covered by Council's Community Funding Policy. The policy supersedes the Sponsorship and Donations Policy (2017).

This policy applies to all City of Canada Bay Council employees, including permanent, temporary, and casual staff, contractors and consultants engaged by Council.

3 Definitions

Term	Meaning
Sponsorship	Sponsorship is a commercial arrangement in which a sponsor provides a financial or in-kind contribution to support an activity in return for certain specified benefits. Sponsorship can be received from an organisation or business as well as community groups and not for profit organisations. Sponsorship does not include the selling of advertising space, joint ventures, grant programs, consultancies, grants (in regard to received sponsorship) and unconditional gifts, donations, bequests, or endowments.
Conflict of Interest	A conflict of interest can arise if it is likely that a private interest could conflict, or be seen to conflict, with carrying out a person's public or professional duties.
Community Benefit	The return or benefit to the community that flows from Council's sponsorship programs and in-kind support.
Council	Council refers to the City of Canada Bay Council.
LGA	Refers to the City of Canada Bay Council local government area.

4 Policy Principles

The City of Canada Bay Council seeks sponsorship for selected Council projects, events, services, or activities to maximise financial and in-kind assistance for the benefit of the City of Canada Bay community. Council is also committed to supporting, through partnership agreements, various projects, events, services, and activities which provide benefit to the City of Canada Bay community. All sponsorships will be undertaken in accordance with Council's policies and legislative requirements and to the mutual benefit of both parties. Any negotiations will be governed by probity principles: fairness, impartiality, accountability, transparency, and value for money. When Council and its officers seek and obtain sponsorship, it will do so in a professional and coordinated manner that will comply with Council's Code of Conduct and Statement of Business Ethics.

Council will consider engaging in sponsorship agreements where:

- There is benefit to Council, residents, local businesses and/or visitors;
- They help deliver Council's Community Strategic Plan;
- There is no actual or perceived conflict of interest;
- There is no interfere with Council's ability to exercise its obligations under the *Local Government Act* 1993 or any other relevant legislation that Council relies on to perform its duties and deliver services.

4.1 Suitable activities for sponsorship

Sponsors are sought for a range of Council activities including community events and festivals, community facilities, educational facilities, recreational and community programs and equipment. The types of events/activities that Council may consider suitable for incoming sponsorship generally include activities or events such as:

- Public and ticketed events, festivals, and event programs;
- Cultural activities and programs of a limited time period or ongoing e.g. exhibitions, cultural programs;
- Public conferences, seminars, and workshops e.g. business forums;
- Training and education or opportunities for scholarships;
- Community or industry awards;
- Environmental projects;
- Community awareness and education campaigns;
- Sports, leisure and recreation projects or programs.

4.2 Benefits to sponsors from sponsorship agreements

Council may offer a range of benefits to sponsors. Benefits to the sponsor are determined in collaboration and agreement with the City of Canada Bay Council and may be restricted by legislation and public policy. Benefits must be agreed upon in advance and included in the sponsorship agreement.

The extent of benefits will depend on the level and nature of the sponsorship and may include:

- a. ability to use Council's branding, content, and imagery in connection with the sponsored activity and the ability to develop co-branded material;
- b. branding exposure on print materials and collateral, media, social media, digital signage, banners, and direct marketing;
- c. exposure at events through signage and integration into events programmes where feasible and appropriate, acknowledgement by the emcee or speakers;
- d. opportunity to speak publicly at the sponsored event or activity;
- e. in-kind event coordination support and event advisory/logistics support;
- f. event hospitality including invitation to events, invitation to VIP functions, temporary car parking spot for the event and preferential seating;
- g. naming rights or category sponsorship for major events;
- h. award or trophy in the sponsor's name and publicly presented;
- i. designated spaces, where appropriate, for sponsor activations, parking, storage or other agreed purposes, determined on a case-by-case basis;
- j. provision of event related infrastructure, where appropriate and determined on a case-by-case basis, including but not limited to marquees, tables, chairs and power;
- k. display of goods and other material merchandising of goods at selected points of sale;
- l. sponsor's name, logo or other relevant design displayed on Council assets (e.g., garbage trucks or other fleet vehicles)
- m. Council waiving fees or agreeing to meet costs associated with services it would otherwise charge for, as listed in the advertised Fees and Charges.

If the sponsorship agreement involves the supply of a product, that product should be evaluated for its fitness for purpose against objective criteria relevant to Council's needs. The sponsorship agreement should not involve explicit endorsement of the sponsor or the sponsor's products.

4.3 Sponsorships not permitted

Council will not undertake sponsorships that:

- a. Require or imply any Council endorsement of commercial products, services, companies, political parties, or individuals;
- b. Limit Council's ability to carry out its functions fully and impartially;
- c. Restrict access to the Council's community assets, such as sporting fields, by the widest audience possible;
- d. Are not consistent with City of Canada Bay Council's Community Strategic Plan, or other plans, strategies, and policies;
- e. Are not consistent with Council's social justice principles of equity, participation, rights, and accessibility for all groups in the community;
- f. Give rise to an actual or perceived conflict of interest;
- g. Allow ownership and control of the sponsored asset to be removed from Council;
- h. Pose a conflict with the broader policies and practices of Council;

- i. Have the potential to adversely impact City of Canada Bay Council's reputation and brand; and
- j. Pose a conflict between the objectives and values of Council and those of the Sponsor.

City of Canada Bay Council will not consider entering into sponsorship arrangements with other parties that Council deems:

- a. to be involved in any current, regulatory, or legal matter involving Council, or if it is reasonably known that such matters are likely to arise in the foreseeable future;
- b. such an arrangement could compromise, or be seen to compromise, Council's ability to exercise its regulatory and planning functions. Further, other parties must have a clear understanding that any arrangements have no bearing on Council's capability to exercise such functions;
- c. have not fulfilled the requirements of a previous sponsorship arrangement;
- d. to be of a political nature (e.g. political parties);
- e. to be a "property developer," as defined in the Electoral Funding Act 2018;
- f. to be a religious organisation;
- g. are connected with adult services or adult content production or distribution;
- h. to be a manufacturer or whose primary business is the sale of tobacco, e-cigarettes, vaping products, or the like;
- i. its primary business to be the sale of gambling products;
- j. promote or are associated with firearms manufacture and sale;
- k. discriminate by way of race, religion, gender, sexual orientation including in employment, marketing, or advertising practices: or
- l. to be a producer, or whose primary business is the sale of fossil fuels.

4.4 Conflict of interest

Every sponsorship proposal will be assessed for the possibility of conflict of interest (either real or perceived). Council has the discretion to refuse or terminate such arrangement in any case where, during the life of the sponsorship, the other party (including related parties, parent companies and subsidiaries):

- has a current development application or planning matter before Council, or Council is aware of a potential future application and planning matter;
- is or is likely to be subject to regulation or inspection where Council may impose conditions; or
- may limit Council's ability to carry out its functions fully and impartially or may be perceived to do so.

In addition, there should be no suggestion, either explicitly or implicitly, that any individual, organisation, or company will be given any favourable or special treatment as a result of providing sponsorship support to Council. No elected representative, employee or agent of City of Canada Bay Council is to receive, or solicit, a personal benefit from a sponsorship agreement with Council. This would constitute a breach of Council's Code of Conduct and the Gifts and Benefits Policy.

Prospective sponsors will be required to sign a Conflict of Interest Declaration as part of the acceptance and approval process.

4.5 Guidelines for seeking sponsorship

When Council is seeking sponsorship support, a sponsorship proposal should be developed which clearly outlines the nature of the project, why it is being proposed, the benefits to potential sponsors and to the City of Canada Bay, and the type or value of sponsorship sought. The public interest is best served by Council making sponsorship opportunities widely known and using broad based, open processes that are not limited solely to invited sponsors.

Sponsorship opportunities are potentially sought through different approaches, including:

1. Expressions of Interest will typically be invited through advertisement (including an annual invitation to sponsor on Council's website) to ensure the business community and other relevant government and non-government organisations have the opportunity to participate in relevant sponsorship opportunities.
2. Council may identify and directly approach potential sponsors where there is strategic alignment between the prospective sponsor and the activity or project for which sponsorship is being sought.
3. Unsolicited sponsorship proposals may be accepted without undertaking an open market process where there is a significant strategic alignment between the prospective sponsor and the activity, event or project being sponsored. In these circumstances, the reasons for accepting the proposal without testing the market must be clearly documented.

4.6 Approval of sponsorship

Sponsorship arrangements, whether received as funding or in-kind support must be approved by the General Manager.

Assessments against the criteria for outlined in this policy must be undertaken and will assess and take account of any potential conflict of interest situations.

Any sponsorship arrangement entered into must be formalised with a written agreement. This agreement should be the entire arrangement between the parties, and no privileges for either party shall exist outside the agreement, unless approved in writing by both parties.

Any sponsorship that does not clearly align to this policy can still be considered by the Council at a Council meeting.

4.7 Assessing a sponsorship proposal

Sponsorship proposals must be assessed against the below criteria:

1. Evaluation of any previous relationship or dealings between the other party and Council;
2. The sponsorship proposal and the other party is compatible with Council's vision, values, strategic objectives, policies, and image, and applicable legislation;
3. The other party is not excluded on the basis of criteria outlined in section 4.3 of this Policy;
4. Agreement with the other party on the sponsorship benefits being offered or received;
5. The other party must not be involved in a dispute with Council;

6. The sponsorship arrangement is not considered to be a conflict of interest;
7. The sponsorship agreement must not impose or imply conditions that could limit, or appear to limit, Council to carry out its functions fully, impartially, and ethically;
8. The sponsorship arrangement is anticipated to deliver positive reputational benefits to Council;
9. Council must be satisfied that the other party has the capacity and intent to fulfil its obligations;
10. The sponsorship arrangement must benefit both parties;
11. The sponsorship arrangement and agreement must adhere to Council's sponsorship policy;
12. The assessment of incoming sponsorship must consider the impact and potential reach of the sponsorship, community benefit, and cost of serving the sponsorship against the benefits and potential for long-term partnerships;
13. The value of incoming sponsorship must be greater than the cost to Council in time and resources of obtaining the sponsorship.

4.8 Managing the sponsorship

A legally binding agreement must be entered into for each sponsorship arrangement. The sponsorship agreement must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions fully and impartially.

The agreement will set out:

- The agreed benefits, deliverables and expectations of both parties. The form or forms of sponsorship acknowledgement which will be available
- The term of the sponsorship and any conditions regarding renewal
- Financial accountability requirements
- Provision for termination or suspension of the agreement.

4.9 Reporting requirements

All sponsorship arrangements need to be documented through a sponsorship proposal, sponsorship agreement and reported as part of Council's Integrated Planning and Reporting Framework. All incoming sponsorships are reported to the community via Council's Annual Report for the respective financial year.

5 Responsibilities

Role	Responsibility
General Manager	Responsible for approval of sponsorship.
Director, Community, Culture & Leisure Manager, Place & Events	Responsible for reviewing assessment and making a recommendation to the General Manager.
Sponsorship Manager	Responsible for assessment of sponsorship proposal against relevant criteria.

6 Laws and Standards

- *Local Government Act 1993*

7 Related City of Canada Bay Policies and Procedures

- Community Events Policy
- Community Funding Policy

8 Consultation

Internal

In preparing this policy, the Place & Events team consulted with the Governance team and the Executive Team, and their comments were considered in the development of this Policy, public consultation with the community.

External

Public exhibition consultation with community.

9 Approval Status

The Council approved this policy on 15 August 2023.

10 Approval History

Stage	Date	Comment	ECM ID
Original Policy / Procedure	1 September 2023	Endorsed by the Executive Team and Approved by Council.	7563779
Reviewed	19 March 2024	Updates to section 7 'Sponsorships not permitted' adopted by Council. Policy template updated administratively.	
Draft for Council	20 October 2026	Scheduled review – removal of outbound sponsorships from Policy	
Next Review			

11 Ownership and Approval

Responsibility	Role
Author	Sponsorship Manager Manager Place & Events
Owner	Director Community Culture & Leisure
Endorser	City of Canada Bay Executive Team
Approver	Council